What to Expect When You’re Competing for Site Selection Projects & Advancing Your Career in ED

Next Move Group, LLC
Are there Similarities Between Presenting to Site Selectors & Interviewing for Your Dream Job?
Who is Next Move Group?
JOIN OUR MOVEMENT TO GROW THE AMERICAN ECONOMY

Which Focuses on Creating Economic Growth for Small to Mid-Sized Companies, Communities, and Nonprofit Organizations

LEARN MORE

We are Driven to Create Economic Growth for Small to Mid-Sized Companies, Communities, and Nonprofit Organizations Because We Believe They are Vital to the American Economy

So, We Choose to Be a Leader in Helping Small to Mid-Sized Companies Secure the Same Tax Incentives Large Companies Leverage to Create Jobs

And, We Recognize the Importance Small to Mid-Sized Communities and Small to Mid-Sized Nonprofits, Including Those in Large Metro Areas, Play in Creating Economic Growth
Creating Economic Growth for Small to Mid-Sized Companies, Communities, and Nonprofit Organizations
Why?
Why?

Walmart
Next Move Group
We Are Jobs
PODCAST

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JUST ASK
amazon alexa
IN 2017, WE WERE HONORED BY GOLDMAN SACHS FOR OUR MISSION OF CREATING ECONOMIC GROWTH FOR SMALL TO MID-SIZED CORPORATIONS AND COMMUNITIES.
Sampling of Our Site Selection Projects
Current Site Selection Projects

- **Project Marengo**
  - Heavy Industrial
  - Searching for 80 acres with River and Dual Rail Access
  - $200 million investment
  - 175 jobs
  - RFIs due Dec. 20, Site visits Spring, Decision Summer to Fall 2020

- **Project Clark**
  - Searching for 150,000 sq. ft.
  - Light manufacturing of sporting goods equipment
  - 235 jobs
  - Decision Imminent

- **Project Tiger Two**
  - Canadian Food Processing
  - Searching for 80,000 sq. ft.
  - 85 jobs
  - Project On Hold, Will Resume in Spring 2020
SAMPLING OF OUR SITE SELECTION CLIENTS:

- SAMPLING OF OUR SITE SELECTION CLIENTS:

- REDGUARD MAKES BLAST RESISTANT LIVING QUARTERS FOR OIL/GAS INDUSTRY $100 MILLION/YEAR ANNUAL REVENUE
SAMPLING OF OUR SITE SELECTION CLIENTS:

- SAMPLING OF OUR SITE SELECTION CLIENTS:
- POLYMER LOGISTICS, ISRAELI BASED
- $150 MILLION REVENUE WORLDWIDE
SAMPLING OF OUR SITE SELECTION CLIENTS:

- SAMPLING OF OUR SITE SELECTION CLIENTS:

- HYDRO-GEAR MAKES MOTORS FOR LAWN MOWERS

Ships within 1 day from the U.S
GENSETS

POWER

TELECOM
Sampling of Our Small to Mid-Sized Site Location Projects (Our Average Project Creates 50-200 Jobs):
Our Current Economic Development Executive Search Clients
Current Executive Search Clients:

- Jefferson County, Illinois (Pay of $80,000-$95,000)
- City of St. Charles, Missouri (Pay of $110,000)
- West Fargo, North Dakota (Pay of $97,000)
- Tri-City, Washington (Pay of $200,000)
- Cheyenne, Wyoming (Pay of $180,000)
- Business Development Council of the Northern Panhandle of West VA (Pay of $125,000)
- Jefferson County, West Virginia (Pay TBD)
- Tuscaloosa County, Alabama (Pay of $150,000+)
- Kershaw County, South Carolina (Pay of $110,000)
- Banks County, Georgia (Pay of $75,000)
- Florida’s Great Northwest (Pay of $130,000+)
- Yoakum, Texas (Pay of $90,000)
- Biomedical Research Foundation of Northwest Louisiana (Pay of $100,000)
- Bowling Green, Kentucky, Chamber, VP of Partner Relations (Pay TBD)

www.nextmovegroupsearches.com
Other Types of Executive Searches:

- City/County Managers
- Ports, Airports, Utilities
Clients We Don’t Want:

CAUTION

Bad Clients
Are there Similarities Between Presenting to Site Selectors & Interviewing for Your Dream Job?
Common Mistakes Made When Presenting to Site Selectors
Common Mistakes Made When Presenting to Site Selectors:

• Not understanding your community’s “Elevator Pitch” for this project

• Not understanding the “Musts and Wants” of a project and how your community can truly have a differentiating factor

• Not understanding the existing industries within your region could be a good “fit” with this prospect and making that “fit” part of your pitch

• Not being aggressive enough

• Showing non-specific market statistics such as “We are in a Day’s Drive of Half the US Population”

• Not being able to put a “sales pitch” on your labor market

• Having elected officials play too big a role in your limited time to make an impression

• Not understanding cost issues your community has for this type of prospect so you can anticipate questions and issues and have an answer for them
Items We Most Often Hear Economic Development Boards Say When We Do an Executive Search
Our town once had a shot to win this huge plant, or Disney World, but the old rich people in town wouldn’t sell the land to them.

