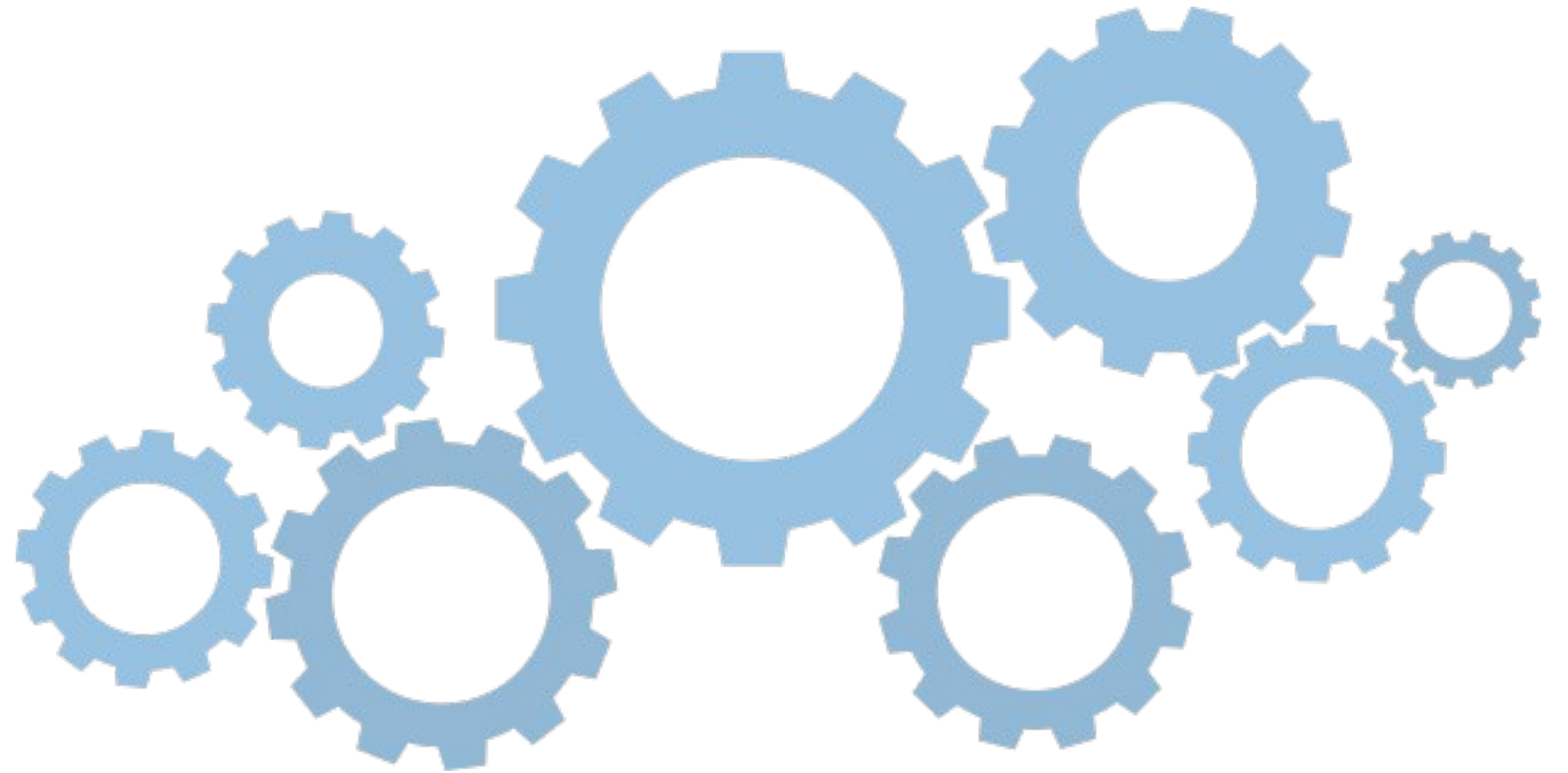


# THE EIGHT STAGES OF SUCCESSFUL RETAINED SEARCH INTRODUCTION



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

- Characteristics of a Successful Retained Search Firm
- Retained Search Benchmark Metrics
- What Are the Eight Stages of Successful Retained Search





# NICE WORK

Retained Search can be a **very rewarding, lucrative businesses**, but it's a daily grind and the big firms have the upper hand.

