



Doug Beabout, CPC CSP

Art of the Recruiting Masters

***Course Introduction &
Sample Study Guide***



“Art of the Recruiting Masters” By Doug Beabout CPC

- Course Introduction -



Tired of Bad News? Here is a reality check from Recruiter Elearning.com:

Bad News:

Congress is playing football with our economy (what's new?)

Great News:

No matter what Congress does or doesn't do, there are millions of opportunities for us in a historically short candidate marketplace. The economic recovery has begun and things are looking great for us in recruiting. Are you ready?

The Best News:

You now have an opportunity to learn the most successful recruiting process that develops solid searches and lands those elusive candidates in the Art of the Recruiting Masters Ecourse.

Let's go! (And leave the worrying to the politicians)

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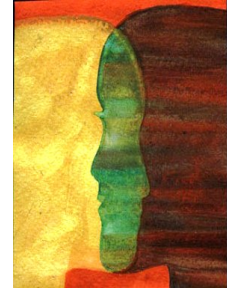
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There is no doubt that this is a challenging era for recruiters. But the one constant that remains is hiring companies that are struggling in vain to find talent on their own. You can be the answer they seek in their quest for top talent.

Okay, so why do many recruiters live in constant frustration and stress working their “desk”? Simply put, most are lacking the expertise, insights and skills in demand. This is a common reality because the education and training in this coveted process has not been commonly available until now. Today’s wealth creating activity demands both surgical recruiting expertise and effective search process management skills.

Sure enough, “training” is always available. You could attend a seminar, sit in on a training session and buy some CDs. There is no shortage of one-shot seminars, webinars and agendas (*all of which may claim to be the easy answer to your frustrations and goals*).

Painting your own mosaic of this “Process” from whomever, teaching whatever, is problematic at best. It is much like trying to create a master tool set from all of your neighbor’s utility drawers. Most of the tools just don’t work well together. “The Art of the Recruiting Masters” is the first and only comprehensive training program available worldwide.

Now you have the opportunity to learn the Recruiting Process, in its entirety, from the respected recruiting professional who has taught this to top producers worldwide, Doug Beabout. The hundreds of highly successful recruiters and owners who apply Doug’s “The Art of the Recruiting Masters” are the most elite and highly recognized recruiters at the pinnacle of success in personnel services. Their loyalty to Doug’s training is legend.

Until now, this highly prized training was available only in a one-on-one forum. The technology now exists for everyone to access this proven training. Doug’s desire to help create this success for as many recruiters as possible forged this revolutionary training experience. “The Art of the Recruiting Masters” is now within the reach of an unlimited number of professional recruiters in an easily accessible live eLearning forum.

It is not easy or simple to create wealth and success in recruiting. This course will challenge your current beliefs and practices. You will be required to work hard, with Doug’s guidance, to

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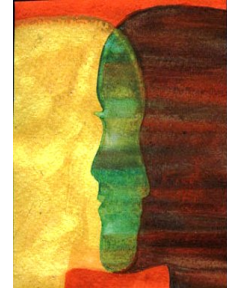
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create your own mastery. Focus and your open-minded willingness to create success are the only pre-requisites.

If you are serious about becoming a highly successful recruiter, building a masterful reputation in your industry and serious about taking your practices to the highest levels, you owe it to yourself and your highest ambitions to participate in this unique, leading edge program. The Art of the Recruiting Masters will put a steady stream of wealth in your grasp.

Let's take a look at this comprehensive course and what you will learn to master with Doug's skilled training:

Laying the Foundations of Success

Whether you have embarked on an exciting new career in recruiting, opening a new recruiting business or perhaps you have re-entered the industry after a sabbatical; many factors will contribute to your efforts to manifest success:

- Mastering the proven Art of the Recruiting Masters
- Access to coaching and mentoring from an industry practitioner and expert
- Focus on the highest level of the recruiting business services
- Relationships you build
- Compelling persuasion of frenzied clients who need your expertise
- Effective management of Gen Y (“echo-boom”) candidates
- Interviewing and qualifying skills
- Project analysis acumen based on proven criteria
- Success goal setting
- Execution and performance measurement and management
- Personal and professional organization
- and, of course, Your desire to create a bunch of money

This complete course, The Art of the Recruiting Masters, will take you, step-by-step from the initial foundations of your business and practice through each detailed stage of search project

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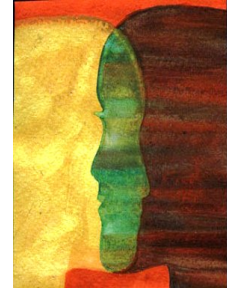
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development with clients and candidates through to the closure of the deal where everyone wins! The detailed process revealed in these modules will prepare you to deliver a highly competitive and prized service as a professional consultant. The detailed components of this process and associated techniques are described in a manner that is easy to understand and apply.

