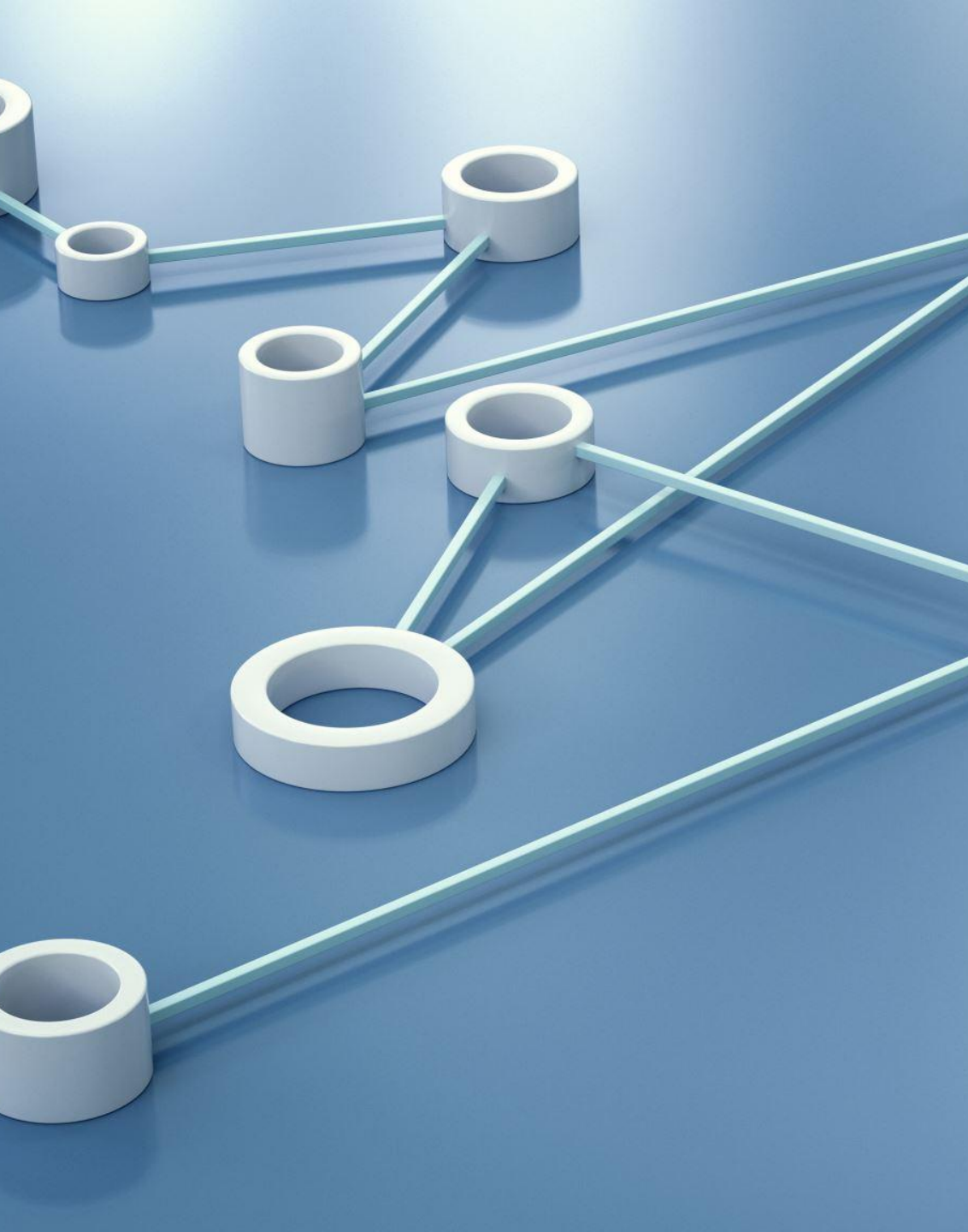


Become a Recruiting Powerhouse

Barbara Bruno, CPC, CTS





Importance of Recruiting

Recruiting continues to evolve dramatically with the influence of technology, AI, and evolving workplace trends.



