

# The Kick-Off

## A Webinar Series For Executive Search Firms

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# What Is The Kick-Off?

- ✓ The Kick-Off is a **webinar series for executive recruiters** and executive search firms.
- ✓ We'll leave the demo at the door.
- ✓ Each episode we have a special guest from the industry.
- ✓ Today's guests are **Scott Davis and Thaddeus Andres**.



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# What Is Today's Topic?

**Marketing and Business  
Development For Search Firms.**



# What We Will Cover Today

- ✔ **Specialization and why it's so important for business development?**
- ✔ **Making A Target Market List**
- ✔ **Outreach – whether it's an existing or potentially new client**
- ✔ **Offering Value In A Pre-Search Service (example: Market Mapping)**
- ✔ **Conclusion**

# Specialization

- ✔ Geography, Company Size/Stage, Industry, Department, Seniority
- ✔ How do you know what your specialization is?
- ✔ Define what a good target looks like
- ✔ Define who is not a good fit
- ✔ Beware the trap of being a generalist



# Make A Target Market List

- ✔ Referenceable Clients
- ✔ Client Competitors
- ✔ Identify decision makers at those competitors
- ✔ Referenceable placements
- ✔ Industry influencers

Stage  
1  
Find Work

## TARGET MARKET LIST WORKSHEET

Pitch your executive search expertise and firm to a targeted list of people

*Based on your Specialization, you can save a lot of time and effort by targeting your Business Development efforts. The following worksheets are designed to help uncover new potential search work that align with your expertise.*

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### Referenceable Clients

*First, list all of the client companies and contacts for your past projects where you had a successful placement. Maintaining this list and the relationship with these contacts is useful in a number of ways:*

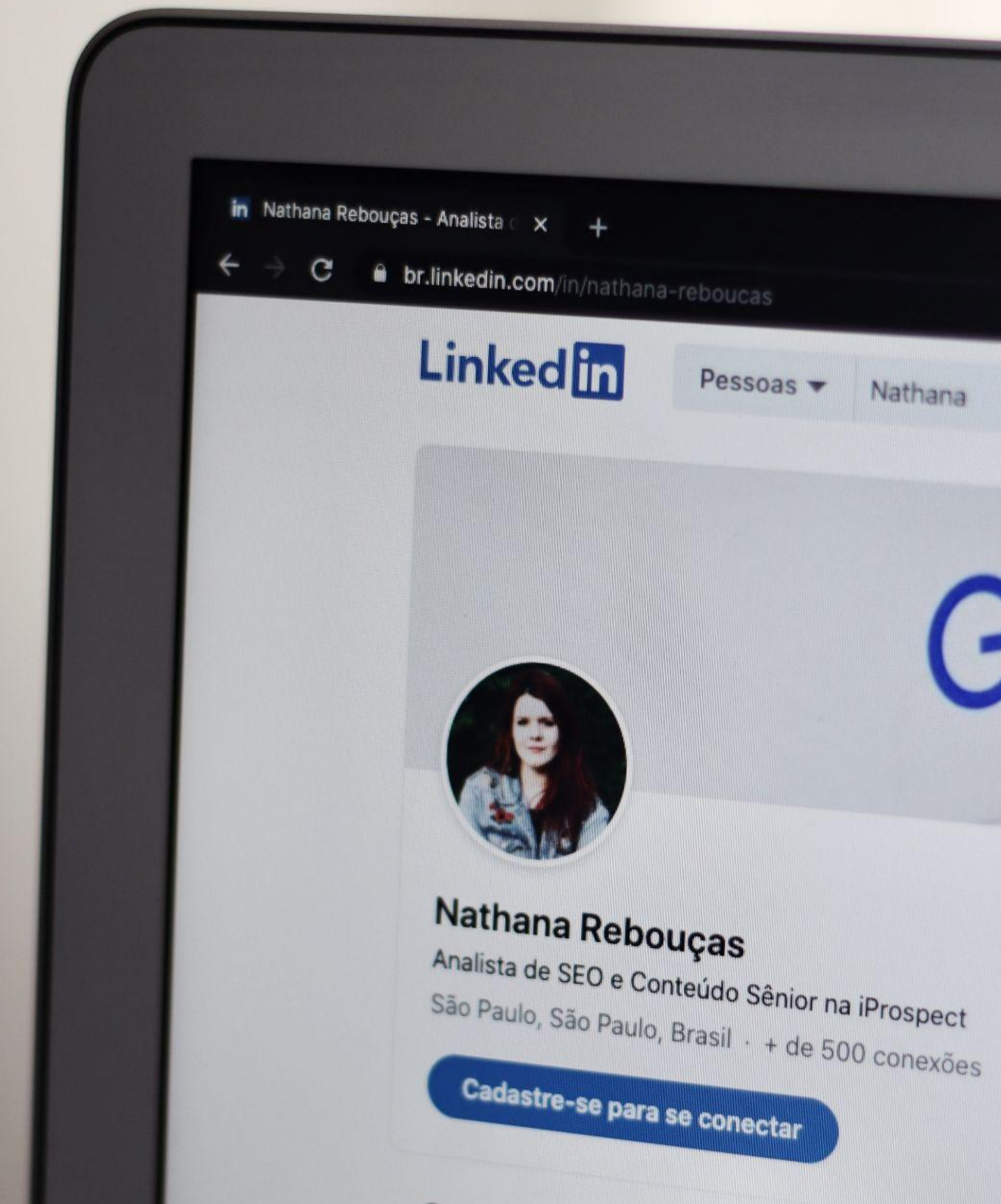
- Follow-on work with a client, either at a current company or future companies.
- Referral to a colleague, either inside or outside the company, for other search projects.
- Cultivating a reference list for future new clients.

