

BOB ELITE
RECRUITER
MASTERCLASS

MARSHALL'S

GROWTH MINDSETS

CULTIVATING A GROWTH MINDSET

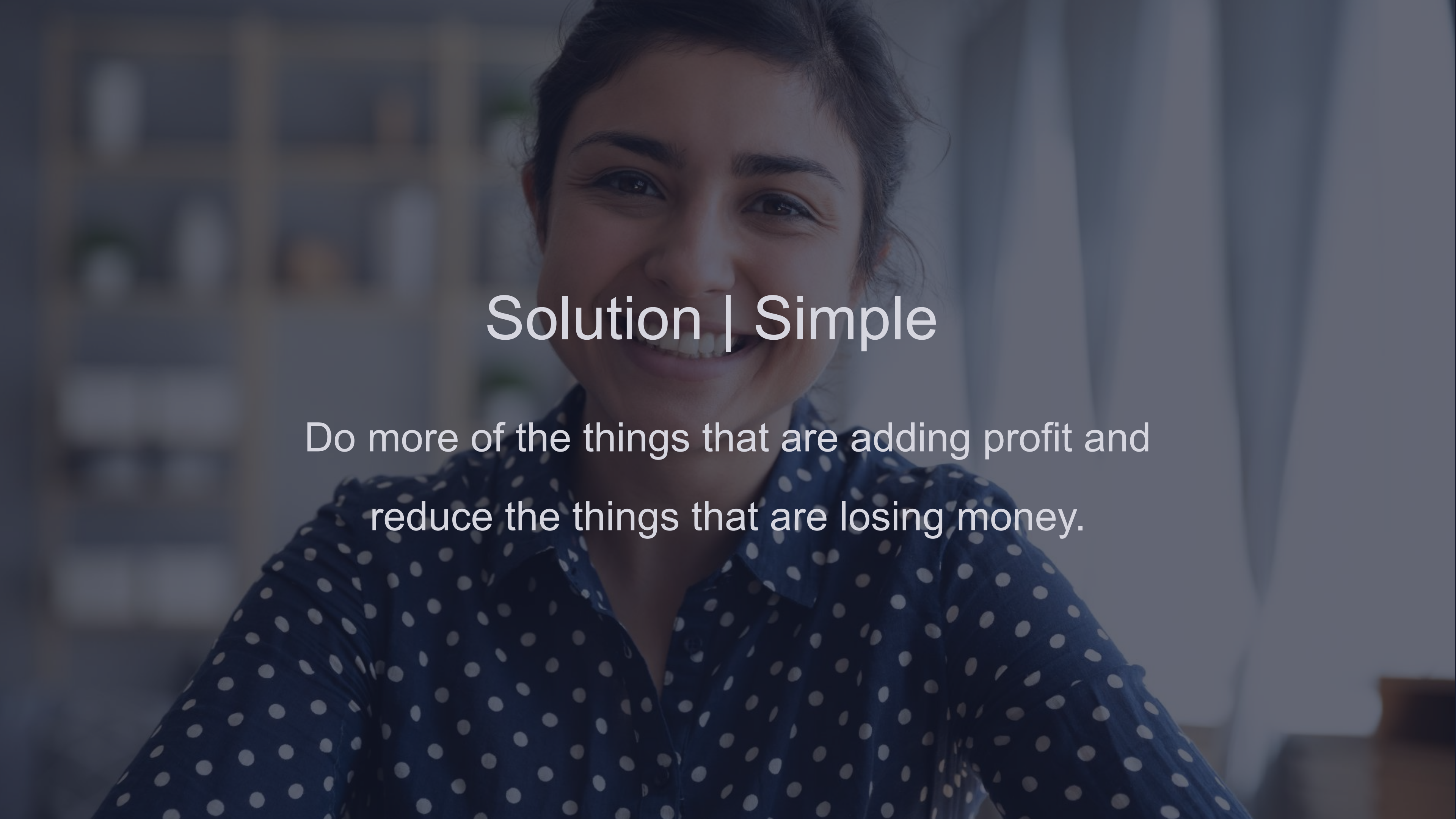
NURTURING A POSITIVE OUTLOOK

“

*“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

THE DIP

OPPORTUNITY COST

A close-up portrait of a woman with dark hair, smiling warmly at the camera. She is wearing a dark blue button-down shirt with white polka dots. The image is overlaid with a semi-transparent dark blue filter. The background is softly blurred, showing what appears to be a bookshelf on the left and a window with light-colored curtains on the right.