Doug Beabout's three decades of hands on experience in client development and recruiting mastery have revealed a myriad of possible obstacles and roadblocks which leave the untrained person at a dead end, a client who is dissatisfied and a candidate frustrated. You will learn how experts anticipate these speed bumps and manage them effectively. Each technique and skill illustrated in this course has been crafted into a proven process that clears the way for a Win-Win-Win situation:

- Hiring companies gain critically required talent which is crucial to achieving their goals and rising to the top of their industry.
- Candidates find a better opportunity and often, a better location, corporate culture and opportunities for personal growth.
- Lastly, recruiters are paid their well-earned fee for bringing both parties to the intersection of opportunity and long-term commitments.

Here is a sample of the training as it unfolds:

Your initial momentum and continued growth depend primarily on your marketing successes. Understanding marketing, as it applies to your business, is essential to successfully developing clients and searches.

You need not bring any selling or marketing experience to this course. What is prerequisite is your open-minded willingness to embrace a common-sense process, proven through decades of excellence, which will bring you and your client to a mutually beneficial relationship. Not unlike the most fun things in life, the more often you do it, the better your results will be. Marketing is not just selling, (though selling is a critical element of marketing).

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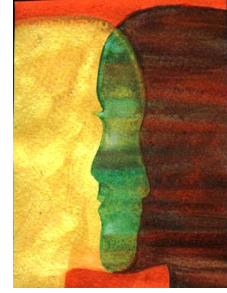
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Marketing is not sending out nice brochures and waiting on the thundering herd of new clients to call. The vast majority of unsolicited marketing materials end up in the electronic or physical trash can without being read. Marketing is not competing for business by lowering your fee, extending your guarantee or caving in to your client’s opinion of how you should work for them.

Finally, marketing is not calling a company to see if they have a job opening for which you can send resumes. Everyone in the personnel services business claims to be able and intent on finding the “best candidates available”. Stating that worn out phrase adds nothing to your effectiveness in developing business. Since so many that have preceded you made that shallow claim, it will in fact cause damage by placing you in that category of “just another recruiter with resumes”. The best mission for your marketing efforts is to create a situation where your client is eager to hear how you will implement your skills and “process”. That understanding will create in their eyes a vision of you finding the best candidates.

Marketing is an ongoing process designed to attract and keep client companies in order to gain your fair share of search opportunities.

Marketing is most effective with an understanding of the business of which you are now a participant and the area of concentration, i.e., industry, professional occupation or specialization you desire to develop. Successful search consultants study their chosen niche so as to better understand its special needs and current hot candidate profile demands. A wealth of information on this is available at the library, on the Internet and by perusing industry periodicals that are often free and easy to obtain online and in print.

Next you must make your potential client base aware of your ability to meet their needs with premium service and standard fees. Pricing is always dynamic. As the demand for your service increases and the higher the perception you create of your process’s effectiveness, the more a client will be willing to pay to get it. Recruiting experts realize that many hiring companies may need to “suffer” the deficits of a vacancy or open position until the discomforts and costs associated with it compel them to reconsider their approach to filling it with the best talent.

The best search consultants command full fees and *never* compromise their “process”. Many practitioners in the late ‘90s practiced a service that resembled a resume clearinghouse

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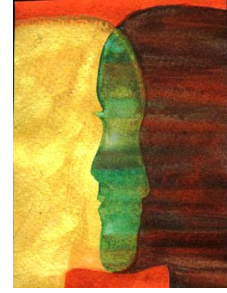
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not a professional recruiting service. Their actions and resultant stereotype had a diminishing effect on the value-perception of professional recruiting among less astute corporate hiring-decision makers. It is therefore incumbent upon anyone desiring a financially rewarding career in recruiting to command full fees by providing service that is perceived as more valuable than the run of the mill recruiter who settles for whatever bone is tossed his or her way.

You begin the marketing process by getting on the telephone with the decision-makers and hiring managers in your niche. You stay in touch with them periodically to develop a good line of communication, gather increased knowledge of their company, and explain the benefits of your process and the value-added aspects of your service. Finally, you strive to develop a better relationship with your contact. This continuing chain of calls leads to the intersection of a call to the client and the need for your services.

For some, here's the rub; you must stay on the phone in a marketing effort every day. You are either developing new clients in the search business or going out of it. It is also advisable to stay abreast of the trends and changes taking place in the entire area of your niche. This is impossible if you limit your contacts to the handful of clients necessary to meet your billing goals. Real ratios and standards for client contact management and business development will be defined in later modules.

YOUR BUSINESS

Many recruiters think they are in the business of making placements or providing candidates for jobs. This means they are always in a selling mode, always asking someone to buy their wares. This is purely a transactional versus value-added approach.

Define *your* business as solving a client's personnel problems. When you are offering to solve a problem, you do not have to beg for business or make someone buy a product that he or she does not really want.

Remember that clients turn to recruiters when they cannot find highly qualified candidates on their own. New clients, unaware of your desirable alternative solutions, may suffer pain before coming to the realization that your approach is best and most profitable. In your role as a recruiting consultant, you are providing value for which you can expect a premium price.

