

# BOB MARSHALL'S

ELITE RECRUITER MASTERCLASS

BOOT CAMP TRAINING  
MARKETING  
SERIES

Taking your recruiting business to the next level

Elite Recruiter

# Masterclass



Hidden Secrets of the  
**Million Dollar  
Recruiters**

## Elite Recruiter Masterclass

*“I have been implementing the verbiage on the marketing calls I have had some great success already and had some great conversations...just wanted you to know how great this is!”*

*- New 2021 Student*



### Big Biller Strategy.

#### INTRODUCTION

Big Billers are ones who use everything he or she has available to them; emotionally, mentally, physically and psychologically toward reaching the goal of a peak performer. It includes their attitude, commitment, discipline and intensity on working their desk. This is added to knowledge and how well they apply the basics of our industry, They plan each day, they prepare for success, and they adapt their approach as needed. Mostly it is driven by the ability to see themselves as a professional consultant and problem-solver.”

*Continue Reading on Page 8*

# Contents



**5** **From Bob Marshall**  
2020 Was a year like no other. How will this change how we recruit? The tools we use and the clients we work for?

**6** **Habits of Superstar**  
What are the key differences between average and great? You may be surprised.

**7** **Marketing is King**  
Marketing calls are the lifeblood of any successful recruiter. Why is this habit so critically important?

**8** **Learn to say No**  
Working poor quality job orders is the number one problem for recruiters worldwide. How do you know which ones to accept?

**11** **Be Like Robocruiter**  
If you were designing the perfect recruiter to emulate. What would it look like? It could look like you.

**14** **The Checklists**  
A handy guide to keeping the priorities in mind so your recruiting business can prosper even during challenging times.



David was a hungry young recruiter from Louisville, KY, His best billing year was over \$400K. David called and asked the magical question, "Can you teach me how to reach one million dollars in one year." How did it turn out? Stay tuned...

Bob Marshall is a world-renowned recruiting trainer and coach. His services are in high demand by associations and agencies. The excerpts in this booklet are based on his own tested formula of repeatable, predictable success.





Bob has no peer in my opinion. I don't believe there is another person you could work with that would bring to each of you, a greater insight or passion into the dynamics of our profession.

## Elite Recruiter MasterClass

**Congratulations! You've taken the first step toward reaching your income and performance goals and becoming an elite recruiter.**

ERM is the online version of Bob Marshall's million-dollar recruitment training system. Bob's methods enable individuals to shatter their performance expectations in the Recruiting industry. Bob has been instrumental in training and coaching top-performers with some of the most successful firms in the world. Now you can take advantage of his proven formula from the comfort of your own home.

The MasterClass is a series of training courses designed to help professional recruiters reach higher levels of recruiting success. Having access to one of the top recruitment coaches in the world as well as becoming part of a growing community of fellow recruiters is a huge advantage.

This following information is just a sample of the type of relevant and specific information provided in the Elite Recruiter MasterClass. Use it to help find more opportunities and close more job orders.



# Coach's Corner

## What will the outlook be for recruiting after COVID-19?

This is an open letter to the Recruitment Community so that I can answer two frequently asked recession questions.

#1: "Will our business change once this pandemic is over?"

#2: "Will the changes be impactful?"

*Answer to Question #1: "YES"*

*Answer to Question #2: "The changes will be HUGE but won't have the impact you think."*

As most of you reading this are aware, I have been in our industry for over 40 years and have weathered 5 major recessions.

And while our current recession will hasten the changes that were going to happen anyway—less business travel, more video communication and less personal business interaction, for example—those changes won't be as profound as you might think.

Where changes can be profound are when the changes can happen within each of you--the changes in your habits.



## Bob Marshall

Master Trainer - TBMG International

Bob Marshall, founder of The Marshall Plan, has an extensive background in the recruiting industry as a Recruiter, Manager, VP, President, Coach and Trainer. In 2021, Bob will be celebrating his 41st year in the recruitment business.

Bob started with a large recruitment organization where he quickly became a Pacesetter. He is the recipient of the Million Dollar Hall of Fame Award and went on to become a regional manager before turning his attention to training.

Bob is in constant demand as a speaker, coach and trainer and often featured or quoted on recruiting related matters..

### Habits

What I often notice after a recession is that bad habits may have replaced good habits. My job is to get your good habits back. And I have some PDFs that will start you along that path.

With these PDFs, my goal is to present you with the finest, most complete training I can based on my years of studying the big billers and have you incorporate those habits into your daily working life.

As Albert Gray said, "Every single qualification for success is acquired through habit. People form habits and habits form futures. If you do not deliberately form good habits, then unconsciously you will form bad ones. You are the kind of person you are because you have formed the habit of being that kind of person, and the only way you can change is through habit."