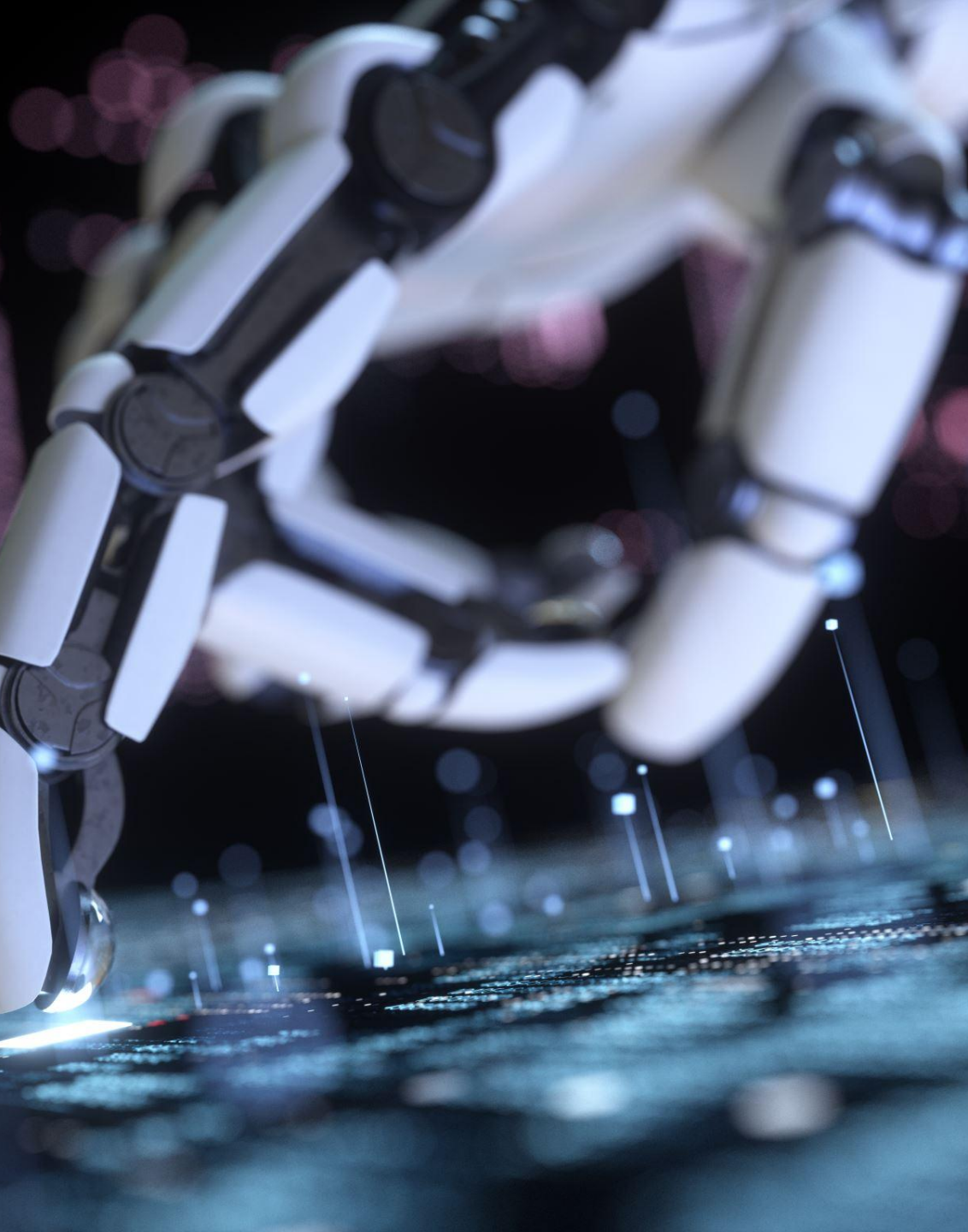
Session Goals

- + Reignite Your Passion
Discover strategies to renew enthusiasm for your work
- + Sharpen Your Focus
Learn techniques to enhance concentration and productivity
- + Position Yourself as an Unstoppable Force
Gain insights on becoming a leader in your niche
- + Practical, No-Cost Strategies
Implement immediately to elevate your reputation
Build stronger networks
Increase income and profitability