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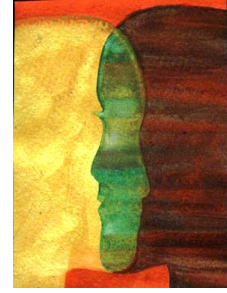
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CREATING ADDED VALUE IN THE EYES OF YOUR CLIENTS

Although a client hears you relate how you work on their behalf, they typically accept you as a contingency vendor of service and realize that they only pay you if you are successful in solving their problem. You must seize the opportunity to differentiate your self from the thundering herd of resume wavers.

There is a pervasive, negative stereotype of recruiters. The bad news is that it's easy to live up to it. The good news is that it presents a great opportunity to shine amongst your competitors. It isn't that tough, with the right approach, tools, coaching and training, to look like a prince when you are seen among a field of frogs!

If you consistently provide a professional, accurate and effective effort to present the best qualified people, anticipate obstacles to the client's desired solution and leave the client surprised and delighted, you will win and defeat this looming stereotype.

You must make the client feel understood before they will want to understand you and what you can do for them. This is best accomplished by taking the time to actively listen, confirm the search assignment in writing, providing progress reports, brief the client on the best way to recruit the candidates you refer, by managing the entire process and removing the barriers to progress and insuring success, advising on how to package an acceptable offer for your candidate and finally by asking—“How am I doing?” In addition—“How did I do?” (Refer to the Quality Assurance Questionnaire discussed later in this course) And you always thank the client for their business.

You also defeat the common opinion that recruiters are only interested in their fee by:

1. Staying in touch between search assignments
2. Checking out the company's progress and demonstrating specific interest in their initiatives and projects
3. Sending copies of newspaper or magazine clippings the client will want to read (more about this process later)
4. Remembering a birthday or wedding, theirs and those close to them
5. Taking the time to visit an important client whenever prudence demands

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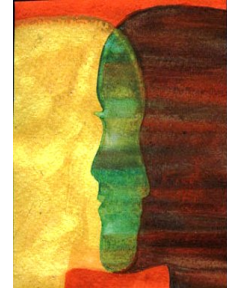
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(Trade shows or industry expositions are a great way to meet several clients and develop relationships with new ones.)

GAINING REPEAT BUSINESS OPPORTUNITIES

If you do something good for someone, they'll tell three people. Conversely, if you do a poor job for someone they will tell twenty people. Repeat and referred business results from exceeding your client's expectations. Do a good job, every time and ask the client to evaluate your service. To succeed at providing a level of service that will bring repeat and referred business *you must*:

STAY IN CONTROL OF THE PROCESS and YOUR INCOME

You are a professional consultant providing a valued service. First you must function and behave as a consultant, not an order taker. Insist on being treated as an equal to the other consultants they use in seeking solutions to legal, environmental and technical challenges. Do not allow a client to dictate how the process is accomplished. When the process you provide is denied in lieu of your client's opinion of the best approach to recruiting top talent or your service's perception is as low as the fees the client will pay— Walk Away!

The most successful search consultants say no and walk away far more often than they say yes. And, they never agree to a compromise of their process.... Ever!

Your image and professional reputation are the most important assets you have. Little can damage it more than becoming your client's servant. The reality is that if the client had it all figured out, they surely would not require your services or involvement.

There is, *continues to be*, an ongoing need for the skills and services of an executive search consultant. Here are the major reasons:

Our demographics are prima facie evidence of the challenge faced by employers. Baby-boomers who populate the majority of managerial, executive and senior performer roles are exiting in mass now and for the next five years as they enter their retirement years. Although many are planning their exit, some are now being forced out in continued, albeit ill-advised

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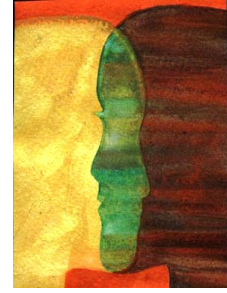
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cost cutting measures.

Most hiring managers, and the companies where they work, trimmed staff numbers below a level of capacity for growth several years ago. Now that the economics have returned to a favorable state, little has been done by hiring companies to anticipate the need for staff expansion to handle the demands of new projects and initiatives.

A long period of time where hiring activity was nil, combined with the departure of many who possessed recruiting and hiring experience, has left many companies lacking in the insights and wherewithal to aggressively seek candidates organically.

The vast and varied amenities of the Internet, job boards and “candidate watering holes” are failing to produce the candidates in demand for most employers.

Add to these factors the very real shortage of people in Generation X and Y (Baby boomers simply didn’t have enough babies!) and the challenge of finding people is daunting. We are in a period where historically high numbers of professionals are working, not hanging around the “net” surfing for a job. The most qualified people go to work intent on performing very well in the roles. The work load is very heavy (due to staff shortages) and little time exists to shop around for a better opportunity. Reaching these folks requires the expertise, skills and techniques uniquely present among the best professional recruiters and search consultants.

Lacking in experience and effective tools, employers are desperately seeking avenues to talent that make the difference, quite literally, between their success and failure as an organization. This era moves at light speed and little allowance exists for a learning curve. Of great value to skilled recruiters and search consultants is the fact that few of the companies reaching for relief from their recruiting challenges are aware that this preferred provider offering exists. The companies who are in alignment with those who can surgically recruit the talented individuals they require will doubtlessly end up at the top of the game. The recruiters who serve these companies will end up at the top of the industry and create great wealth. Now that is a Win-Win!

