BOB MARSHALL'S

ELITE RECRUITER MASTERCLASS

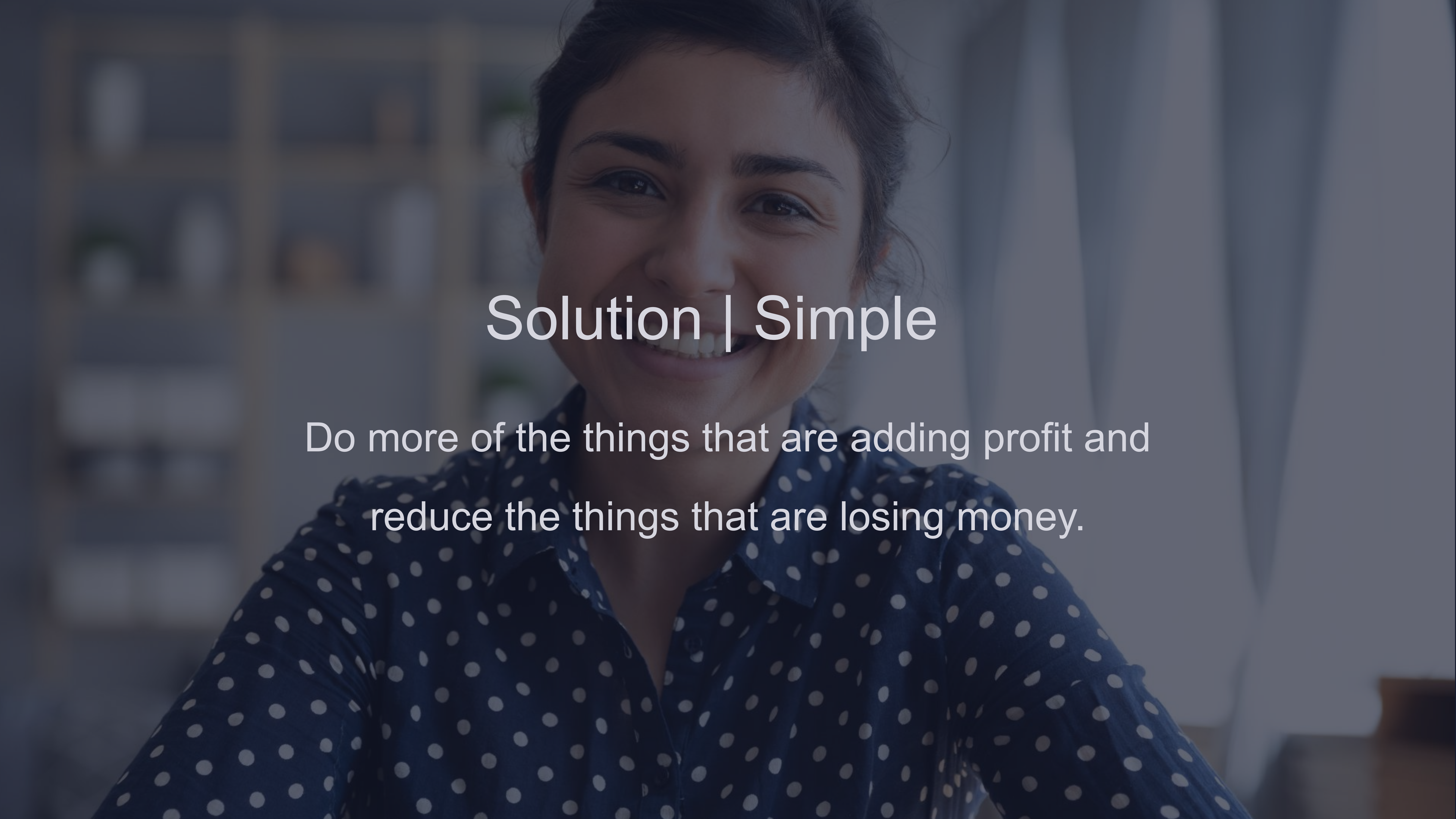
GROWTH MINDSETS

CULTIVATING A GROWTH MINDSET

NURTURING A POSITIVE OUTLOOK

“Being the Best in the World is Seriously Underrated.”

SETH GODIN



Solution | Simple

Do more of the things that are adding profit and reduce the things that are losing money.