The DIP Silver Lining

Quitting Wisely

01

You Settled

You realize you've settled for mediocrity;

02

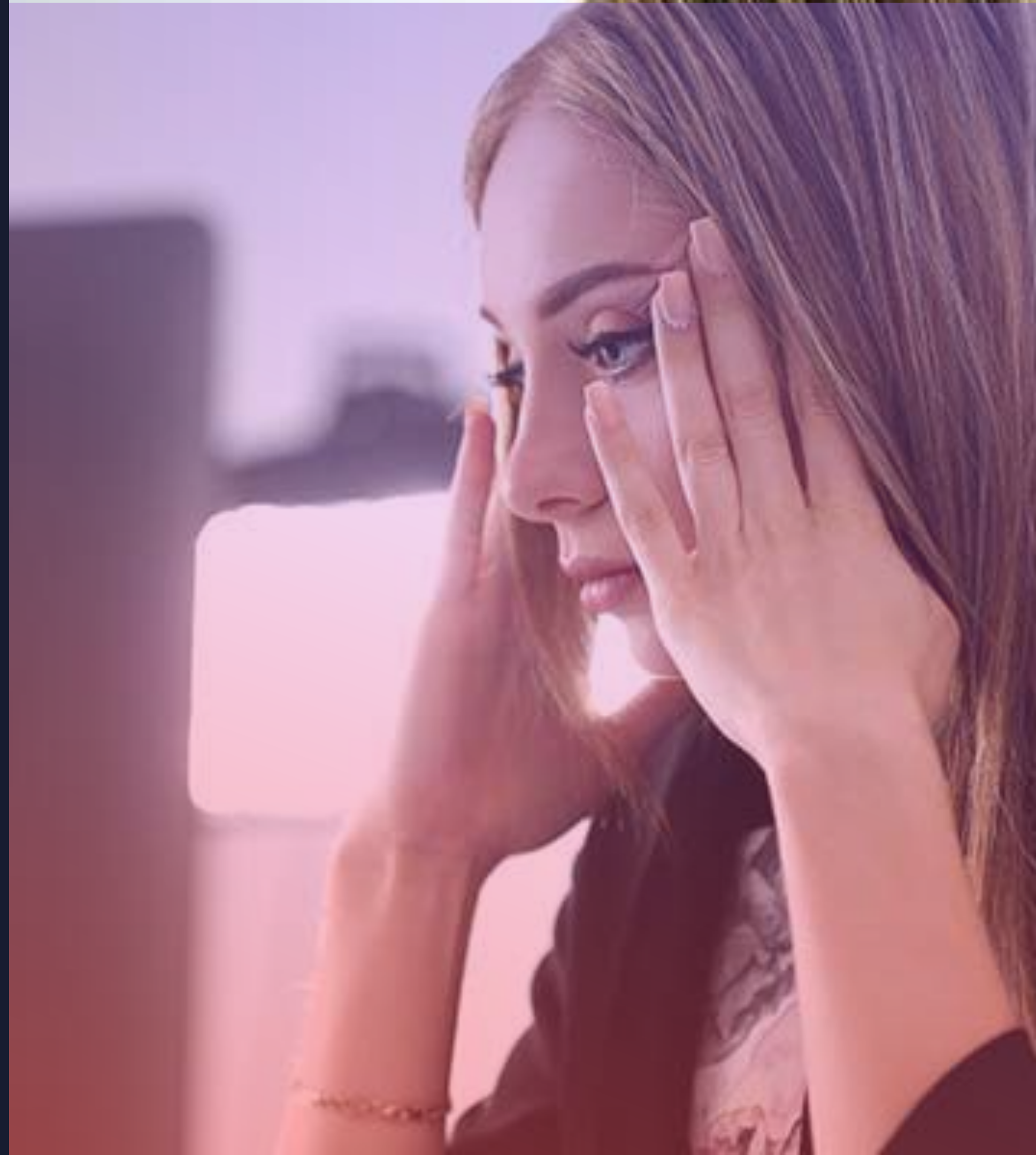
Lack of Growth

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

A woodpecker with a vibrant red crest and black and white plumage is perched on a tree trunk. The bird is facing right, with its head tilted upwards. The background is a soft, out-of-focus mix of green and blue. The title "THE FALLACY OF DIVERSIFICATION" is overlaid in large, white, sans-serif capital letters across the middle of the image.

THE FALLACY OF DIVERSIFICATION

CULTIVATING A GROWTH MINDSET

COACH JOHN WOODEN

“Never mistake activity for
achievement.”



A man with a beard and short hair is sitting at a desk in an office. He is looking down with a stressed expression, his right hand pressed against his forehead. He is holding a pair of black-rimmed glasses in his left hand. On the desk in front of him is a silver laptop, a crumpled piece of white paper, and a red mug. To the right, there is a pen holder with several pens. The background shows office shelves and a window with blinds. The entire image has a semi-transparent blue overlay.