In this booklet have chosen some of my favorite good habit reminders. I hope they will resonate with your recruitment subconscious and start your post-recession good habit reacquisition project. Read on to understand the mindset of an Elite Recruiter.

- Bob





# Marketing (calls) are King

**Big Billers consistently do this one thing every day!**

Marketing starts the rapport building process; have your hiring managers start to like, believe, trust and understand you. All four of these elements must be operative in order for these people to buy from you.

Remind your hiring managers that you do, in reality, offer the finest, most affordable service in the United States of America. You will agree to keep all of your hiring managers apprised of the top talent available in their specialty area and near their geographical location and you will do that forever and you will do that for free. You are only wagering that someday they will like someone that you present so much that they will bring that individual in for an interview, make them an offer, the candidate will accept and will start to work. Only then will your service charge come in to play. Truly we do offer the best service available anywhere!

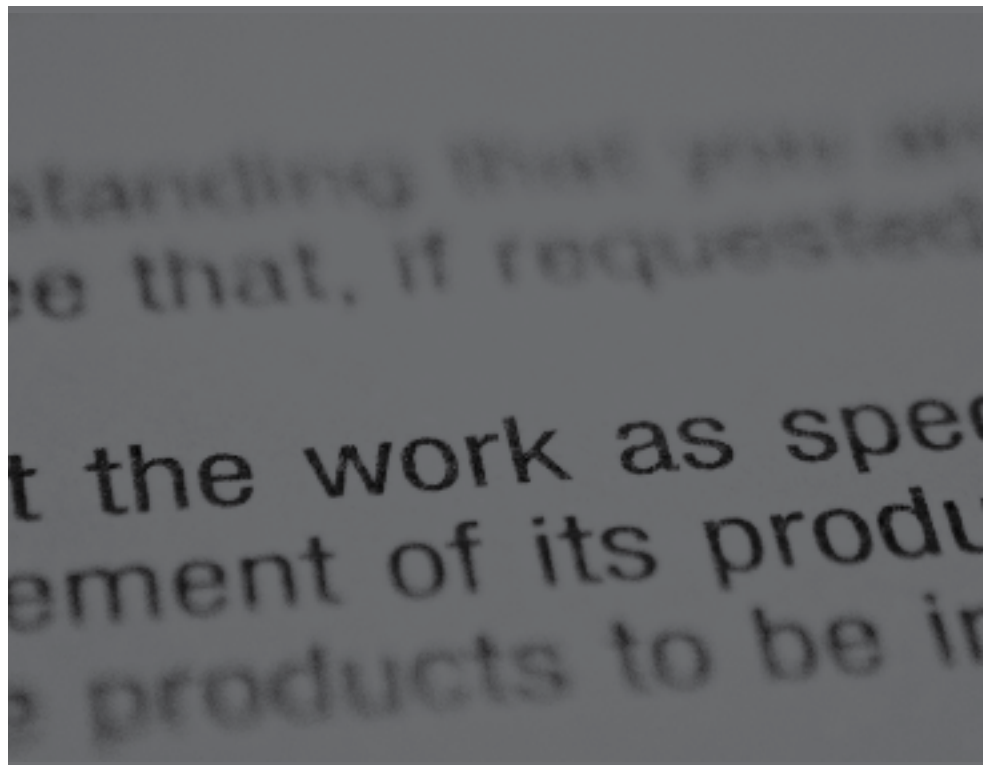
Fashion optimum length conversations; this is the 'magic' 2 to 5 minute conversation window. Under 2 minutes and the call is not long enough for rapport building. Over 5 minutes and you run the risk of not being able to call all of the companies you need to call to ensure your "low risk operation" success.

Vector in on the companies that will give you job orders and which exhibit one of the three requisites that we need to be successful: companies who have a sense of urgency; companies who have particularly difficult positions to fill; and companies who want to be kept apprised of top notch talent as that talent surfaces and who are serious.

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# Stop Working 'Can't Help' Job Orders



**15 Job Orders will usually fall into 3 distinct categories:**

0-1 will be of "Best" quality

4-5 will be of the "Matching" type; and

About 10, or two-thirds, will be of the

Stop working  
on projects  
where you are  
not going to be  
paid





Your industry falls into the 'Big Lie' trap. Why? Because, for most of you, the assembled, unqualified Job Orders on your desk are, for the most part, garbage. You are working in areas where you are not going to be paid and then, at the end of the day, you can't understand why you have no, or low, production while everyone else is doing great.

You blame your industry or your manager or anybody but yourself. But what has really taken place is that you haven't properly QUALIFIED your Job Orders so that you can be assured of subsequent successful placements. What you have done is wasted everyone's time.

When qualifying a JO make sure you establish urgency, 'fillability' and reality...