Specialization = More Money

- + Higher Fees
Specialists can charge more for their expertise
- + Better Margins
Specialization leads to improved profit margins
- + Stronger Pipelines
Specialists create robust pipelines of highly placeable candidates
- + Increased Trust
Clients have more confidence in specialists for critical roles



Market Understanding and AI Tools

AI tools can help you analyze market trends and demand within your specialization, helping you target emerging needs faster than your competition.

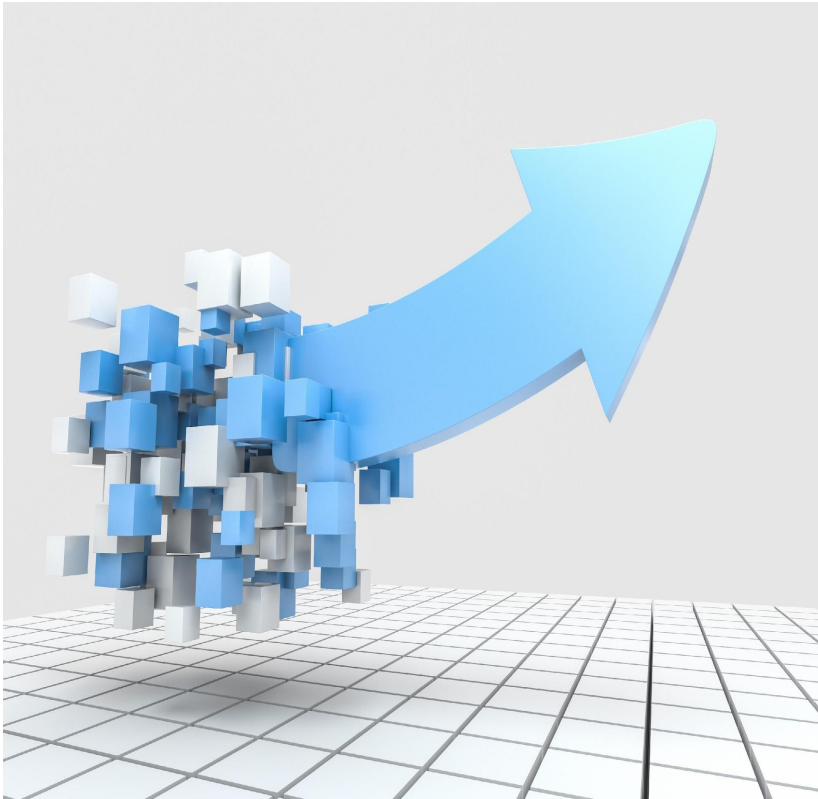


Top Echelon

Competitive Advantage of Membership

- + Competitive Advantage
Membership in Top Echelon Network provides a significant edge
- + Trusted Member Partners
Collaborate with partners to fill client needs quickly and professionally
- + Maintain Specialization
Stay focused on your niche without sacrificing opportunities
- + Profit from Diverse Opportunities
Benefit from opportunities outside your expertise

Improving Placement Ratios



We typically place less than 5% of the candidates we attract. However, by tapping into the collective strength of your Top Echelon partners, your placement and fill ratio improve because candidates you might not have placed on your own can now find jobs through your network.

