

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

Next Move Group, LLC



Next Move Group
We Are Jobs



**Are there Similarities
Between Presenting to
Site Selectors &
Interviewing for Your
Dream Job?**



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Who is Next Move Group?



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JOIN OUR MOVEMENT TO GROW THE AMERICAN ECONOMY

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

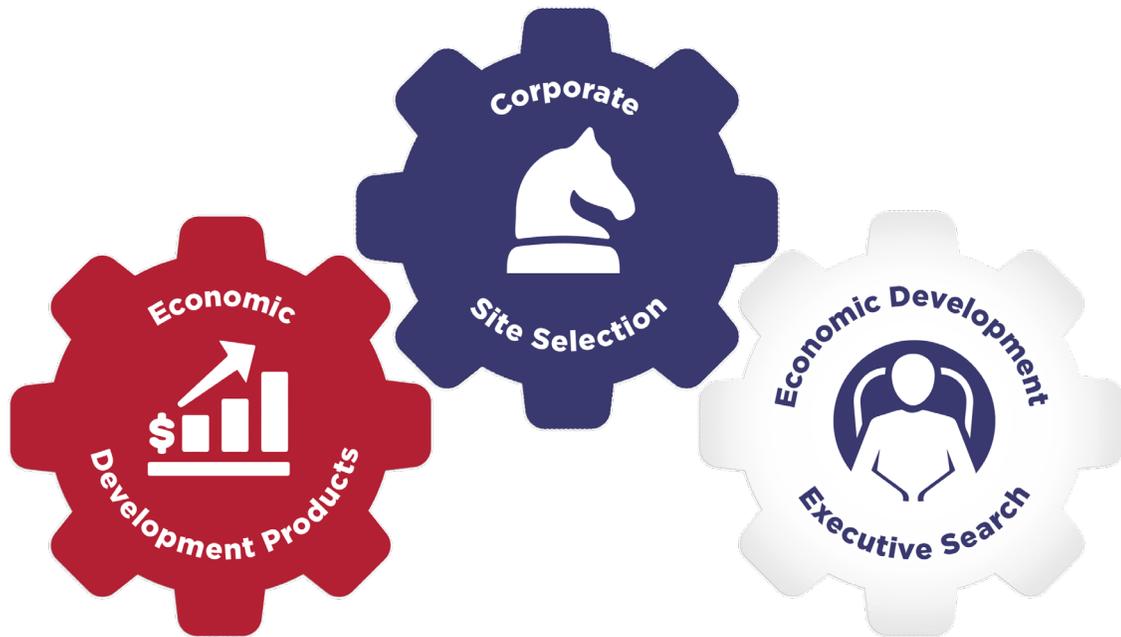
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We are Driven to Create Economic Growth for Small to Mid-Sized Companies, Communities, and Nonprofit Organizations Because We Believe They are Vital to the American Economy

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



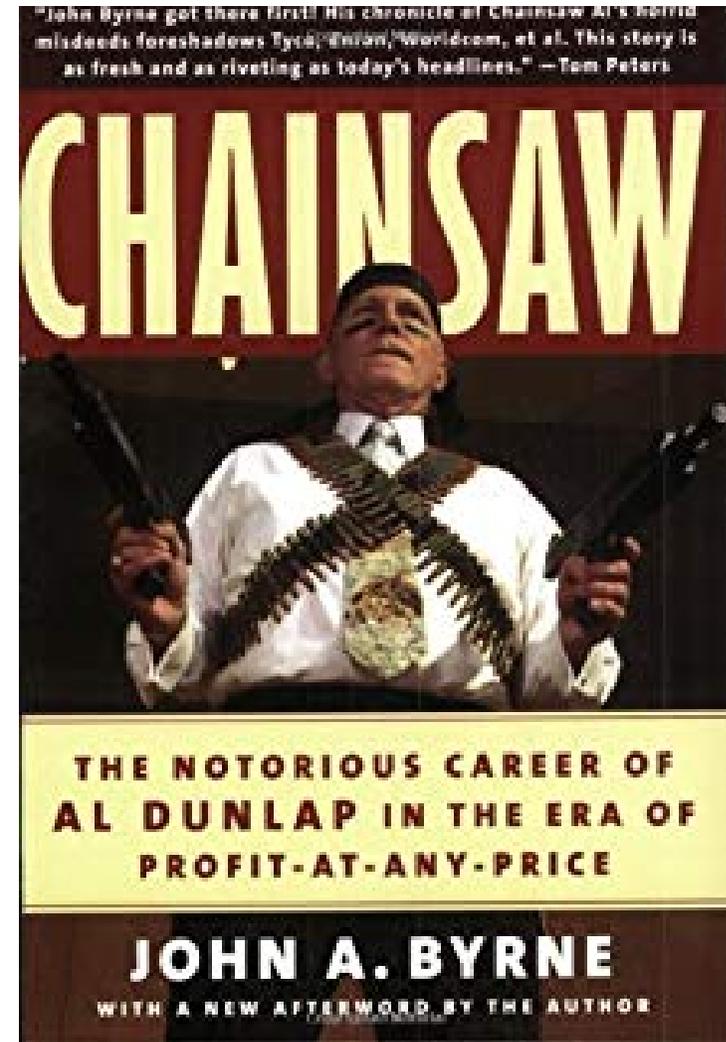
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Creating Economic Growth for Small to Mid-Sized Companies, Communities, and Nonprofit Organizations



Why?

Sunbeam®





Why?



