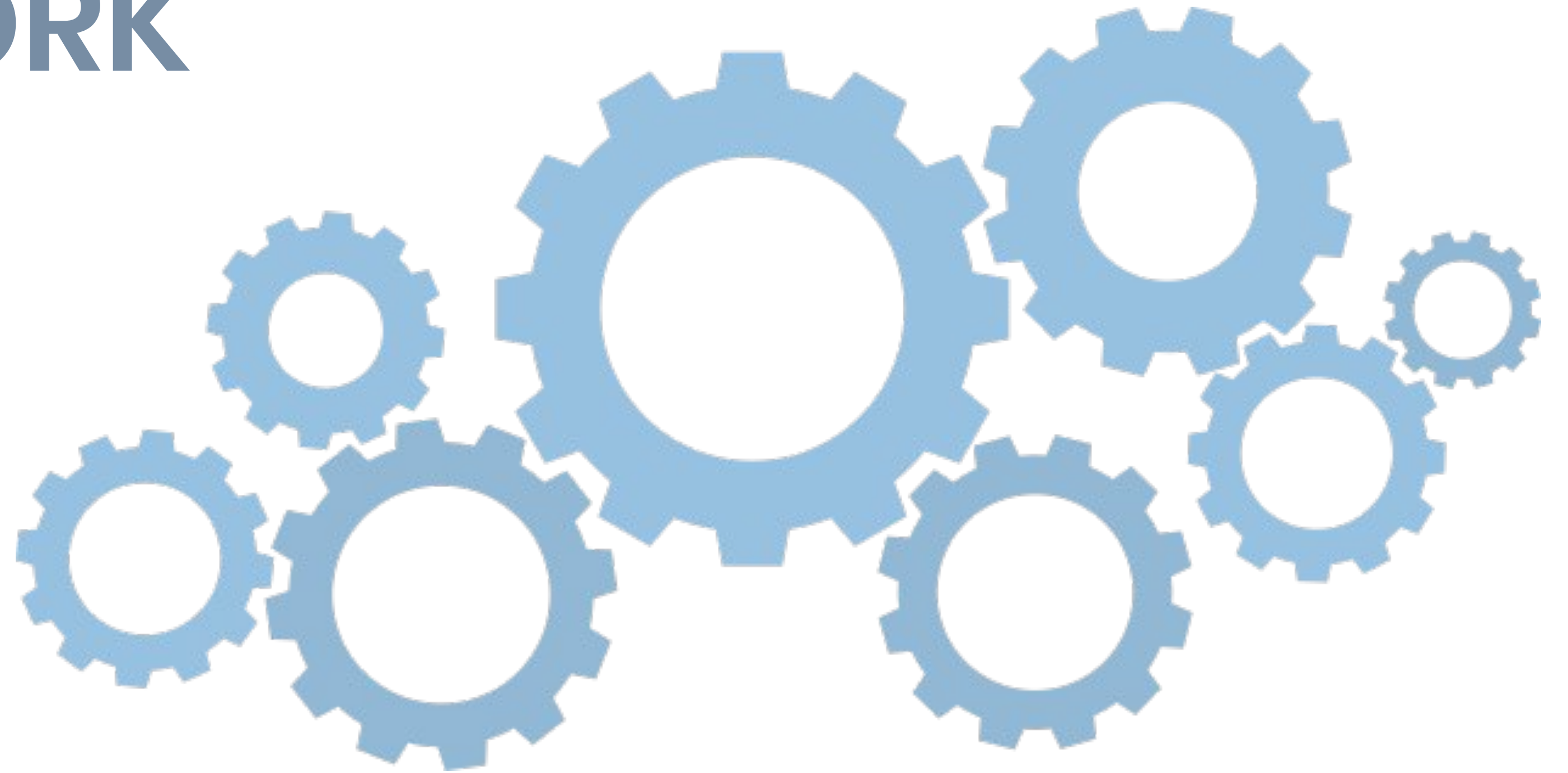


THE EIGHT STAGES OF SUCCESSFUL RETAINED SEARCH

STAGE 2: WIN WORK



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

- Identify, qualify, and prioritize opportunities
- The keys to an effective sales pitch
- Stand by your contract & value
- Create a sense of urgency



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

IDENTIFY YOUR OPPORTUNITIES



Once you've landed meetings with leads from your Target Market List, you need to identify which ones are real **Opportunities**.

IDENTIFY YOUR OPPORTUNITIES

BUDGET: Do they have the budget to hire you?

AUTHORITY: Does your contact have the *authority* to hire you?

NEED: Do they have a need you can meet?

TIMELINE: Is there a timeline to hire a firm?

THE KEYS TO EFFECTIVELY PITCHING WORK

The goal of the pitch is convincing them **YOU** are the best option.

- Research the company
- Discuss relevant past work
- Explain your process
- Show consultative value



THE KEYS TO EFFECTIVELY **PITCHING WORK**

RESEARCH THE COMPANY

- Do your homework
- Investigate the executive team
- Focus your pitch on the most relevant information