THE GROWTH MINDSET

- The Dip
- Opportunity Costs
- Establish Good Habits
- Problem Clients and Candidates
- Blue Ocean vs. Red Ocean Strategy

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THE DIP

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OPPORTUNITY COST


The DIP Silver Lining

Quitting Wisely

01 **You Settled**

You realize you've settled for mediocrity;

02 **Lack of Growth**

Your efforts aren't yielding improvement;

03 **Losing Money**

The Opportunity Cost of persisting outweighs the benefits.

QUITTING IS NOT THE SAME AS FAILING

"Retreat, hell! We're not retreating; we're just advancing in a different direction."

General O.P. Smith

THE FALLACY OF DIVERSIFICATION

CULTIVATING A GROWTH MINDSET

COACH JOHN WOODEN

“Never mistake activity for achievement.”

GET OFF OF THE NAIL

THE MOTIVATION OF PAIN

OUR HABITS

ESTABLISH HABITS

WITH ATOMIC FUNDAMENTALS

CULTIVATING A GROWTH MINDSET

ESTABLISH GOOD HABITS THROUGH FOCUS, CONCENTRATION AND ULTIMATELY WILLPOWER

FOCUS

CHANGING YOUR HABITS

Five Things

RECRUITING'S
ESSENTIAL FOCUS

- ✔ FOCUS ON **ACTIVITIES THAT LEAD TO MONEY**
- ✔ YOUR VALUE **IS ON THE PHONE**
- ✔ THE RIGHT PRESENTATIONS **LEAD TO PLACEMENTS**
- ✔ MAKE **DAILY PRESENTATIONS**
- ✔ ALL JOB ORDERS **ARE NOT EQUAL**
- ✔ INSPECT **WHAT YOU EXPECT**

CONCENTRATIO

THE FOUR ACTIVITIES OVER WHICH YOU HAVE CONTROL

N

WILLPOWER

THE STARBUCKS STORY

THE DISENGAGED CLIENT AND CANDIDATE

Revitalize Your Presence in Your Niche

WHEN TO QUIT

WHEN THE JUICE ISN’T WORTH THE SQUEEZE

IS THIS GROWTH?

AMELIA'S STORY

CULTIVATING A GROWTH MINDSET

THE DEAD HORSES

FIVE REASONS WHY “HORSE BEATING” OCCURS

01

Incomplete information from
Employers and Candidates.

02

Use of ineffective Qualifying and Pre-closing Techniques.