***T**hese are great times to cash in on the demand for the process and results only professional recruiters and search consultants provide.*

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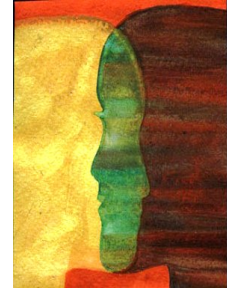
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This comprehensive course in the Complete Art of the Recruiting Masters will provide the student with the skills, insights, criteria and methodologies essential to achieve great success. Through each stage of the unfolding The Art of the Recruiting Masters, common-sense rich and practical guidance and instruction will prepare you to meet the challenges and opportunities abounding in this strong economy while positioning you for staying power and continued success during periods of economic challenge.

Your instructor and coach, Doug Beabout, has evolved as a recruiter expert and leader for nearly three decades. He has excelled through four recessions in recruiting services. The combination of intense audio instruction presentations, detailed written materials, module quizzes and critique, and an interactive access with Doug weekly provides a revolutionary opportunity to master the high end recruiting secrets and processes coveted by top producers and elusive to many recruiters, until now.

Picking or Flipping (Changing) your Niche

Considerations

- The location and concentration of an industry
- High demand professional and technical discipline(s)
- Vertical market/horizontal market possibilities
- Industry performance and future potential (the U.S. Industrial Outlook published by the U.S. government printing office in Washington, DC is an excellent and thorough research resource)
- Optimum size of company for highest level of activity (typically the monolithic top twenty are not excellent choices for client development. Remember the old motto, Avis tries harder.)

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- Education requirements
- Employee level in greatest demand, i.e., executives, managers, and individual performers.

MARKET DEVELOPMENT STEPS

- Identify the total base of potential clients in your specialty via industrial or service directories and the FRB Beige Book mentioned previously.
- Develop a marketing plan
- Determine a strategy for the execution the marketing plan including daily action plans and desired contacts.
- Conduct a market study as previously described. Questions to ask:
 - What the company does
 - Areas of employee turnover and greatest demands for talent today
 - Growth potential
 - Decision-makers
 - Specific needs
 - Procedures, philosophy and corporate culture
 - Connectivity; one call should lead to the next
 - Determines whether or not the company utilizes recruiting services
- Construct a daily action plan for client contact with decision-makers.
- Be aware of trends that develop in your marketplace by talking with professionals in technical and professional societies. Stay abreast of trends by reading articles and promotion notices in newspapers, trade, professional and technical publications. Watch for positions frequently recruited and size of hiring companies.

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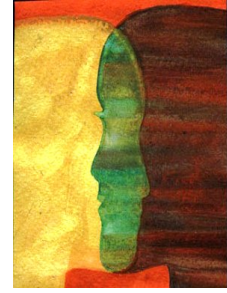
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- Track the high profile and growing companies in your desired niche and develop a file or database record on each of them. (This is a great duty for a researcher and a non-productive use of a consultant's prime time.)
 - Contact the associations, societies, groups, and publications relevant to your specialty.
 - Build your client possibilities by completing of at least of five cold client contacts each business day.
 - Get on the telephone and track of your daily, weekly and monthly success numbers in order to measure the effectiveness of your efforts and potential of your chosen niche.

Research Resource:

FEDERAL RESERVE BANK

You need to investigate every piece of information available to determine to true potential of your desired niche. The U.S. Federal Reserve Bank system provides an added source of information. Some techniques to gain information from the Federal Reserve Bank System are:

1. Call a Federal Reserve branch office from the attached list to receive economic trends on all or specific industries in their geographic region.
2. Call the Federal Reserve Bank in Washington DC for national scope insights on any specific industry.
3. Place yourself on the Federal Reserve Bank regional and/or national mailing list.

Federal Reserve Bank in Washington, DC has eleven branches that will provide details and up to date insights on specific industries and regional areas. Exploit this tax dollar funded resource base to become well versed on a market's potential. Once a final decision is made to develop a niche or specific industrial market, research resources continue to provide additional support. You should also acquire, as a business investment, national, state and industry

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specific directories. Many can be found on the Internet and in many public libraries. This eliminates the need to invest a lot of start up capital into a research resource library. The Federal Reserve Banks can be contacted as follows: (some of these numbers may change as new administrations arise)

[Board of Governors of the Federal Reserve System](#)

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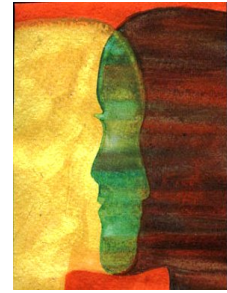
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[Boston](#)

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Boston, MA 02205
(617) 973-3000

[New York](#)

33 Liberty Street
New York, NY 10045
(212) 720-5000

[Philadelphia](#)

Ten Independence Mall
Philadelphia, PA 19106
(215) 574-6000

[Cleveland](#)

1455 East Sixth Street
Cleveland, OH 44114
(216) 579-2000

[Richmond](#)