*You should have an established outreach cadence to this group of contacts. Be sure to update this list as you complete more projects.*

Client Name	Client Title	Client Company	Placement Name	Placement Title	Date of Engagement

# Build Your Expertise

- ✔ Where do your clients live? **LinkedIn.**
- ✔ Post on social media to **build a following** and establish credibility.
- ✔ **Provide initial value**, awareness and context to prospects.
- ✔ Building up to do outreach - **establish new touch points.**
- ✔ **Use other marketing tools to support** (website, landing pages, blog posts, email, etc.) outreach & discovery calls.
- ✔ Build target list through **engagements, likes, shares, comments, etc** - of not only your content but competitor content as well. **Who is liking your competitor's posts?**

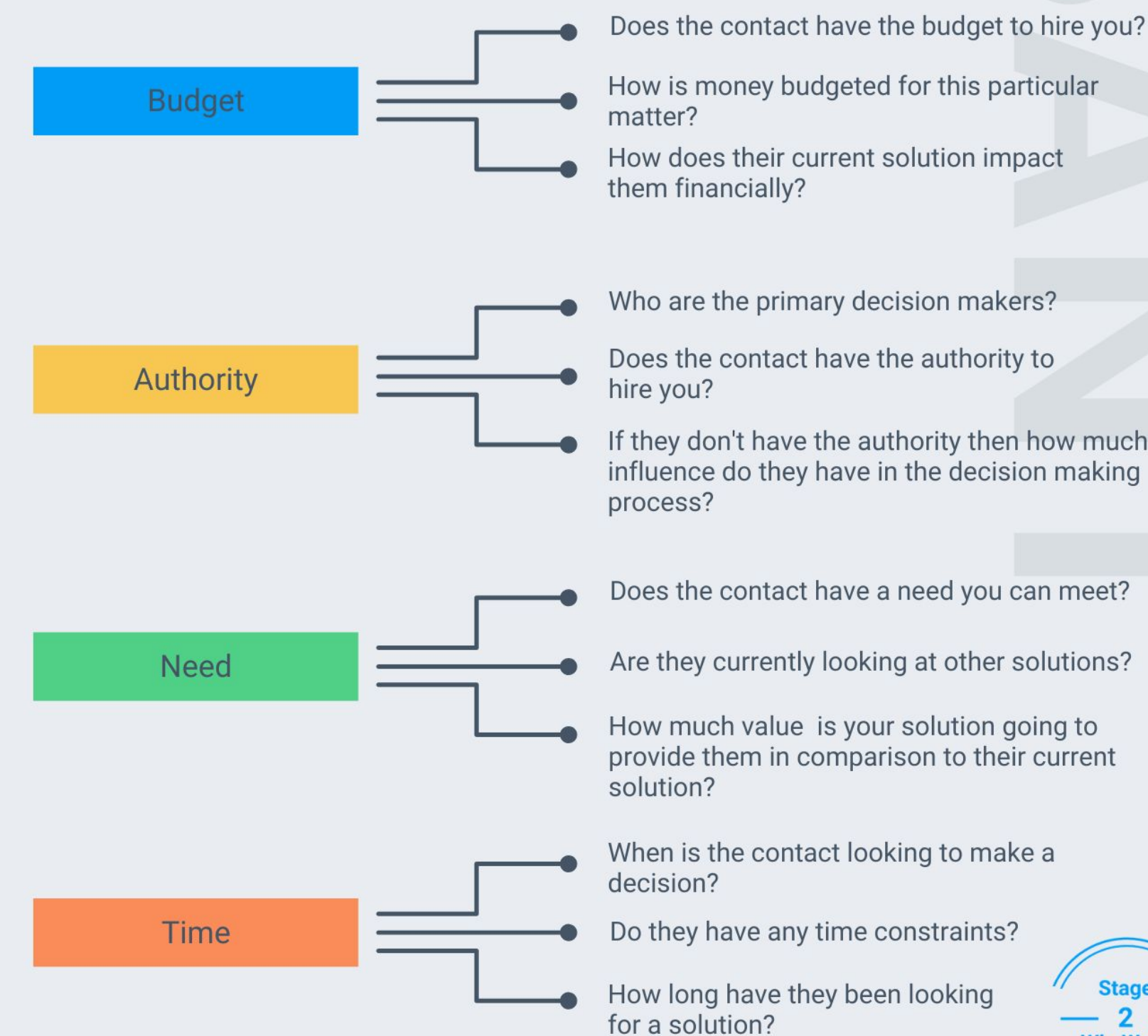


# Reaching Out

- ✔ Is there an established relationship?
- ✔ If yes, reconnect and casual check-in
- ✔ If not, build relationship, establish credibility and offer some value
- ✔ Using BANT to qualify clients and what you can solve for. (Time or Need)

## Lead Qualifying Sheet

It's critical to utilize your time effectively for your search project to result in a successful placement. By applying the BANT acronym to your search process, you're able to narrow down your opportunities and save time by focusing only on those that are practicable to pursue.





# Example: Market Mapping



## What is it?

A pre-search service



## How do you pitch it?

Strengthening future talent pipelines

Succession planning

Enables client to be “business-ready”

Identifying skills or leadership gaps

Market research for how external talent perceives them

Nurture relationships with emerging talent



# Example: Market Mapping



## Who Do You Target?

Target prospects that are a good fit  
Referenceable Clients / Client Competitors  
Placed Candidates



## How Do you Price this?

15-25% of what your total search fee would normally be  
If search fee is \$100,000 - a Market Mapping project be  
\$15,000-\$25,000.  
Market Mapping fee as a down payment



# How Do You Do This?

**Clockwork** helps support your search and your business development process:

- ✔ Built by an executive recruiter
- ✔ Specifically developed for executive search
- ✔ Leverage past work
- ✔ Deals
- ✔ Configurable Projects
- ✔ Client collaboration
- ✔ Data Management



# Questions?

**Drop Your Questions In the Q&A Area**

# Thank you for joining us.



## See you next time for “The Kick-Off”

Thursday

18 May 2023

2:00 pm ET / 11:00 am PT

Scan the QR Code below to learn more.