To dive even deeper on this topic, our MasterClass training offers a Job Order Matrix to help you score incoming job orders.



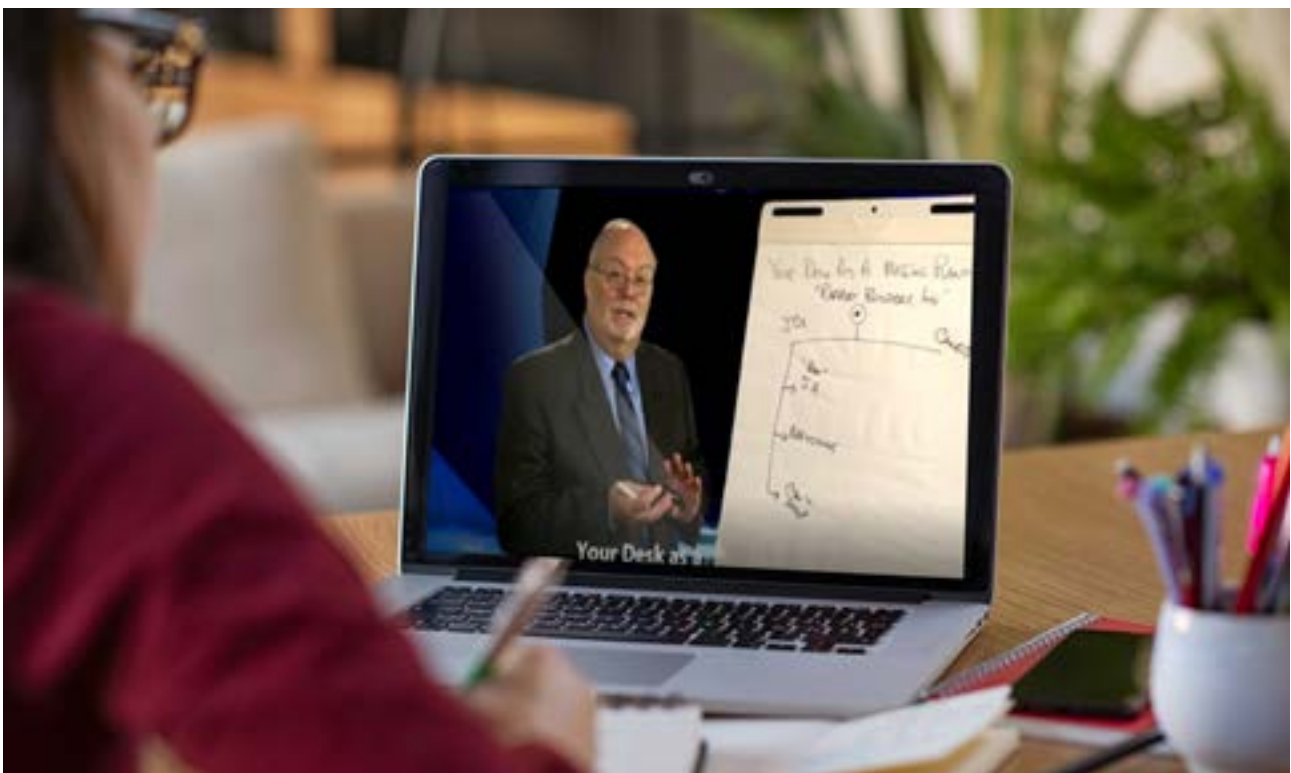
'Robocruiter's' have an overwhelming desire to grow and advance in our industry and possess the ability to see themselves as true professionals and problem solvers.

# Becoming a Robocruiter

The Total Account Executive is one who uses everything they have available, emotionally, mentally, physically and psychologically toward reaching their goal of being a peak performer. It includes, their attitude, their commitment, their discipline and intensity on their desk, his or her knowledge and application of the basics of our industry, a planning, mindset and follow through as well as a overwhelming desire to grow and advance in our industry and the ability to see themselves as a true professional in this business.

In your profession (as in most true professions) commitment is the key. If there is no commitment, then you will not feel entitled to ask for, nor receive, the information that you must get from both the Client and the Candidate in order to be successful. And it is your responsibility to your industry to be as successful as you can possibly be.

*My Robocruiter description is based on an actual person. A prototype recruiter who, in my opinion, was the most complete and talented recruiter who has ever lived, bar none.*



## are you ready to take the next step in your recruiting?

Each quarter we open up the enrollment to Bob Marshall's Elite Recruiter MasterClass. The number of students we can take is limited, so follow the link on the following page to sign-up.

MasterClass training is just one of the unique training and coaching services offered by The Bob Marshall Group (TBMG). It includes all new or updated content in Bob's internationally known workshops and coaching. These are not for entry level recruiters but for those who understand the basics of our industry.