We are within a day’s drive of over more than half the country, so we should be winning lots of industries.

Badmouth the previous economic developer whether successful or not.

Previous person either got along with the business people or the public officials, but not both, its usually an either/or scenario and this time around the board wants the opposite of the scenario.

Felt the economic developer kept things too confidential and did not communicate well.

Was not seen enough at “community” events.

City and county don’t get along.
Common Mistakes Made When Interviewing for Your Dream Job
Common Mistakes Made When Interviewing for Your Dream Job:

• Not making the right first impression: not shaking everyone’s hand, not being dressed or groomed appropriately

• Mishandling the “Tell us About Yourself Question”. Make it your elevator pitch which you also close with when you are asked “Why Should We Hire You?”

• Passing out “show and tell items” during the interview

• Forgetting this is a competition, you are here to beat another human being likely with similar education and background to you. Not talking about successful projects you have implemented enough, while instead focusing too much on education rather than showing you have the ability to take a project from home plate all the way around the bases to score the run

• Not passing the social aspect of the interviews: not eating enough, eating too much, not talking enough, talking too much, not drinking enough, drinking too much

• Not passing the windshield tour portion of the interview

• Not conveying “Why” you want the job
Best Practices Presenting to Site Selectors
Best Practices Presenting to Site Selectors:

• Show tangible ways you have helped your existing industries solve problems, the bigger the problem the better, the more costly the problem was to the industry the better

• Make the right first impression, you as the economic developer give the initial statement and make it your “Elevator Speech” pitch full of your “Why” for this prospect and make it business like, not the political speech by the Mayor welcoming folks to town

• Have a “cohesive” team in the room that is familiar with each other and “pro-business”

• Customize your presentation for this prospect specifically, based on what type industry it is

• Demonstrate why you are better than competing locations even within your region, do so by not badmouthing other parts of your region but rather showing off your particular area

• Know how to show your real estate including the windshield tour to the property

• Have a very compelling story and data to share about your labor market, do not rely just on partners to give this story which could be giving it for your competition, or you will not stand out

• Sound aggressive, whether talking about incentives, permitting, zoning, etc.

• Ask the site selector before the visit for any information or tips on the visit
Best Practices When Interviewing for Jobs
Best Practices When Interviewing for Jobs:

• Put on your best business suit, groom, be aware of the first impression you will make

• Shake everyone’s hand in the room when you first enter it for the interview, even if the room is setup in a tough way to do so

• Bring your resume to pass out if the committee doesn’t have it, but don’t pass it out if they have it in front of them which 99% of the time they will

• Think of your “Elevator Pitch” for this job, as it relates to their ideal candidate, and use it as a basis for all your answers. Use it for tell us about yourself, why should we hire you, and any other questions in which you can work it in. Make the “Elevator Pitch” about tangible projects you have managed similar to what this position will be and how you were able to manage taking projects from the starting line to the finish line.”

• Be aware of your energy level, have the proper amount

• Be likable, sound “proactive” moreso than aggressive

• If there is a meal or social component to the interview, have a strategy for it ahead of time and work your strategy

• Ask the executive search firm before the interview for any information or tips
Are there Similarities Between Presenting to Site Selectors & Interviewing for Your Dream Job?
So What Are the Similarities:

• Know your “Elevator Pitch”

• Control the first impression

• Show how you have tangibly helped existing companies solve problems or taken projects from start to finish

• Sound “proactive”

• Customize your answers for this project or interview in particular

• Remember you are competing, don’t badmouth the competition, but talk about what you have which your competition does not have

• Handle the windshield tour with a strategic approach

• Strategic approach to meals or social hour

• Ask the consultants before time for any information or tips

• Know your “Why”, why do you want this job, why should we hire you, why should your site win?
Final Tip: Don’t get mad at the consultants if you don’t win, we will have other opportunities for you if you have made a good impression!
Let’s Wrap this Up Already!
Join Our Movement To Put The Spotlight On The Small To Mid-Sized Communities And Organizations Where The Majority Of America's Economic Growth Is Created