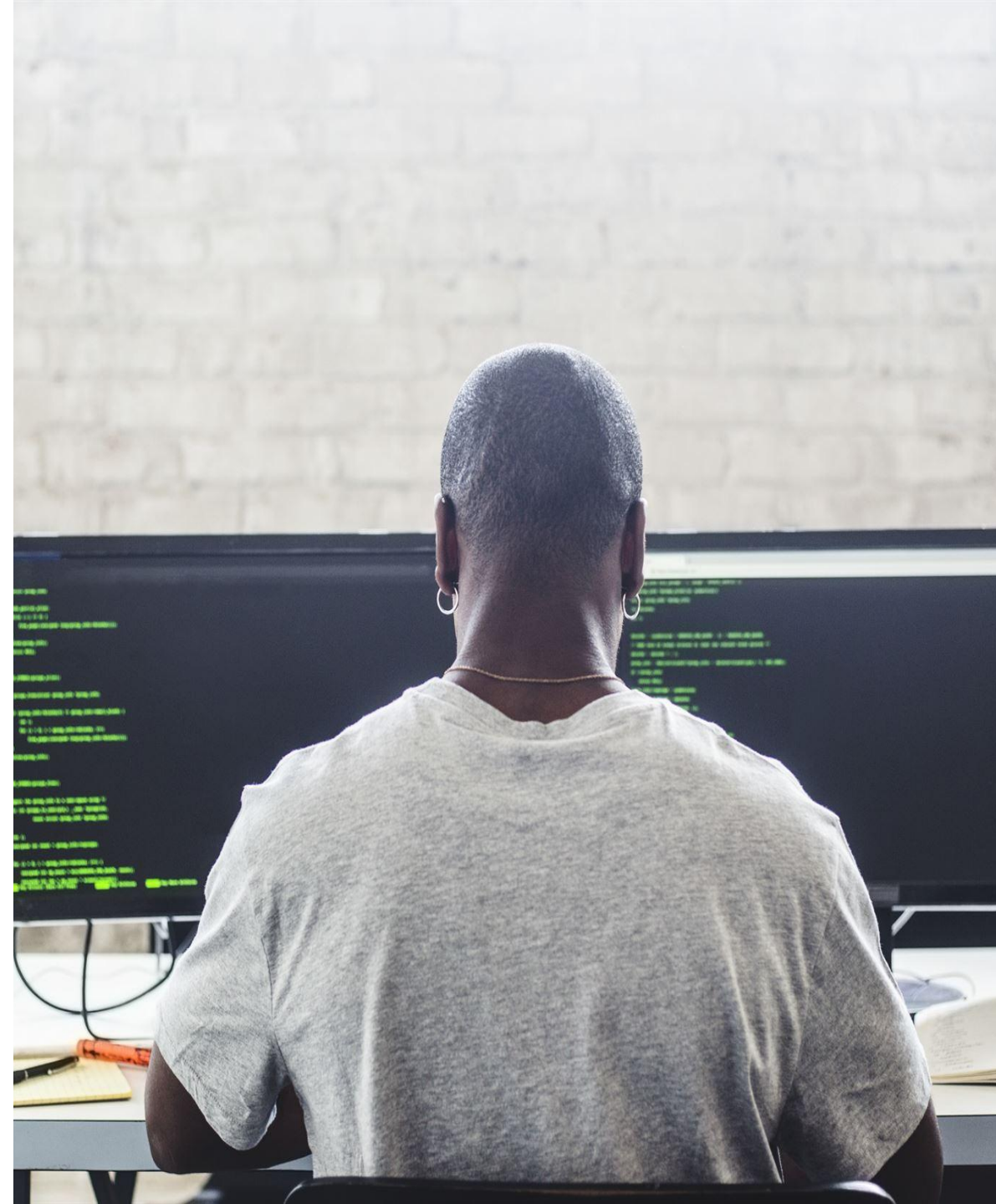


Building Visibility and Credibility

- + Visibility
Show up consistently where your audience is
- + Credibility
Build your reputation without spending money
- + Consistency
Maintain a regular presence to attract clients and candidates