GET OFF OF THE NAIL

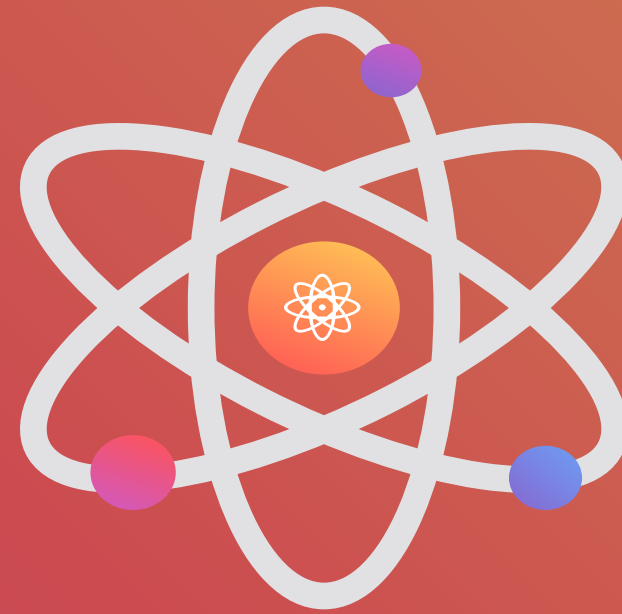
THE MOTIVATION OF PAIN

CULTIVATING A GROWTH MINDSET



📖 CULTIVATING A GROWTH MINDSET

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

CULTIVATING A GROWTH MINDSET

