

The Simple Brilliance of
THE FAB

I know that the FAB is a ‘technique’, and not a person, but sometimes a technique takes on a life of its own. Years ago, I had the privilege of belonging to a very strong group of five recruitment trainers for a very large recruiting organization. Our little band of brothers was led by Chuck Stevens and included myself, Larry Klos, Eric Lofton and Vince Agresti. We were charged with traveling the nation to train, in both new and tenured franchises and company store offices, state-of-the-art recruitment techniques. We accomplished this by giving stand-up presentations and working desk-level with the individual recruiters and managers. During this time, and based on the techniques of the Superstars we observed, we started tinkering with how to best train how to market our candidates. We started with the old Feature presentation and the pretty standard Feature-Benefit presentation that you still hear today. But then we saw an evolution that was taking place in the Superstar community. They were doing it a little bit differently. Here is how the **FAB** evolved (it actually mutated more than you might think):

The Presentation Evolution:

- F** **Features** – This is the presentation that is merely a verbal recitation of the resume. This is still very common today.
- FB** **Feature-Benefit** – Here we say the features and then tell the HMs how they benefited the recruit’s current, or last, company.
- FBP** **Feature-Benefit-Proof** – This is where we state the Feature and the Benefit and then add numbers to prove the benefit.
- FaB** **Feature-accomplishment-Benefit** – Now we put the proof in the middle of the presentation and change it to a concrete accomplishment, but the accomplishment was still considered less important than the other Features and Benefits.
- FAB** **Feature-Accomplishment-Benefit** – Finally we have arrived at a presentation where each component carries equal weight, equal importance.
- BAF** **Benefit-Accomplishment-Feature** – Since Benefits are the most important Grabbers, the presentation was reversed with the Benefit leading the way.
- PBAF** **Personal Benefit-Accomplishment-Feature** – The Benefit is fine, but a personal benefit relates best to the Hiring Manager, so the beginning was modified.
- FBAF** **Feature-Benefit-Accomplishment-Feature** – To satisfy the HMs logical mode, a Feature was inserted at the front and then the rest followed.
- FPBAF** **Feature-Personal Benefit-Accomplishment-Feature** – And finally, the presentation morphed into what we hear today from the Superstars.

We were almost there, but we had forgotten the most critical component—that is the Close. And so we listened and learned and we found that the best recruiters among the group used the F-PB-A-F presentation and then added a **C** at the end. The **C** was the

Close and it was preceded by the “I have arranged” set up. So, finally we had it! We had the **F-PB-A-F-C**.

This is what it sounds like:

“John, I have just recruited a top-notch Sales Engineer. Here is a person who will make you look good in the eyes of your boss. I say that because last year, in his current position, he helped move his company’s (one of your competitors, by the way) 5th most profitable territory to 1st place and he can do that kind of work for you. He’s been at this most productive level for the past 5 years. So, this is what I’ve done. I have arranged for him to be available to speak with interested parties this coming Monday or Wednesday. This could be your lucky day because you are my first call. So, if you are interested, which day is best for you?”

Now we wanted our Recruiters to have these **FABs** built for them. Here is what we taught them to say to their recruits:

“Jim, when we present your background and experience to an employer, we want to show how your employment will benefit both the organization and the employer as an individual. We want to demonstrate how you can help improve profits, reduce costs and just make things run better. We have learned that resumes, more often than not, result in rejection rather than interviews. Because of this we seldom send a resume to a prospective employer.”

“We have, instead, developed the Feature/Accomplishment/Benefit Presentation – FAB for short – to use in presenting your background and experience to an employer. Features are listed in the left column, accomplishments in the center and benefits in the right column. The FAB presentation does several important things. It shows specifically what you can do for the employer – how you will benefit him or her and the organization. It details what you have accomplished in your current and previous positions. Finally, it highlights your unique features and experiences. So, I will need you to complete the FAB sheet for me. How do you prepare a FAB presentation? Let’s start by defining some terms:”

“FEATURES - Facts about yourself.”

“ACCOMPLISHMENTS - Significant measurable results you obtained for your current and past employers.”

“BENEFITS - Educated guesses of what you can do for a new employer based on your accomplishments.”

“Next prepare a chronology of your work history. Make sure you have included all of the positions you have held. Don’t forget the promotions! After you have prepared the chronology, list all of your significant accomplishments for each of the positions. Go

ahead and list them all. This is not the time to be humble. The accomplishments should be very specific and contain quantitative measures where appropriate.”

“After your lists of features and accomplishments have been completed, study them over. Now identify what you can do for a new employer. How can you benefit him or her? What are the most compelling reasons for a new employer to want to hire you over someone else? Put these answers in the benefit column.”

“After you have completed your FAB presentation, go over it. Study it carefully. Have you forgotten anything? Where can you include additional quantitative measures? Numbers tell! Can a benefit be rephrased so you will look more attractive to an employer? Is there an accomplishment from early in your career that is particularly significant that should be included?”

“And finally, when you go to your interviews take your FAB sheet with you and be sure to answer questions by relying on your FAB information – especially stressing how you can benefit the new company.”

“Here is what a sample FAB sheet might look like:”

**A Feature-Accomplishment-Benefit
(FAB) Worksheet**

FEATURE

ACCOMPLISHMENT

BENEFIT

Facts about yourself

Significant measurable results you obtained for your current or past employers

Educated guesses of what you can do for a new employer based on your features and accomplishments

Identified costly, labor intensive office duties which were inefficient & costing approx. 350 man hours per week at an average cost of \$20. per hr. Total weekly cost was \$10,500. Totally automated, installed and trained staff to

This has saved the company approximately 350 man hours per week or \$42,000 per month. In addition, the accuracy and reporting function has dramatically improved.

He has a proven track record in cost savings and can bring that knowledge to you and your company.

utilize a computerized system.

*“(The above is an example of **one** FAB entry on the FAB sheet. Your candidates, or recruits, need to come up with as many as possible before they make a copy of the FAB sheet and get that copy to you).”*

There are 10 main reasons why the FAB presentation works so well:

1. It demands action of your recruit/candidate.
2. It takes the place of a resume and avoids your receiving one. If you don't receive a resume, you can't very well send it along to your HM.
3. It gets the candidate thinking about how to sell themselves in a face-to-face interview. It self-prepares them for their interviews.
4. It gives ammunition to your HM for his boss if he isn't the boss.
5. It separates 'lookers' from sincerely interested recruits.
6. You can use it in your presentation, i.e., Sales Linkage.
7. You can use it in your closes, i.e., Ben Franklin, CB, Negative-Yes, etc.
8. It makes you unique in the eyes of both your recruits and your HMs.
9. It makes an intelligent, sales presentation.
10. It saves your time!

So there you have it—**The FAB**. In a nutshell, that is how the five of us introduced this technique to the recruiting nation years ago. The proof of the impact of this technique is that those who learned it and used it (and continue to use it today) exhibit top production. Just ask Robocruiter!

*“The Simple Brilliance of” is one in a series of articles focusing on ideas and techniques from some of the great thinkers, movers and shakers in the field of recruitment who Bob Marshall has had the privilege of meeting and discussing various topics over the past 25 years.

Bob Marshall, CPC, CIPC started in the search business in 1980 and became Western Regional Manager for over 60 Management Recruiters Intl. offices in 1984. In 1986 he founded The Bob Marshall Group, International, training recruiters across the nation as well as the United Kingdom, Malta, and Cyprus. In 1996, he returned to working a desk full time and continues to train recruiters. To learn more about his activities and descriptions of his products and services, contact him directly at: 770-898-5550 or @ tbmg@charter.net or espro@bellsouth.net.