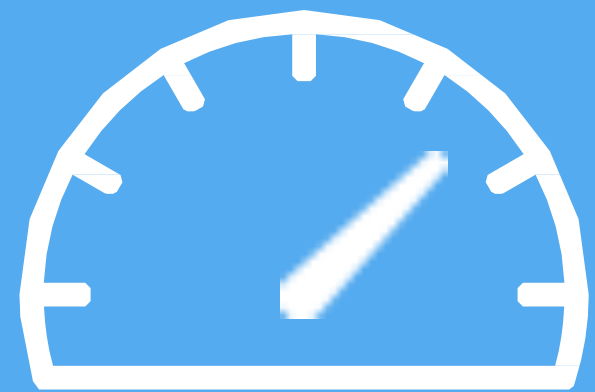
Yet, with the right methodology & process, **any firm can succeed.**

# IF YOU CAN GET IT





# WHAT DO SUCCESSFUL FIRMS DO RIGHT?



## EFFECTIVE

Place more candidates



## EFFICIENT

Place candidates faster



## RESULTS IN

- ✓ Winning more projects
- ✓ Trusted as experts
- ✓ Distinguished from competition
- ✓ Growing their business
- ✓ Continually improving

# HOW DO YOU MEASURE EFFECTIVENESS & EFFICIENCY?



## PLACEMENT RATE (PR)

Percentage of projects that actually get filled



## DAYS TO PLACEMENT (DTP)

Number of days to successfully complete the project

### INDUSTRY AVERAGES\*

71%

PLACEMENT RATE

123

DAYS TO PLACEMENT

\*Based on an analysis of over 30,000 retained search projects over 3.5 years. See [www.clockworkrecruiting.com/benchmark](http://www.clockworkrecruiting.com/benchmark) for the full report.

# WHAT GETS IN THE WAY OF SUCCESS?

## POOR CLIENT RELATIONSHIPS

No buy-in to your process

No trust / collaboration

## DATA IS TERRIBLE

Can't easily access or leverage it

Time-consuming to find & utilize it

## TEAMS DON'T WORK TOGETHER

Not understanding roles & responsibilities

Poor communication

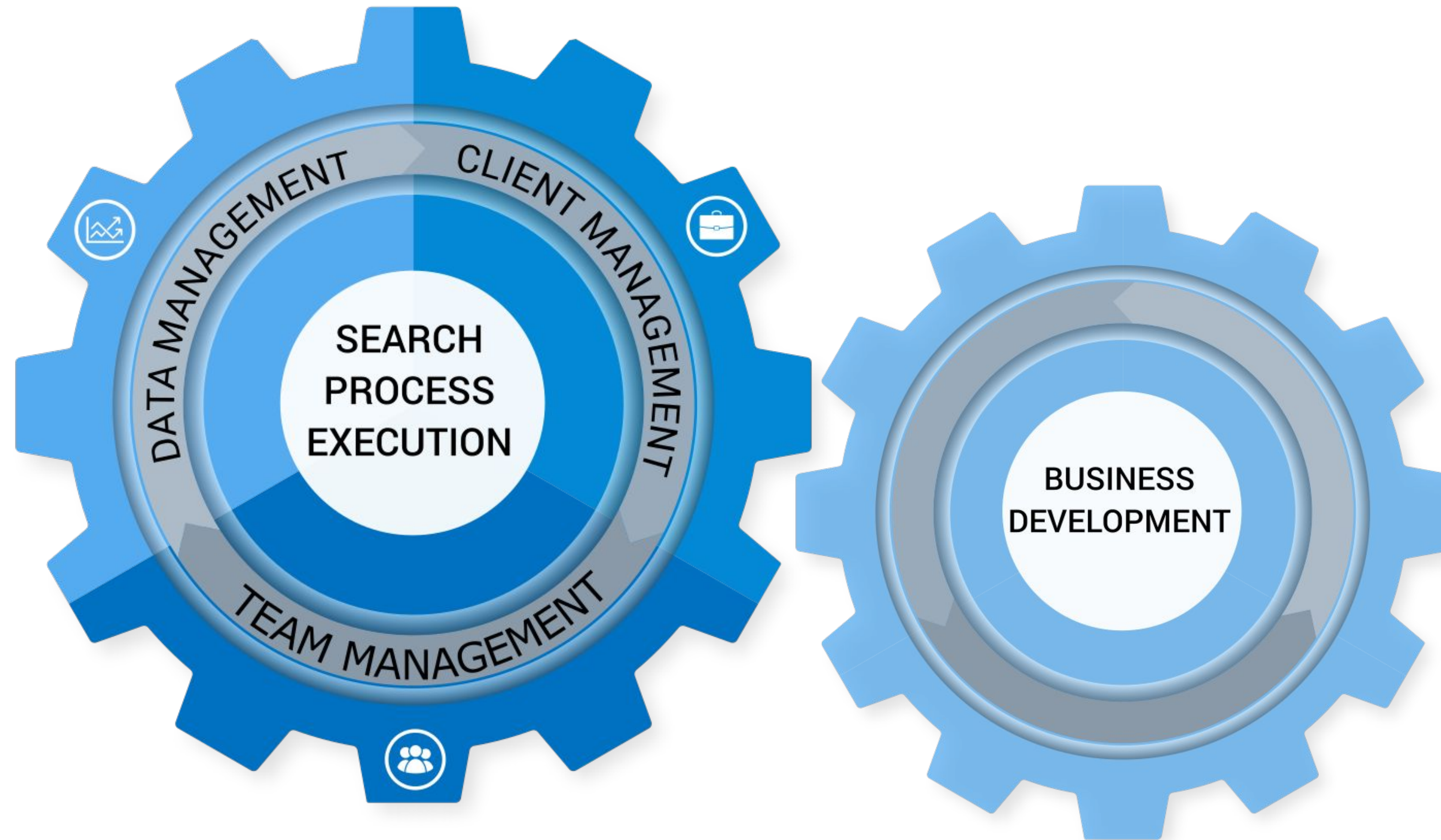
## CAN'T CONSISTENTLY FIND THE RIGHT WORK