Walmart



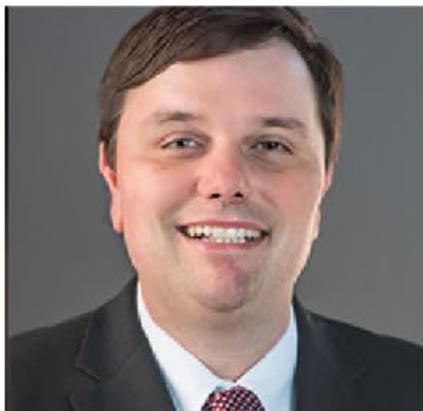
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 <p>Episode 16 with Garry Clark Greater Fremont Development Council More info...</p> <p>Episode 16 - </p>	 <p>Episode 15 with Chuck Sexton One East Kentucky More info...</p> <p>Episode 15 - </p>	 <p>Episode 14 with John Engelmann Kansas City Power and Light More info...</p> <p>Episode 14 - </p>	 <p>Episode 13 with Matt Petro Retail Strategies More info...</p> <p>Episode 13 - </p>



CHAD CHANCELLOR
Co-Founder, CEO



ALEX METZGER
Co-Founder, President



BRANDON NETTLES
Vice President



JOHN SISSON
Managing Director of Site
Selection



GABBY MOULIS
Director of Marketing

LOCATIONS:

New Orleans | St. Louis | Greenville, SC



Goldman Sachs



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



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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



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Sampling of Our Small to Mid-Sized Site Location Projects (Our Average Project Creates 50-200 Jobs):

GEORGIA GOV

GOVERNOR NATHAN DEAL
OFFICE OF THE GOVERNOR

Newsroom

Deal: Polymer Logistics to create 110 jobs, invest \$4 million in Dublin

May 19, 2015

Gov. Nathan Deal today announced that Polymer Logistics, a retail ready packaging company, will create 110 new jobs and invest more than \$4 million in Lawrence County. The company will locate its new U.S. based logistics and distribution center in Dublin.

"Polymer Logistics is excited with the competitive benefits our excellent business climate and strong logistics framework have to offer," said Deal. "Georgia's strategic resources and skilled workforce create opportunities that attract international companies like Polymer and bolster our presence in the global business community. We look forward



FOR IMMEDIATE RELEASE
For more information, contact:
Ronald Margulis (908) 272-3930, ramcommunications@comcast.net

Polymer Logistics Opens New Service Center in Portage, Indiana

Portage, IN, November 10, 2015 - Polymer Logistics, a retail ready packaging company, held a ribbon cutting ceremony for its state-of-the-art 75,000 sq. ft. logistics and distribution center in Porter County today. Located at 6750 Daniel Burnham Dr., Portage IN, the new facility will create more than 40 new jobs.

"This facility helps us complete our nationwide network of service centers that will provide our customers with the highest level of performance. We greatly appreciate the support we've received from the community and look forward to a successful operation here in Portage," said Fred Hoppenstall, CEO North America for Polymer Logistics.

Attendees at the grand opening heard from local officials, as well as executives from Polymer Logistics and the owner of the building.

"We are very happy and pleased to welcome Polymer Logistics to the City of Portage. This company is another great addition to the Ameyville development and our business community. We are extremely pleased with 40 new jobs that are created by Polymer Logistics and the opportunities they create for our residents. We hope to have a long lasting relationship with Polymer as they grow their company along with our city," said Mayor James Snyder of Portage.

10.03.19

Gov. Edwards Announces Solutions For Fibrebond, Other Employers

MOU signing leads to road, bridge, training solutions to retain Fibrebond, grow Northwest Louisiana

MINDEN, La. — Today, Gov. John Bel Edwards detailed a series of transportation infrastructure and workforce training improvements being launched in Northwest Louisiana. The initiatives include highway and bridge projects that will accommodate the unique transportation needs of major manufacturing employers in the region, including Fibrebond Corp. For workforce development, training programs for skills sought by many manufacturers in the region will be expanded at Northwest Louisiana Technical Community College campuses.

Next Move Group Canadian Client Sterling Packaging Locates in Monroeville, Alabama



THE KENTUCKY
Office of Economic Development

Gov. Steve Beshear
Governor

June 18, 2015
For Immediate Release

Old Capital Annex
100 West Broadway, Frankfort, KY 40621

Laura Layne
Secretary

Kim Richardson
502.664.2611

Tony Sebastian
502.664.2611

Hydro-Gear to Expand Operations in Princeton

Tenantship manufacture to create 10 new jobs

FRANKFORT, Ky. (June 9, 2015) - More jobs are coming to western Kentucky. Gov. Steve Beshear today announced that Hydro-Gear Limited Partnership is expanding its operations in Carroll County.

Hydro-Gear, a design and manufacturer of precision drive systems, plans to add up to 40 new jobs and invest \$2.6 million into the project.

"Today's announcement is a demonstration that Hydro-Gear continues to build on its growth as a leading global manufacturer in its field," said Gov. Beshear. "We've worked hard with our community partners to make the expert advice to businesses, and that work is paying off. I'm proud of the new jobs and investment that this is a great day for the Commonwealth, Princeton and Hydro-Gear."



Our Current Economic Development Executive Search Clients



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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)



Other Types of Executive Searches:



WORLD TRADE CENTER
NEW ORLEANS



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Clients We Don't Want:

! CAUTION



**Bad
Clients**



**Are there Similarities
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Common Mistakes Made When Presenting to Site Selectors



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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**



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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



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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



Episode 6 with Pat O'Brien

Milwaukee 7

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Episode 5 with Alex Metzger

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What are the most common mistakes economic developers make when interviewing for a new job?



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Episode 4 with Bruce Takefman

Research Consultants International

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Episode 3 with Dr. Chad Miller

University of Southern Mississippi

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Best Practices Presenting to Site Selectors



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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



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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



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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!



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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



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