701 East Byrd Street
Richmond, VA 23219
(804) 697-8000

[Atlanta](#)

1000 Peachtree Street NE
Atlanta, GA 30309
(404) 498-8500

[Chicago](#)

230 South LaSalle Street
Chicago, IL 60604
(312) 322-5322

[St. Louis](#)

One Federal Reserve Bank Plaza
Broadway and Locust Streets
St. Louis, MO 63102
(314) 444-8444

[Minneapolis](#)

90 Hennepin Avenue
Minneapolis, MN 55401
(612) 204-5000

[Kansas City](#)

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Kansas City, MO 64198
(816) 881-2000

[Dallas](#)

2200 North Pearl Street
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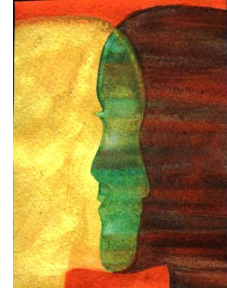
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Niche Analysis

DEFINITION

Analyzing a niche or market is an organized and planned effort to determine if a desired industry specialization can provide sufficient opportunity to meet or exceed your billing goals. This non-threatening approach is an effective way to start the marketing process, using an indirect, professional and comfortable process. Each person you contact in a decision making position is asked questions to determine how many openings they are forecasting and how cooperatively they might work with us. The secondary, but essential benefit is that this approach establishes a great understanding of the company. When a client contact feels understood, they are then best positioned and prepared to listen to how we work.

BENEFITS

- Increased potential for success when executing relationship-selling calls while minimizing rejection.
- Helps to make better decisions regarding client and source companies.
- Adds valuable contacts and resources to your competency network.

THE PLAN

- Identify industry and SIC codes. When identifying industry to be developed, consider the following:
 - Previous work experiences and technical knowledge
 - Personal preference
 - Personal ability to relate to the market

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- Do your homework to identify high potential companies to call. Use the following guidelines:
 - Geographic concentration of an industry and the location of your firm
 - Function and professional technical discipline(s)
 - Vertical market/horizontal market potential
 - Industry history and performance forecast
 - Size of company for high potential client(s)
 - Education requirements in demand
 - Companies that employ between 200 and 3,000 employees at one location are higher potential companies.
 - *Companies that employ fewer than 200 or more than 3,000 employees at one facility are lower potential companies.*
 - (Another rule of thumb in choosing an initial group of companies to call is to eliminate the top 10% and bottom 50% of the industry(s) companies by size or sales volume)
 - Do your research to develop specific company contact information and names when available. Your plan should include 75 planned calls per day. Include SIC code, company name, contact name and title, number of employees and city/state in your call plan notes.
 - Plan five business days to complete enough calls to make a reasonable decision on the feasibility of your chosen.
 - Lead the conversation from general information gathering to gaining more specific insights about their use of recruiters. Do not rush the process. It might take several calls to effectively gather the information without alienating the contact. You never want to create the impression that you either taking a survey or using the call as a ruse to see if they have any openings. The purpose of each call is to learn as much as possible about the industry and if the company possesses the potential to be developed into a client. (Suggested types of questions are at the conclusion of this section.)
 - Complete at least 100-150 successful calls and decide whether to work the industry.

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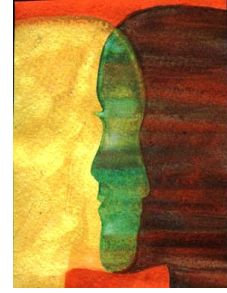
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- Course Introduction -

- Our purpose in making these calls is to determine to whether your choice of niche will support your goals. When you talk with a hiring authority and an open position is mentioned, discuss your services in terms of the company's requirements. Remember that a client is never appropriately developed or a search adequately defined in one call.

SOME APPROACHES AND QUESTIONS

APPROACHES

Hello, _____, my name is _____. I am an Executive Recruiter with [your firm's name]. Could I have a minute of your time? Or, I understand you are something of a guru in the _____ industry.

If the response is: I'm not looking, nor am I hiring, respond with, *that's great! I'm not buying or selling today. I'm just trying to learn a little more about your organization.*

I'd really like to learn more about the _____ industry. I'm considering the development of your industry as a specialization. Or, I'm interested in developing a relationship with your organization and would appreciate your insights.

If the response is: I'm busy or in a meeting, don't push the process, end the call with, When can I call back? Set a date and time convenient to your new contact to avoid playing telephone tag.

QUESTIONS

I see that the industry seems to be moving toward _____ right now. Is your company taking part in that? (Discuss facts, never speculate or editorialize. You are doing this to learn and establish a sense of understanding. Do your research to be accurate what you say about a niche or industry.)
How do you see the near term realities of your industry over the couple of years?

Regarding:

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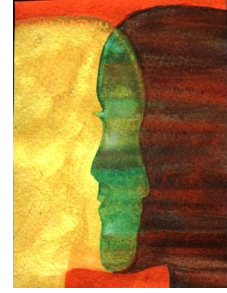
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- *Sales growth*
- New products and product lines (Avoid or dispel their possible concerns about disclosing any proprietary information.)
- Foreign and domestic competition
- Hot technologies and candidate skills

I understand your firm manufacturer's _____.