No method to find new clients

Don't leverage past clients



YOU NEED A **PROCESS**



THAT DRIVES **PERFORMANCE**

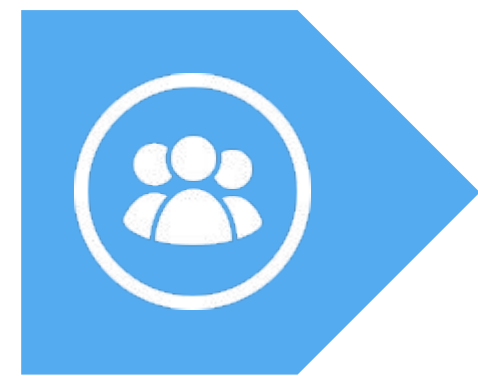
# KEYS TO EFFECTIVE & EFFICIENT PERFORMANCE

## SUCCESSFUL SEARCH PROJECT EXECUTION



### CLIENT MANAGEMENT

- Collaboration
- Transparency
- Focus on results



### TEAM MANAGEMENT

- Communication
- Understanding roles & responsibilities
- Process & Deliverables



### DATA MANAGEMENT

- Capture more data, more easily
- Accessibility
- Ability to leverage data



### BUSINESS DEVELOPMENT

- Leverage Search Process Expertise
- Leverage previous work

WIN MORE WORK





# 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

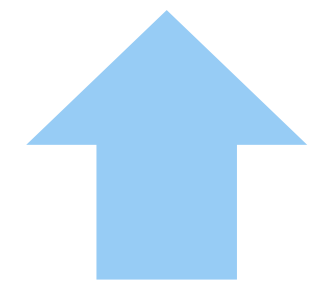
## STAGE 8: CLOSE & GROW

Nurture relationships and grow

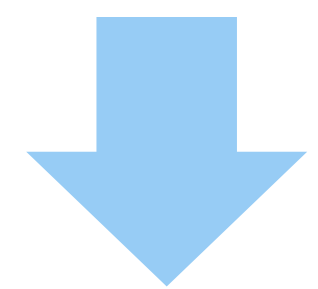
**SOLUTIONS FOR:** ✓ Client Management ✓ Team Management ✓ Data Management ✓ Business Development



# FIRMS THAT ADOPT **THE EIGHT STAGES** OF SUCCESSFUL RETAINED SEARCH SEE...



**An Increase in  
Placement Rate (PR)**  
→ Improved effectiveness



**A Decrease in  
Days to Placement (DTP)**  
→ Improved efficiency

**Improving these two  
key metrics indicates  
better search work &  
leads to delighted  
clients and winning  
more search work.**





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](https://clockworkrecruiting.com).