03

Lack of cooperation from **Employers and Candidates.**

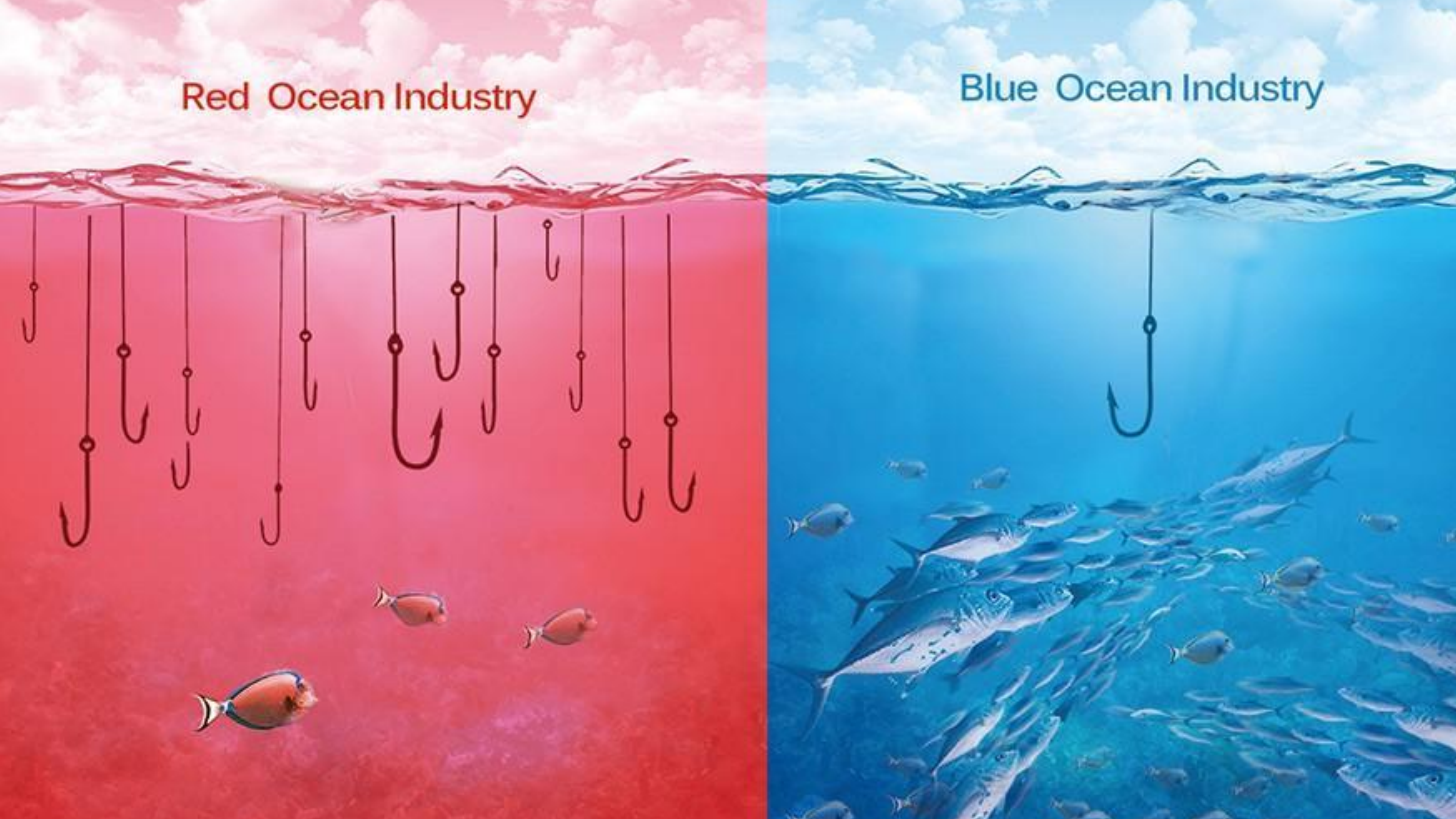
04

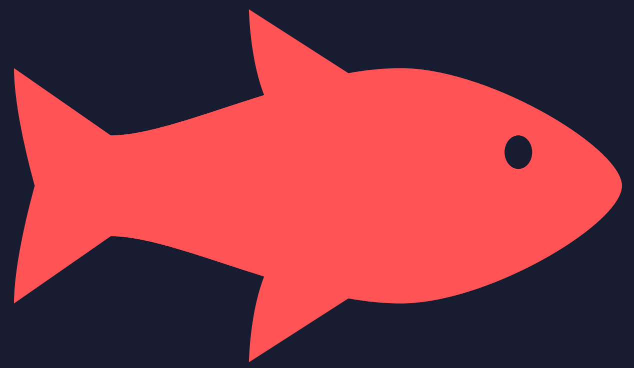
Hope Sheets …

instead of Hot Sheets.

05

Not knowing what or when **Employers and Candidates Will Buy.**


Red Ocean Industry
Blue Ocean Industry



RED OCEAN

Intense competition, limited market space, competing in existing industries, often resulting in price wars and stagnant growth.

BLUE OCEAN

Creating uncontested market space, exploring new opportunities, offering innovative solutions, and focusing on value innovation rather than competing head-to-head with rivals.

AN OCEAN VOYAGE

BLUE OCEAN / RED OCEAN


BLUE OCEAN
BLUE OCEAN
RED OCEAN

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TBMG - ERM & THE BLUE OCEAN STRATEGY