Is that your main (or only) product?

What other products does your company make _____?

Or,

I saw your company's web site. We have you listed as a manufacturer of _____. Is that accurate? What else does your company do?

I would like to know more about your company. Lead the conversation about their business products, processes, and new developments.

How do you customarily find the best-qualified candidates for your essential positions? What do you like about that approach? (If other than recruiting services) How would you improve the results you receive, if you could? (Describe your Recruiting process ... emphasize how we differ from contact's experiences with other firms.)

Have you ever used executive recruiters? For what kind of positions? Does your firm pay full fees? (Disclose your fee and what you do to earn it if asked.)

OPTIONAL CALL

Good morning/afternoon ... My name is _____. I'm an executive recruiter with [your firm's name]. Are you familiar with our organization?

In short, _____ is a nationwide executive Recruiting firm. We were founded [X] years ago. (Or I have been associated with the _____ industry for XX years) I specialize in the (your chosen niche).

Do you have a few minutes to talk? (Often a few minutes will turn into many with a high potential

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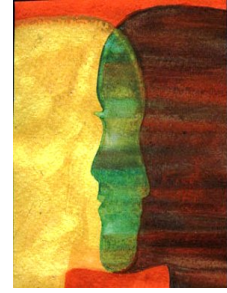
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contact)

If yes, continue but, monitor the tension level of the listener and reschedule the call if it rises
If no, Schedule a specific time convenient to the contact.

Ask what they do at the company.

I understand that your company makes/sells/services _____ Is that correct?

How's business?

Continue at this point in the same inquiring approach as shown in the first example above.

Any current openings? (If yes) Are you getting the results you need?

If they are hiring:

I would really appreciate the opportunity to let you understand and see how we work. Can we schedule a time when you discuss our process with me?

If not:

I'd like to talk with you again. Is there a better time of day to reach you? I will call you next month. By the way, here's my number.. don't hesitate to call me if I can be of service to you.

I'll send you my card (unless you feel you are throwing it away!)

Who else in the company should I talk to? Etc.

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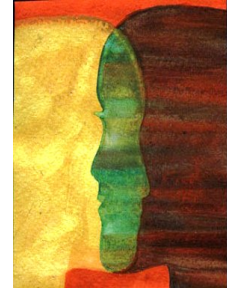
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CONCLUSION

It is important to actively and carefully listen as you lead the discussion. The success of your marketing and recruiting effort depends on the information you receive. This process allows maximum coverage of an industry. Begin sourcing from those companies who demonstrate limited potential. Follow up calls should be placed to those contacts we felt the highest potential in talking to and were the most comfortable with.

Then decide to pursue this niche or look at another. Do not make a career out of these non-threatening calls. It will doubtlessly be a short and very non-productive one.

RULES OF THUMB

- At least 25% of your market study contacts should have identified high potential client companies requiring our services
- Completed 100-150 calls to hiring authorities and company decision makers
- Identify trends in your market research to include hot positions, Recruiting fees, hiring cycles and attitudes towards recruiters.

REASONABLE EXPECTATIONS OF A GOOD CHOICE IN SPECIALIZATIONS

- Can identify several searches each week
- If market is healthy but does not support full-time activity goals, develop a second market.

Many professional development and skills training courses offer value but leave you with a missing piece or need that is unfulfilled. Typically you are offered the opportunity to access the “missing piece” for an added cost.

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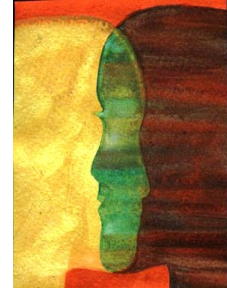
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This course is totally comprehensive, leaving no key issues unaddressed. You will, once the course is completed, be prepared to launch your self into a sky-rocketing career that yields success and wealth. There will be no key elements left out for your future expense. All that will remain is your focused dedication and efforts to apply the many techniques, tools and skills taught by Doug.

You will receive specifically designed reading and review materials and have access to the questions and responses presented during the course in a private forum for all participants. Participants may offer their own solutions in addition to those presented by Doug. Questions that arise, after the course is completed, will be answered by Doug in this ongoing discussion forum.

Let's look at the elements that create this comprehensive training opportunity:

“The Art of the Recruiting Masters” COMPONENTS:

- Weekly Online Module live audio/webinar presentations by Doug Beabout
- Two convenient time slots to participate
- Accessible classes from the Pacific/AU to European time zones
- PowerPoint shows accompany Audio presentations
- Associated learning text files, downloadable in PDF (Adobe) format
- Availability of PDF based, downloadable forms and materials designed for application in each module
- Module lesson quizzes on presentations and reading assignments
- Weekly interactive, online access to Doug Beabout in an online, live discussion
- ***Optional availability of live, one-on-one telephone-based course discussion with Doug***

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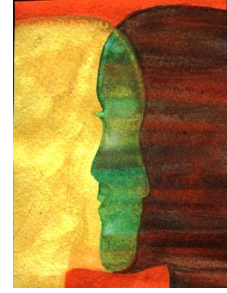
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“The Art of the Recruiting Masters” CURRICULUM DETAILS:

