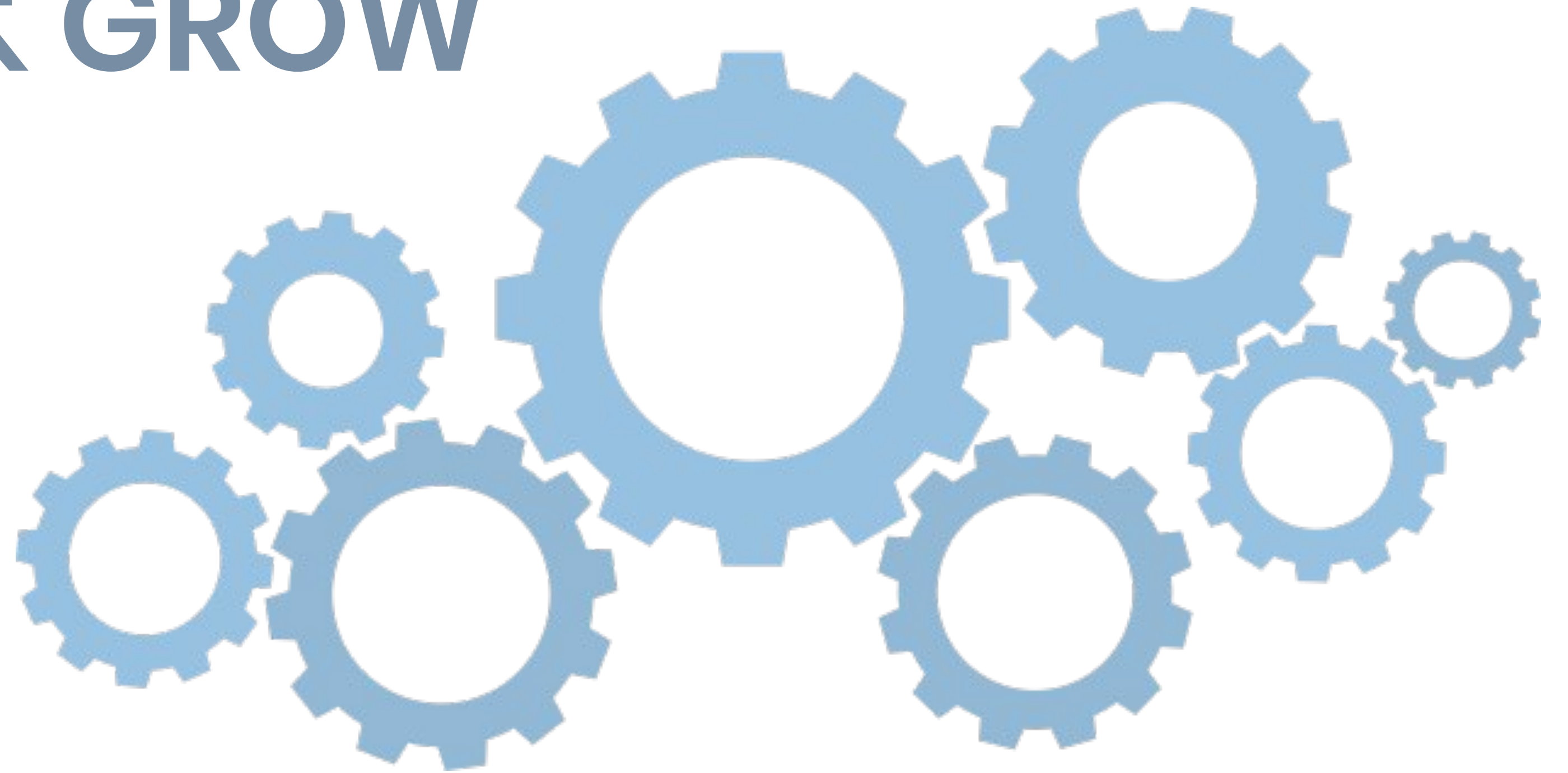


THE EIGHT STAGES OF SUCCESSFUL RETAINED SEARCH

STAGE 8: CLOSE & GROW



Presented by Christian Spletzer, CEO of Clockwork
After years of working as an executive recruiter, Christian Spletzer founded Clockwork to improve every aspect of how search firms and clients work together on retained search projects.



