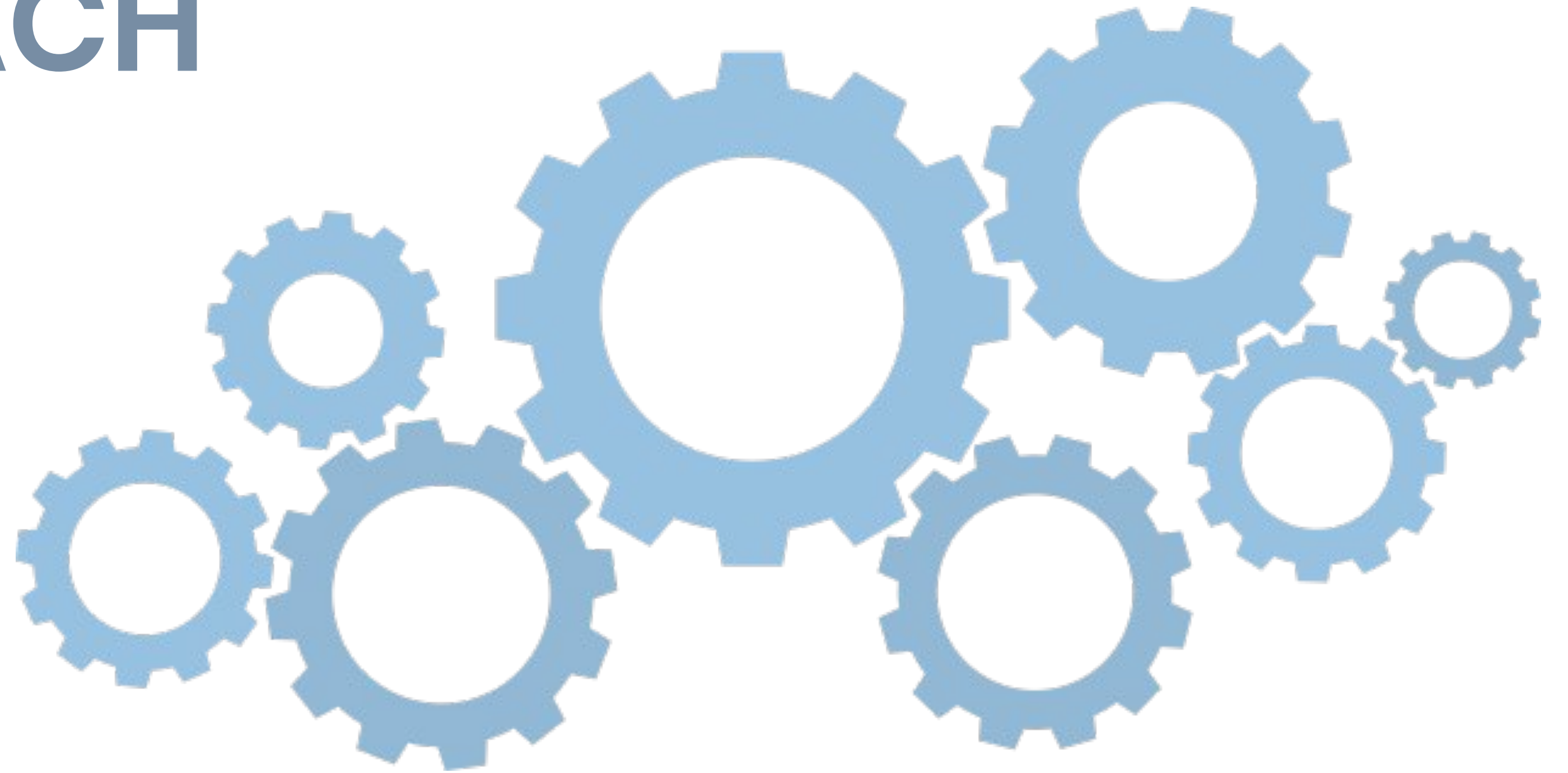


# THE EIGHT STAGES OF SUCCESSFUL RETAINED SEARCH

## STAGE 5: OUTREACH



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.