- Ten consecutive, online webinars in Weekly modules (60 minutes each)
- Ten downloadable workbooks with quizzes associated with each module (60 minutes average study and response time)
- Weekly access for course Q&A discussions in a live online chat room setting with Doug Beabout
- Ongoing access to the Q&A library and responses by Doug Beabout

Please review the detailed descriptions of each weekly course module:

“The Art of the Recruiting Masters” MODULE SUMMARIES

Introduction Module:

- The course overview, a summary of the state of the recruiting industry and its potential for recruiters
- A foundational description of marketing and differentiating yourself and your services
- Background and biography of your instructor, Doug Beabout
- Course curriculum detailed descriptions of each module’s content and objective.

Module One: Determining your area or specialization

- The importance of YOU in the definition of your niche
- Research resources to evaluate industry segment potential
- Conducting a live “Market Potential Study” with hiring managers
- Finalizing your area of specialization
- Call planning to launch an aggressive marketing campaign

Module Two: The Art of Big Biller Marketing and Selling

- Developing profitable client relationships-practices and techniques
- Value-added and competitive process presentations to decision-makers
- Establishing mutually beneficial relations with Human Resources
- Fee and guarantee negotiations that create a Win-Win

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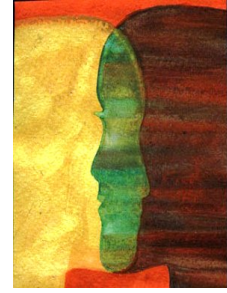
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Module Three: Top Grade Search Project Detailing, Definition & Evaluation

- Developing search assignment definitions
- Determining the solutions you must provide to your client
- Defining common points of attraction in: the opportunity, employer & manager
- Developing a search strategy for success with your client
- Setting expectations of your efforts and the results you will bring to your client

Module Four: The Art of Surgical Recruiting and Sourcing

- Developing a sure-fire sourcing strategy
- Creating a recruiting plan and a vision of opportunity
- Direct sourcing techniques to gather candidate leads and referrals
- Alternative concurrent sourcing pathways and resources
- Effective recruiting approaches and scripts
- Professionally handling candidate acceptance and rejections
- Recruiting Passive candidates

Module Five: Big Biller Secrets of Candidate Control and Evaluation

- Candidate qualification techniques and procedures
- Legal considerations and your candidate discussions
- Position profiling of candidates in a matching matrix model
- Managing candidate perspectives and actions
- Assigning effective candidate tasking
- Gaining magnetic closing power

Module Six: Candidate Validation and Powerful Passive Client Marketing

- Developing and evaluating candidate references
- The secret of marketing coveted by top producers!
- Candidate validation steps and options
- Candidate testing considerations
- Preparing a POWERFUL presentation that creates interviews, *every time*

Module Seven: Preparation Techniques that Create Offers

- Establishing and managing the candidate referral and interview

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- Managing the interview details and requirements for referral
- Client preparation for the interview
- Candidate preparation for the interview
- Candidate control techniques and tactics

Module Eight: High Value Placement Process Management

- Managing subsequent interviews with all parties
- Subsequent interview debriefings
- Managing client objections
- Managing candidate objections
- Applying your magnetic closing power with both parties
- Managing the “process” and your activities between interviews

Module Nine: The Art of Closing

- Defining & managing candidate and client issues, concerns and obstacles to acceptance
- Zeroing in on both parties definition and acceptance of an offer
- Offer negotiation techniques and realities
- Acting as the agent for offer
- The Closing Process within the “Process”
- Closing techniques

Module Ten: Insuring the Outcome and Exploiting the After Effects and By-Products

- Closing the deal
- Post acceptance Process management
- Quality Assurance process and tools
- Monitoring and assuring the start date of your placed candidate
- Post closure client development techniques and processes
- By-product candidate marketing techniques and practices
- Course summary

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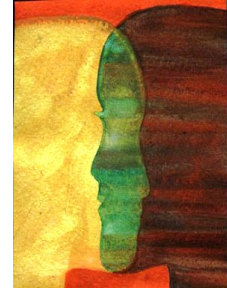
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THE ART OF THE RECRUITING MASTERS: VALUE ADDED FEATURES

- LIVE SCHEDULED PRESENTATION OF EACH WEEKLY MODULE**
- STREAMING REPLAY OF MODULES ON DEMAND**
- DOWNLOADABLE COURSE READING MATERIAL**
- DOWNLOADABLE WORKING FORMS & TOOLS FOR YOUR USE BOTH DURING THE COURSE AND IN YOUR PRACTICE!**
- DOWNLOADABLE QUIZZES FOR REVIEW AND GROUP DISCUSSIONS**
- LIVE, ONLINE ACCESS TO DOUG BEABOUT WEEKLY FOR COURSE Q&A**
- INSTRUCTION AND COACHING FROM THE INTERNATIONALLY ACCLAIMED RECRUITING TRAINER AND PRACTITIONER, DOUG BEABOUT CPC, CSP**
- NO PUFF, NO FLUFF, NO WAR STORIES, NO DOUBTS**
- REAL WORLD, PRACTICAL PRESENTATION OF THE COVETED PROCESS USED BY TOP PRODUCING RECRUITERS WORLDWIDE**
- LEARN ON TUESDAY; PUT IT TO WORK ON WEDNESDAY!**