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**

CONCENTRATION

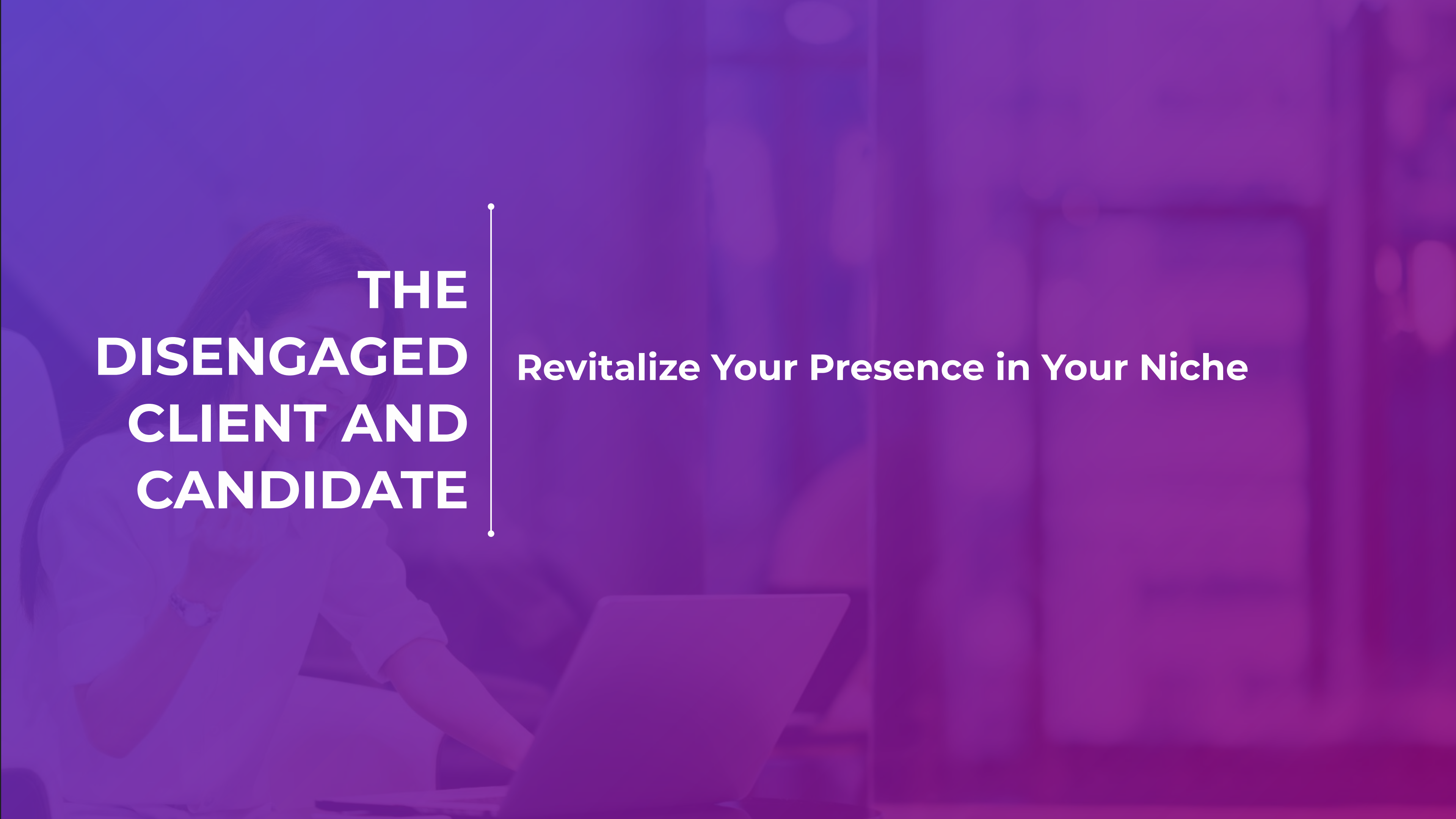
THE FOUR ACTIVITIES OVER WHICH YOU HAVE CONTROL

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.