# Robocruiter *continued*

If you would like to learn more about Robocruiter and his million-dollar approach to recruiting, join the list for our next MasterClass.

Let's compare us with a doctor—someone who we all would agree is a total professional. That doctor is committed to helping us gain back our proper health. They are knowledgeable in their industry. We go to the doctor when we have a medical problem. We have an ache or a pain or we need surgery. So, we go into the doctor's office and fill out all of their forms. Then the nurse takes us to an examining room and the doctor comes in and asks us all sorts of questions. He gets the facts from us. He goes into great detail. Now, we don't question him. We acknowledge that he controls the procedure. He expects us to give him all of the facts. And only when he gets all of that information, does he feel comfortable in treating us.

We recruiters are just like that doctor. We have to be committed to excellence in our business just like that doctor. Always keep in mind that our client's people are the life blood of their company. When they have problems—an opening or a difficult slot to fill—they come to us and ask for our help. Don't let our Hiring Managers (HM) tell us how to do our business. We are the experts (just like that doctor) and we establish that procedure (just like that doctor). Just like that doctor we want open and honest communication with our clients. We would be considered 'quacks' if we took minimal information and then tried to do a serious procedure. The key here is this: We can't be responsible for the results if we don't have control over the procedure. We must educate our HMs to conduct the recruitment procedure our way because it is in their best interests to do so—and it truly is! If we are going to worry, worry about being respected first—not being liked first. If we are respected, the client will eventually like us...that will come.

“

*If we are going to worry, worry about being respected first—not being liked first.*

”



## A Directed Approach to becoming a Big Biller

**All of us come to our business lives with certain gifts. When we apply those gifts, we can become successful. When we realize that we don't possess all of the gifts we need, we can become discouraged.**

**Big Billers are just like us, but they exhibit one key difference. First, they use their gifts just like the rest of us and become successful just like the rest of us. But here is where we diverge.**

**Big Billers realize the gifts they don't possess and work to become masters in those areas while the rest of us just remain discouraged. We complain. In the words of the famous trainer, Cavett Robert, we change the old adage to say, "There but for me, go I."**

**Bottom-line, Big Billers recognize their shortcomings and develop them into strengths. And that makes all of the difference.**

### The Five Strategic Essentials



#### Attitude

Reach a point of an unshakeable winning attitude and relentless persistence



#### Discipline

Every day is planned; routines are followed; the process is respected



#### Focus

Have a crystal clear purpose and a strategy for success



#### Relationships

Put customer needs before fees; recruiting, above all, is a relationship business.



#### Control

Control the process at every step; nothing is left to chance

# The Ten Tactical Necessities

## 1. Know the End Game

If you cannot win the game, play elsewhere

## 2. Create a Benefit Vision

People listen to facts and features, but buy benefits

## 3. Focus on the Solution

Both clients and candidates are driven by solving a problem

## 4. Recruiting is a Contact Sport

Contact needs to happen multiple times before an enduring relationship can be established

## 5. Plan Your Work and Work Your Plan

Plan and focus on those things closest to the money; success is replacing bad habits with good habits.

## 6. Never Play a Game you cannot win

Your assets are time, skill and knowledge; always invest them in those games you can win and not those you might lose

## 7. Time Kills All Deals

Time creates options; options create choices; control placements by meticulously controlling time and bringing decisions to a quick conclusion

## 8. Recruiting is a Lifestyle and not a Job

As often as possible, be in the Zone

## 9. Always treat Clients, Candidates, and others like you want to be treated AKA - The Golden Rule

## 10. A Placement is never done until the check clears

Never leave things to chance



# BOB MARSHALL'S ELITE RECRUITER MASTERCLASS

## Elite Recruiter MasterClass



Bob's Elite Recruiter MasterClass is a comprehensive online eLearning system with over 80 hours of content aimed at taking your career to the next level. Courses are updated regularly and your one time purchase enables lifetime access. Ready to skyrocket your career? Just click the URL below or copy and paste into your browser.

**Elite Recruiter Masterclass**



# Need More Help?

Engage Bob Personally for coaching; both Individual and group plans available.



**Additional Recruitment products and services available at:**

**TheMarshallPlan.org  
or 770-898-5550**



## **I. Personal Coaching - New Recruiter**

This is a 3-month commitment plan. Starts at \$6000,



## **II. Coaching - Gold Plan**

Designed for This is for the more tenured Recruiter. Starts at \$1000 per Month



## **III. Coaching - Silver Plan**

Best for This is for the tenured Recruiter who wants a refresher course. Plan start at \$600 per month

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Bob Marshall's Elite Recruiter MasterClass

an online elearning division of TBMG International.

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