BLUE OCEAN STRATEGY #1

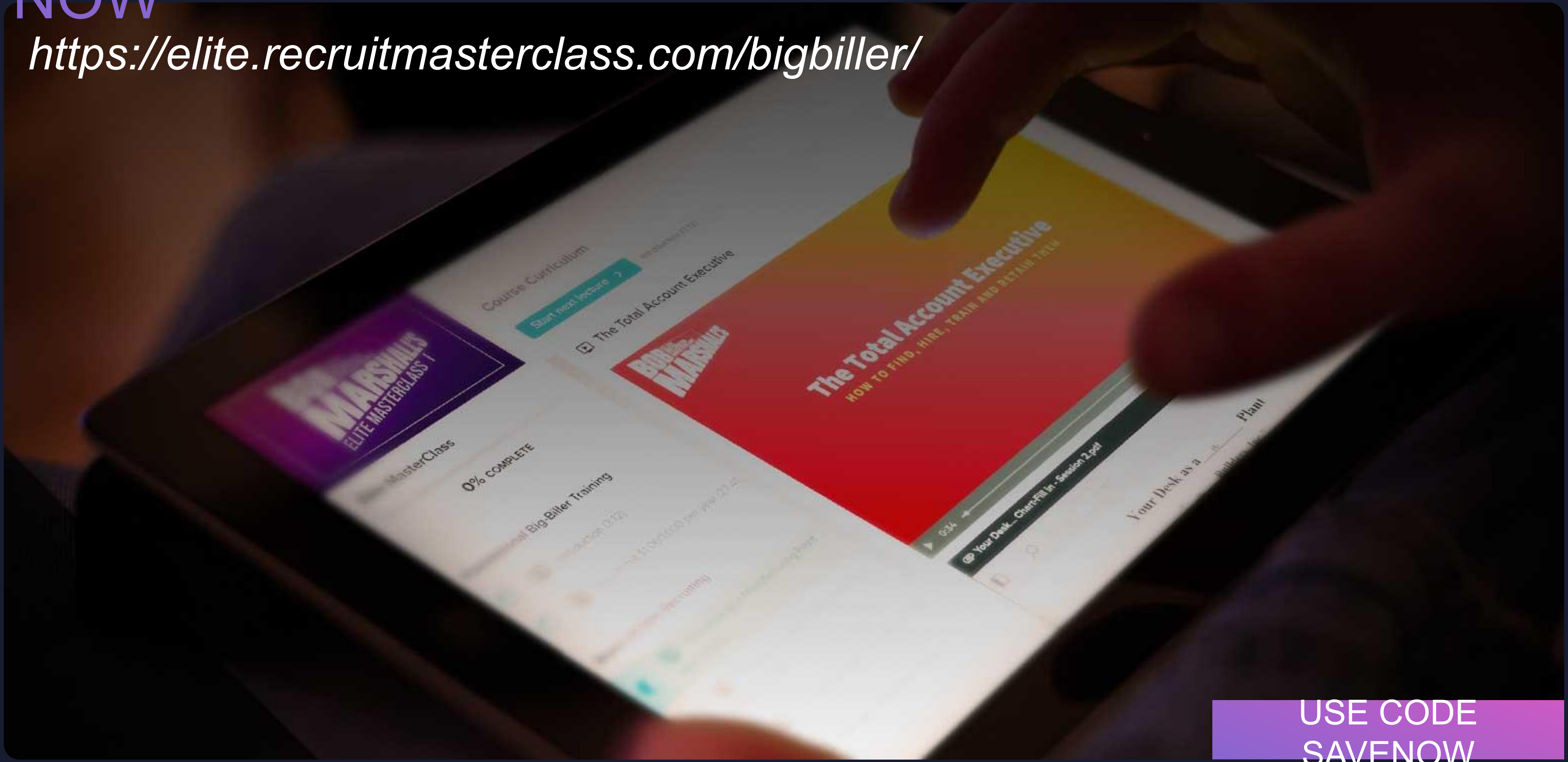
BE UNIQUE

- When beginning to market to companies within your niche, always approach a new potential client at the highest level by engaging only with the top/key C-level individual.
- By so doing, in the future, when calling into that firm, you will always be treated at the level where you initially penetrated.
- If you initially approached the President, you will be treated like a President;
- If you initially approached the VP, you will be treated like a VP, not a President;
- If you initially approached the Director, you will be treated like a Director, not as a Pres or VP, etc.
- And if you initially approached the HR Manager, you will be treated like a clerk. It's just the way it is in our business culture.
- The Blue Ocean strategy will make you UNIQUE!

CONCLUSION

ELITE RECRUITER MASETRCLASS – OPEN NOW

https://elite.recruitmasterclass.com/bigbiller/



USE CODE SAVENOW

THANK YOU!

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