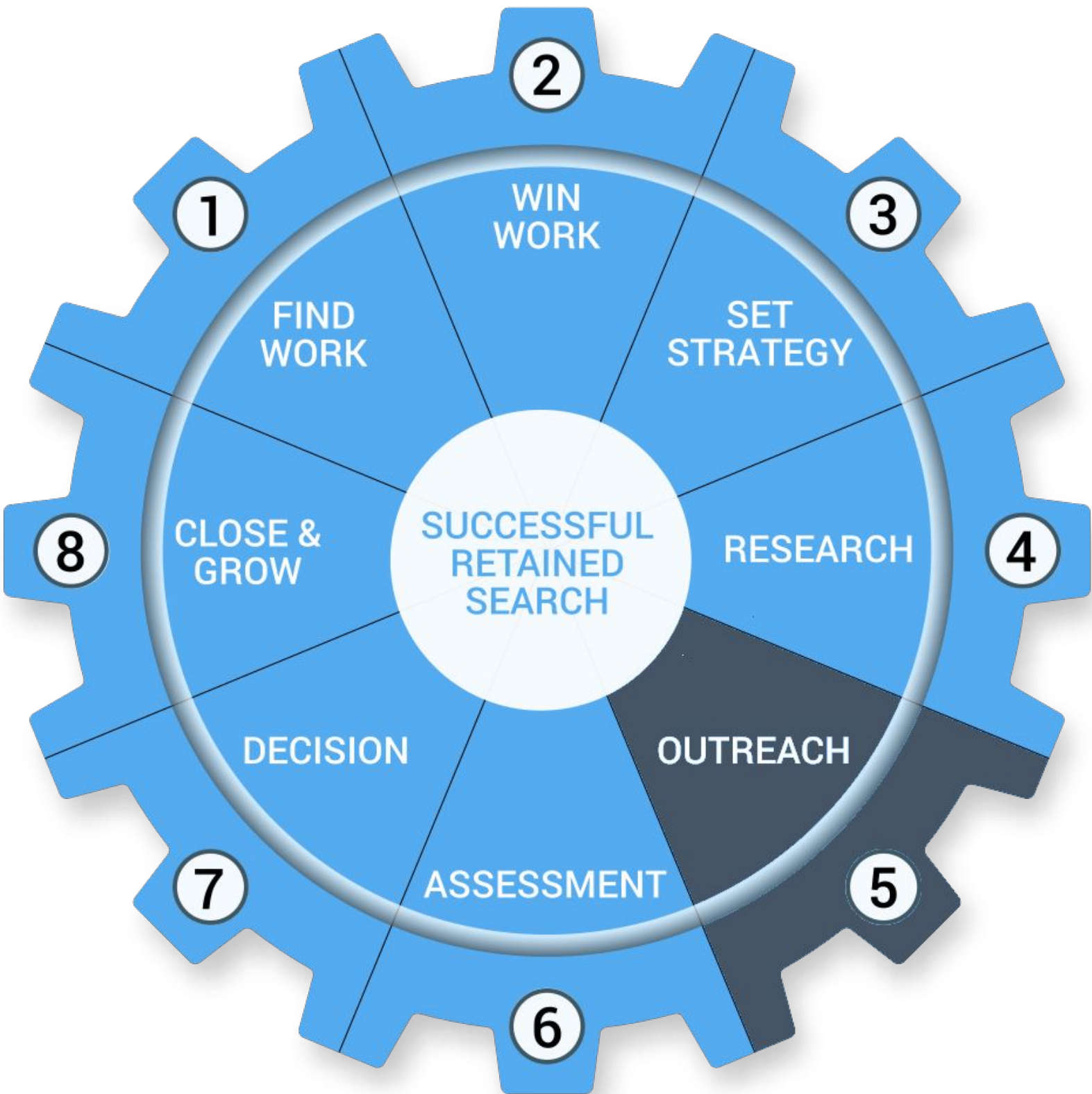


# WHAT YOU'LL LEARN

- Tailor the outreach to the candidate
- ID qualified, interested, & available candidates
- Create a process
- Prep the partner for assessment



# 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

# RECRUITING IS LIKE SALES

Using a qualified list of leads, it becomes the Recruiter's job to participate in meaningful conversations.




# OUTREACH SHOULD BE PERSONAL



A personal outreach results in better response rates

Targeting all candidates with the same outreach strategy results in lower response rates



# ENGAGE CANDIDATES



- Build credibility
- Establish a dynamic working relationship
- Combine email, phone, text, InMail, etc.
- Make approach feel natural & comfortable

# CREATE A PROCESS

- Outreach picks up where Research left off
- Determine your outreach cadence
- What approach are you going to take?
- When do you stop?