About your trainer

Doug Beabout's 31 years of expertise in top billings, placement firm ownership and international recruiter training has placed him, repeatedly, as a guest speaker and writer for the National Association of Personnel Services, Top Echelon, IPA, NPA and many state, regional and local and international associations. Doug's recruiter training products, courses and sessions are on the leading edge. He maintains an exhaustive schedule as an in-house trainer for franchised and independent personnel services firms. Employers have frequently sought Doug's training and consultative skills to enhance their ability to attract top talent and build the best, most effective and profitable organizations.

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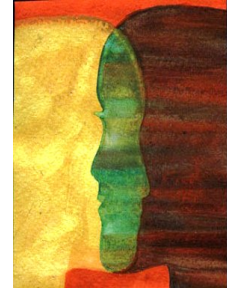
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- Course Introduction -

Doug is owner and president of The Douglas Howard Group, a personnel services and training company in Santa Rosa Beach, Florida. Internationally recognized as an industry guru, Doug works a highly successful “desk” every day. Doug speaks to thousands of corporate recruiters and personnel services professionals every year.

He is tuned-in to the specific and unique practices necessary to excel in this fertile, but challenging economy. The secret to Doug’s success in search and recruiting has forged a combination of strict adherence to fundamentals and his proven processes; combined with unique and competitive techniques and tools creating his reputation with clients as a trusted advisor.

Doug has personally trained and mentored the best recruiting talent throughout worldwide. His training clients represent the search and recruiting industry as top producers and members of the esteemed Pinnacle group. He has the distinction of having started, trained and coached over 400 successful franchised and independent recruiting firms.

In the role of an executive officer of SRA International, Inc. for nine years, Doug established 100’s of professional placement firms and 1000’s of placement consultants and researchers. Prior, Doug was owner and president of a successful contingency and retained placement firm for ten years in Dayton, Ohio. His initial placement experience was gained as a placement consultant in a contingency placement firm in Ohio in the late 1970s.

Doug has held the title of CPC; certified personnel consultant (NAPS) since 1981 and was awarded the added certification of CSP in 2002. Doug’s early professional experience started as a USAF Command Officer in Strategic Air Command in B-52 bombers throughout the continental U.S. and Pacific. He graduated from the University of Akron with a Bachelor’s degree in Comprehensive Training and Education.

Additional information on Doug is found at <http://www.RecruiterElearning.com/7.html>

Now that you see the flavor of this course in this introductory module, we hope you will join us as a participant in this revolutionary and leading edge course on the Recruiting Arts of the Masters.

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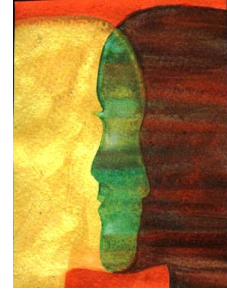
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Consider this: Fact: 50% of the wealth created by recruiters is earned by the top 10%. You too can be a master of recruiting by learning and applying the coveted techniques and professional practices offered in this online and interactive learning experience.

Enroll now and take control of your clients, candidates and future in recruiting: (enrollment details follow....)

SPECIAL BONUS: (a \$250 value!)

One hour of personal coaching time with Doug Beabout, one of one for the first 10 participants who enroll in this ten-week course!

Tuition: Special Recession Tuition Break!

\$ (1050) now \$900 per participant for the ten-week course and all standard course amenities

Please note; payment options are also available:

You can pay the tuition in two or three installments as follows:

Option One: Two payments of \$525, 1st payment due prior to first module start date, second (final) payment due in 45 days after first module date. (Total of payments is \$1050)

Option Two: Three payments of \$350, 1st payment due prior to first class start date, second payment due in 30 days after first module, third payment due not later than 60 days after first module start date. (Total of payments is \$1050)

Payable by personal or business credit card or check.

We will bill you; just call us at 850-424-6933

Or by business or personal check or money order to:

Doug Beabout

163 Loblolly Bay Drive

Santa Rosa Beach, FL 32459

* PayPal is the most secure and widely used means for credit card payment.
(It is the preferred method by both Amazon and eBay.)

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NEXT 10 week Course Start Date:

Tuesday, February 23rd

Live weekly module presentations will commence at: 4:00 PM ET /1:00 PM PT (US) 2:00 PM (AU Wednesdays)

- **Classes are held live each Tuesday (US and UK) Wednesday (AU) for ten consecutive weeks; so you can choose the class that suits your schedule!**
- **Weekly Live Discussions are held on Thursday's at 7PM ET 4PM PT (11AM –AU)**
- **Some participants may qualify for a discounted tuition.**
- **Participants can also select a payment plan for easier budgeting.**

Class size is limited for maximum interactivity, so don't wait to register!

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