WHAT YOU'LL LEARN

- Final review with client
- Conducting outreach to a target market list
- Completing a 'Placement Checklist'
- Growing your network



THE EIGHT STAGES OF SUCCESSFUL RETAINED SEARCH



STAGE 1: FIND WORK

Leverage past work to find opportunities

STAGE 2: WIN WORK

Introduce process and demonstrate expertise

STAGE 3: SET STRATEGY

Establish research strategy and candidate criteria

STAGE 4: RESEARCH

Execute research strategy and build research

STAGE 5: OUTREACH

Attract qualified, interested, and available candidates

STAGE 6: ASSESSMENT

Screen and present candidates to clients

STAGE 7: DECISION

Client confidence drives results

STAGE 8: CLOSE & GROW

Nurture relationships and grow

SOLUTIONS FOR: ✓ Client Management ✓ Team Management ✓ Data Management ✓ Business Development

THE **CLOSE & GROW** STAGE IS RIPE WITH OPPORTUNITY FOR BUSINESS DEVELOPMENT

After every search, you need to be thinking about what you're going to do to continue building your business.



PLACEMENT CHECKLIST

Be mindful of the action items you can complete after every search.

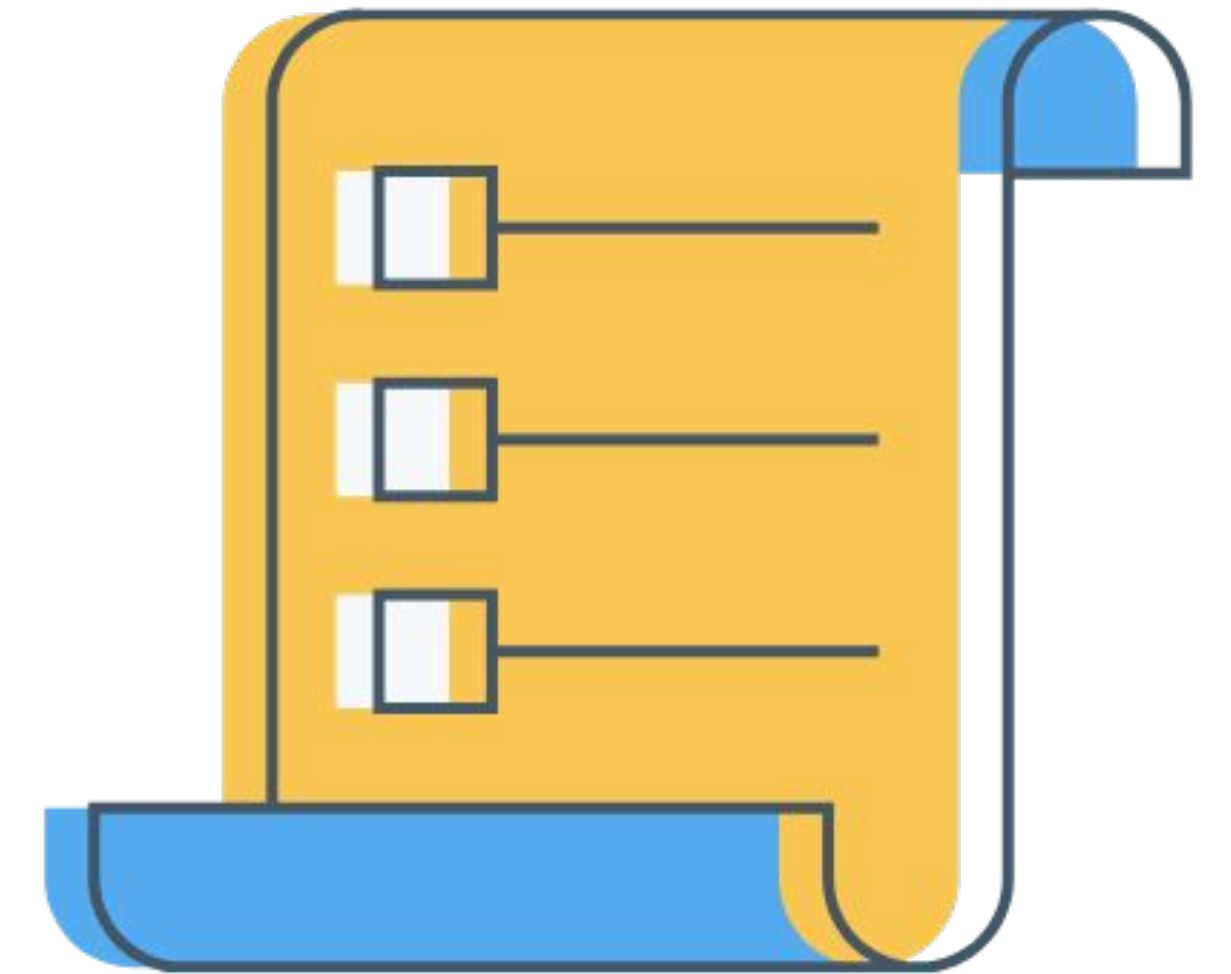
- Leverage opportunities in the market
 - Does the company where the candidate came from need help?
- Gather client feedback
- Have you 'turned off' other candidates?