DEFINE THE

# OPPORTUNITY

PITCHING TO THE CANDIDATE

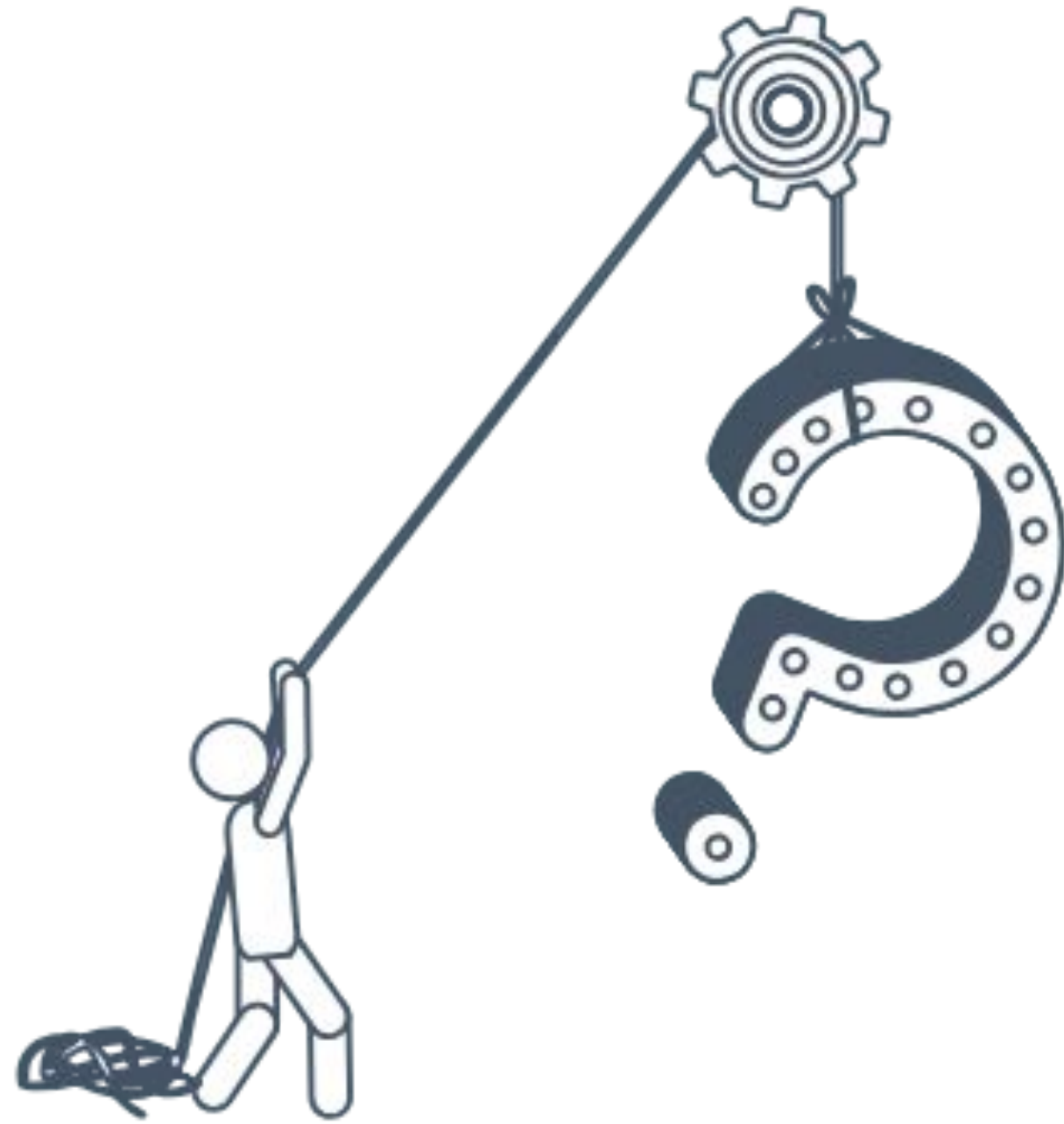


- You're both buying and selling
  - Present the candidate with what's attractive about the position
  - Use this time to determine if they *truly* meet your client's standards



# QUALIFYING THE CANDIDATE

## ASK THE RIGHT QUESTIONS



- **QUALIFIED** - measured vs. job specific hard requirements
- **INTERESTED** - candidates want the job or want to learn more
- **AVAILABLE** - timing is right and candidate can move forward

# DOCUMENT EVERYTHING

- Templatize the screening process
- Use your Job Spec
- Build your report for your client
- Help your Partners prep for Assessment



