



challenging the paradigm



Paul Silitsky

CEO
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Here in 21st century America, business leaders across the country are struggling with a new challenge: telling their story. Old models of positioning their products and services are failing. In particular, high-end clients are becoming less and less impressed with bombardments of price-driven products. What they are yearning for are solutions that feel tailored to them. At The Wisdom Link, we work with entrepreneurs like Paul Silitsky to hone and monetize their stories and wisdom.

Paul is the CEO of answerQUEST Executive Search, an executive search firm based in Ft. Lauderdale, Fla. answerQUEST focuses on talent searches in five specific industries: information technology, retail, security, medical technology and interactive marketing. As CEO, Paul's primary responsibilities are supporting his clients by providing great service, finding exceptional talent that will continue to grow within a company, and helping his internal staff to support clients.

Paul came to The Wisdom Link in the winter of 2010 determined to grow his business. By working with us to harvest his intellectual capital, Paul discovered the story behind his company and turned it into a tool to drive revenue, support his staff and generate ideas for development.

“ What The Wisdom Link helped us do was get more of a commitment *from* our clients which meant a greater commitment *to* our clients. We walked away with a very clear and tangible message... about what we do and how we do it. It has allowed us to differentiate ourselves from our competition. ”

challenges

GROWTH

Paul came to The Wisdom Link at a turning point in his company's timeline. answerQUEST was ready to grow. Paul had created a successful firm consisting of 11 recruiters with both a national and international reach. Thirteen years in the industry had provided him with the experience and the wisdom to perform his job with excellence. Paul knew the next step would be to create a tool that would support his clients and his staff while he grew the business.

ARTICULATION

Paul was also struggling to shift the paradigm of his argument. His competitors were trying to commoditize the service his company provided and fight on a purely price front. Paul knew that for his clients, one placement was worth thousands of dollars and he refused to let that valuable investment be cheapened.

The services answerQUEST performed for their clients had undeniable value, but what Paul didn't have was the ability to passionately and persuasively present his story, to efficiently separate from the competition and focus on results rather than on price.

FOCUS

Paul had developed his offering over several years, basing his methods and services on intelligent choices and strategic communication skills. With a superb staff and the most state-of-the-art technology, he had the best the market could provide. The problem was that Paul was too close to his own intellectual capital. He needed someone to harvest his wisdom and to look at it objectively, so he could uncover a way to capitalize on it.

actions

HARVEST THE WISDOM

Paul came to Chicago and spent a day at our office taking part in our Capital Creation ApproachSM, where we worked with him to excavate his wisdom and clarify his offering. By refining his Wisdom PlatformSM, we helped Paul to articulate his knowledge of the clients he served and the value he created for them.

**Paul Silitsky**CEO
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“ Our revenues have increased not because of market increases, but because we’ve had greater success not only in closing and but also in implementation with our clients... and a lot of that is the work we did with The Wisdom Link. And I know that because of the feedback from clients ”

BUILT A METHOD

We used Paul’s wisdom to work through the distinct way he did business and formatted it into a seven step method that made sense to his staff and clients. Through continued fine tuning, we ensured that the work resonated with Paul and was true to answerQUEST’s offering.

IDEATION

We worked with Paul to generate ideas about how he could implement his method in the field to support his company and where he could take it from there. By dissecting his understanding of where the market was heading, where the talent was and who was hiring, he discovered that being a niche market was a tremendous asset. By focusing on his five core competencies rather than taking a mass market approach, he could bring a higher quality of customized service to his client.

DESIGN

Once we were in alignment with Paul, we took his intellectual capital and used it to create a communication tool, which would convey Paul’s message and showcase his company’s value. We gave it a name, developed copy and designed the aesthetic that would appeal to his market while maintaining his style.

results**COMMUNICATION TOOL**

Paul now had a professional looking communication tool which conveyed his philosophy and his passion while distinguishing him from the competition. It was also adaptable, pragmatic and tangible. The piece could be easily modified tailored for each client and could evolve as the company grew. He could now meet with clients with more confidence, knowing the strength it carried.

A CLARIFIED MESSAGE

Paul walked away with more than just a brochure. He had crystallized message about what his company did and how they created value. He also had a tool to help him articulate that message with passion and precision in a manner which no one else could replicate.

CLIENT RESULTS

While facing an industry that still attempts to drive sales based on a difference of one or two points, Paul used what he learned at The Wisdom Link to gain a greater commitment from his clients, which yielded a higher upfront fee. His work with The Wisdom Link has allowed him to showcase his value to a client so well, that they are buying his services before they begin. Today his revenues have risen approximately 25 percent from last year and both he and his staff can see they are moving in the right direction.

INTERNAL SUPPORT

Because he went through the Capital Creation ApproachSM with one of his practice leaders, this engagement helped Paul to verbalize his needs to his staff. Paul believes this has raised morale and helped them gain an understanding of their mission and how they serve their clients. His team also now has a powerful tool to help them interact with clients.

The other ideas generated during our time with Paul will result in spinoff products he can offer to his customers. He is most excited about having these new tools and what it means for the future of his company.



Paul Silitsky

CEO
answerQUEST Executive Search

review questions

1. What is the primary force driving sales in your industry?
2. Do you have an A-level audience that is not being served by a generic solution?
3. How can you change the way your clients hear your message?

“ The time we spent with The Wisdom Link was enjoyable because it was very much focused on us and what we’re trying to accomplish... It’s clear that The Wisdom Link cares about us and the team is comfortable and willing to push us to the next level. ”