CONDUCT OUTREACH TO A

TARGETED MARKETING LIST

ADVERTISE YOUR SUCCESS

- Tailor outreach so it's purposeful
 - What companies did you research for your search?
 - Who are the buyers of search there?
 - Who is *relevant* to your client's industry?



CONDUCT A **FINAL REVIEW** WITH YOUR CLIENT

Utilize the final review as a chance to grow your business, or use it as an opportunity to grow as a recruiter.

THE FINAL REVIEW

- Meet with your client to reflect on how they felt about the search
- Ask open ended questions
- Use negative feedback to learn and improve your process

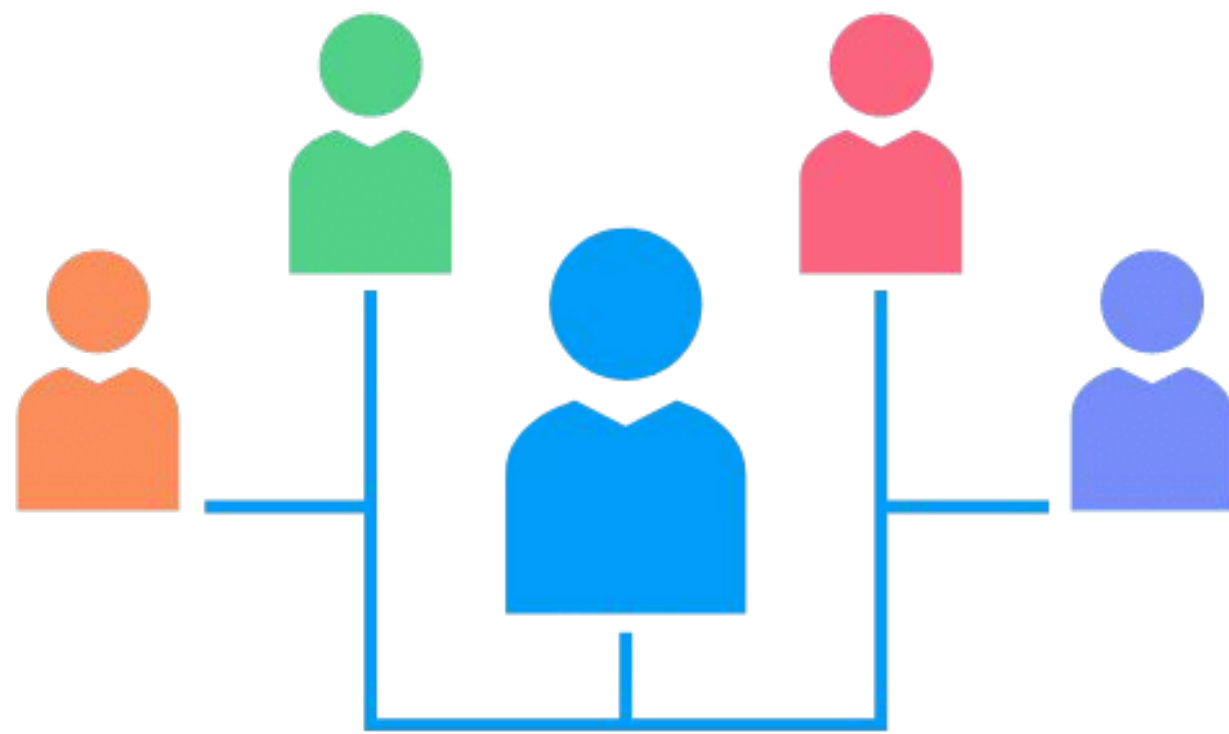


USE EVERY SEARCH TO

GROW YOUR DATABASE

DEVELOP & NURTURE YOUR NETWORK

- Ask for testimonials & referrals
 - If client is happy and you delivered on everything you promised
- Schedule a follow up meeting
 - Quarterly, bi-annually, annually





Like what you've learned?
Need help implementing it?

Our **complete business solution** for retained search firms is built exclusively to guide and support your firm in **all eight stages**.

Find out more at
clockworkrecruiting.com.