# SHARE RESULTS WITH THE TEAM

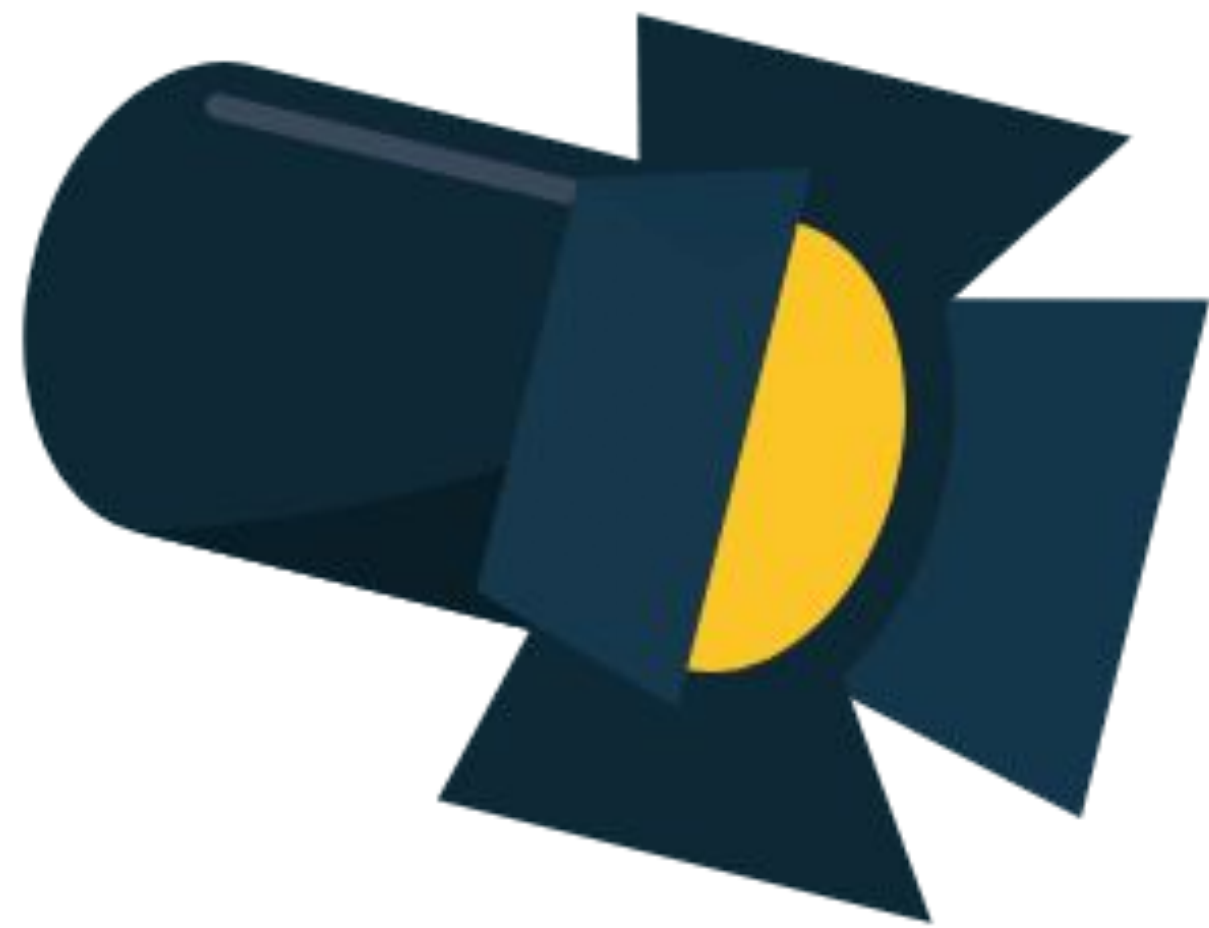


- Determine what the client needs to know & when
- Be honest
- Be an expert
- ID candidate pros & cons
- Make your recommendation


SET THE STAGE FOR

# ASSESSMENT

NEXT STEPS



- Present client with informed options
  - QIA candidates to choose from
- Provide consultative info when needed
- Keep candidates informed every step of the way

A man in a dark suit is seen from behind, standing on a balcony with his arms outstretched. He is looking out over a city skyline with a large, curved glass and steel structure in the foreground. The scene is brightly lit, suggesting a sunny day.

**Outreach** is about connecting with the people who look good on paper to see if they'll be good as actual candidates.



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).