THE KEYS TO EFFECTIVELY PITCHING WORK

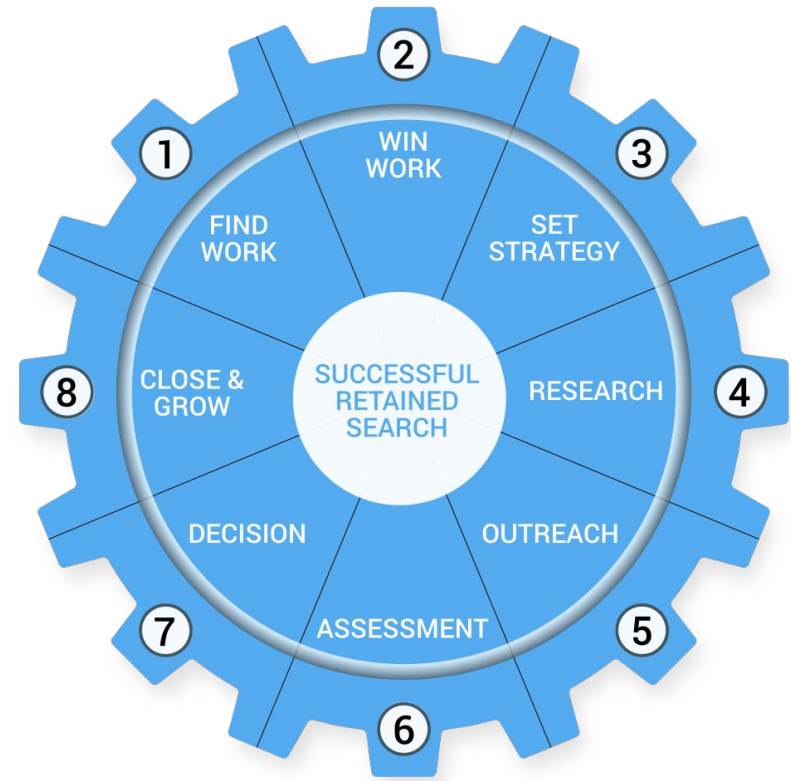
DISCUSS RELEVANT PAST WORK



- Use specifics
- Plug in examples
- Highlight your network
- Show *evidence* of your expertise

THE KEYS TO EFFECTIVELY PITCHING WORK

EXPLAIN YOUR PROCESS



- You **need** a proven process
- Include details
- When possible, *demonstrate* your process
- Evidence of your process is persuasive

THE KEYS TO EFFECTIVELY PITCHING WORK

SHOW CONSULTATIVE VALUE

- Proactively start the project
- Start discussing strategy
- Present benchmarks
- Show you're ready to start



STAND BEHIND YOUR

CONTRACT & VALUE

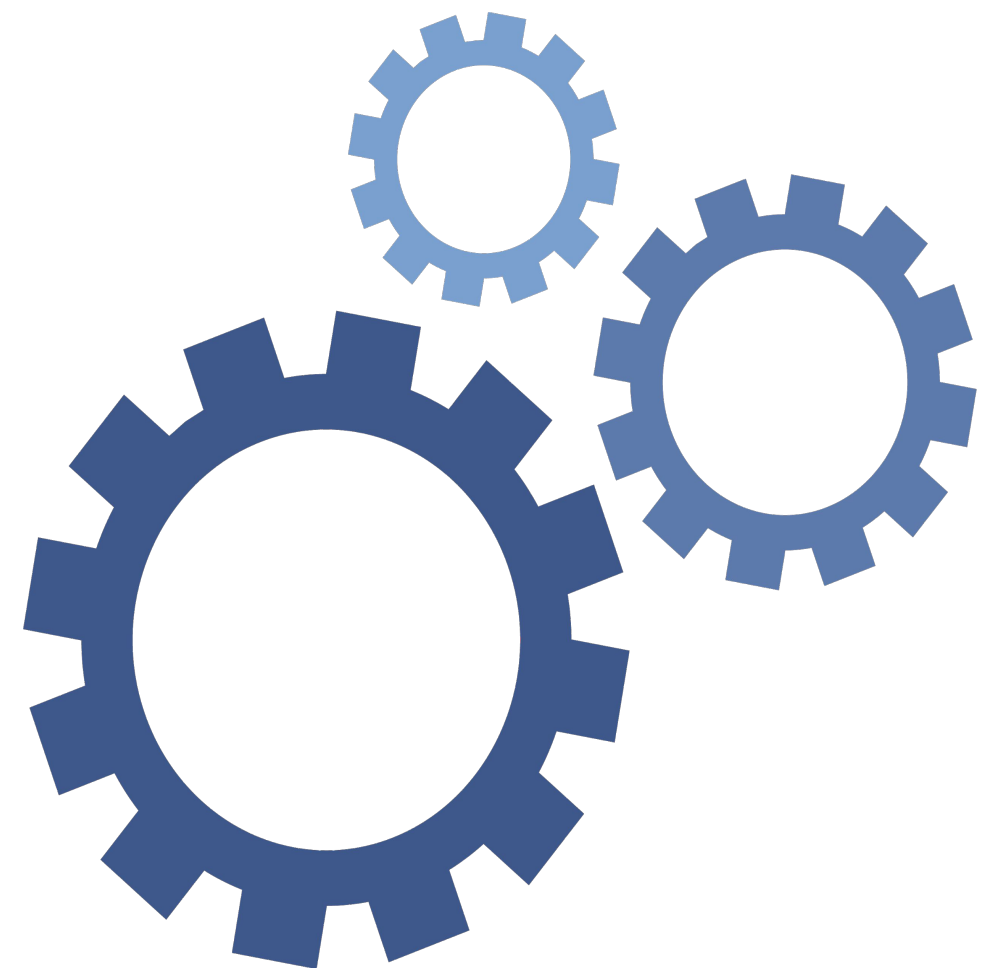
- Draft your contract
- Have your terms and stick to them
- Don't underprice your consultative value
- Be presumptuous

CREATE A SENSE OF URGENCY



- Drive a decision
- Show average Days to Placement (DTP)
- Establish desired timeframe for placement to start providing value

CONTINUITY IS KEY



- Set up a program for success and growth
- Stay dedicated and persistent
- Challenge yourself to stay focused
- Avoid the temptation to stop business development

It is a simple process, but often hard to do.



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.