Using AI Tools for Content

- + Share Market Insights
 - Post about trends in your specialty area
 - Comment intelligently on industry discussions
- + Host Roundtables or Webinars
 - Engage with your audience through interactive sessions
- + Utilize Free AI Tools
 - Embedded in LinkedIn or your ATS
 - Suggest relevant content and keywords
 - Boost your posts



Benefits of Being a Trusted Advisor

- + Transition from Vendor to Trusted Advisor
Gain trust and credibility with candidates and hiring authorities
- + Close More Deals
Trusted advisors have higher success rates in closing deals
- + Command Better Fees and Margins
Trusted advisors can negotiate better terms
- + Enjoy Long-term Client Loyalty
Build lasting relationships with clients

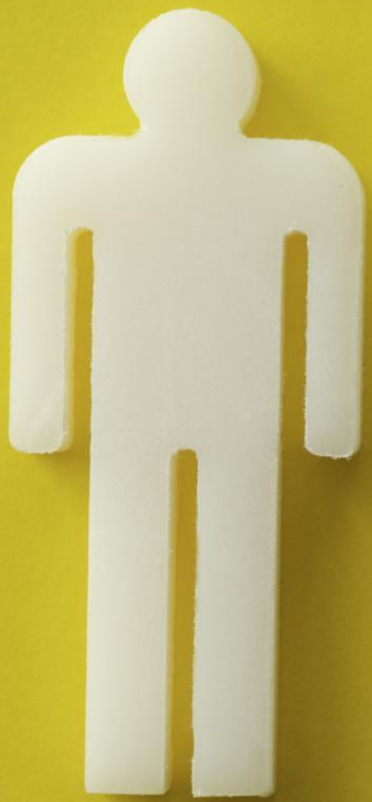


The Changing Workforce and Workplace

Hybrid and remote work are now permanent fixtures. Skill requirements are changing faster than job titles.

AI is playing an increasing role in sourcing, screening, and matching talent. Economic shifts, including talent shortages in specialized fields, mean hiring needs are urgent and strategic.





AI in Recruiting

- + AI Integration in ATS and CRM Systems
 - Streamlines sourcing processes
 - Automates outreach efforts
- + Predictive Features
 - Predicts candidate fit
 - Forecasts hiring needs based on market trends
- + Benefits of Embracing AI Tools
 - Frees up time for high-value conversations
 - Enhances relationship building

Build a Magnetic Reputation

Your reputation is your most powerful marketing tool and building it costs nothing but consistency and intention.



Key Traits of Successful Recruiters

Consistently
communicate
with
transparency.

Deliver market
insights, not just
job
opportunities.

Follow through
and keep their
word.

Recognize and
reward referrals.



If you would like a copy of
Seven Habits of Top Producers, send an
email to:

support@staffingandrecruiting.com

See Results Fast by Surfacing Sales Leads During Interviews

One of the fastest ways to increase your job orders without any extra cost is to mine your candidate interviews for sales leads.



Every time you talk to a candidate, you should ask strategic questions about:

How did they obtain their last job?

Five companies they'd most prefer and why?

Five companies they would never work for and why?

Any company they regretted leaving and why?

Any current interview scheduled?

Offers they've received and turned down?



Mining Candidate Interviews

- + Increase Job Orders Efficiently
 - Mine candidate interviews for sales leads
 - Utilize AI-enabled note-taking tools
- + Capture Key Details
 - Identify potential leads during interviews
 - Record important information using AI tools
- + Prioritize Follow-Up
 - Act on opportunities immediately
 - Enhance job order numbers without extra cost



Today's workforce is moving faster than ever and there's no room for "good enough." Those who specialize, build a magnetic reputation, embrace AI and technology, and surface sales leads proactively will dominate their niche.



LET'S STAY

CONNECTED!

Send me a connection request on LinkedIn -
<https://www.linkedin.com/in/barbarabruno/>

If you want live access to weekly coaching, training,
and market insights, call our office at 219.663.9609
to schedule a call with our expert, Jodi, or scan the
QR Code.