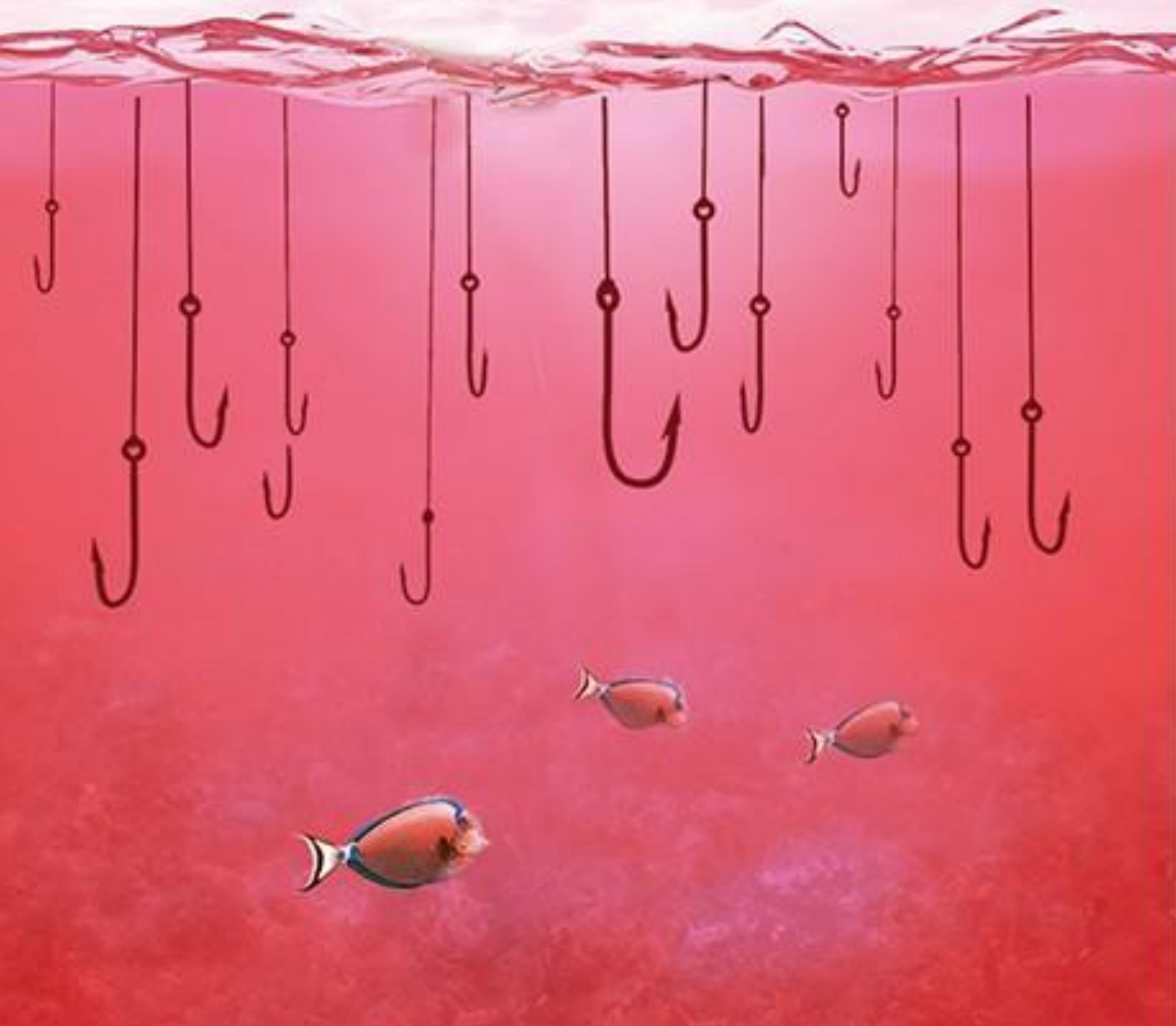
04

Hope Sheets ...
instead of Hot Sheets.

05

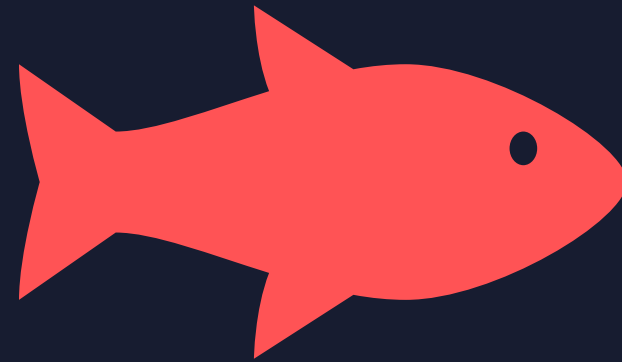
Not knowing what or when
Employers and Candidates
Will Buy.

Red Ocean Industry



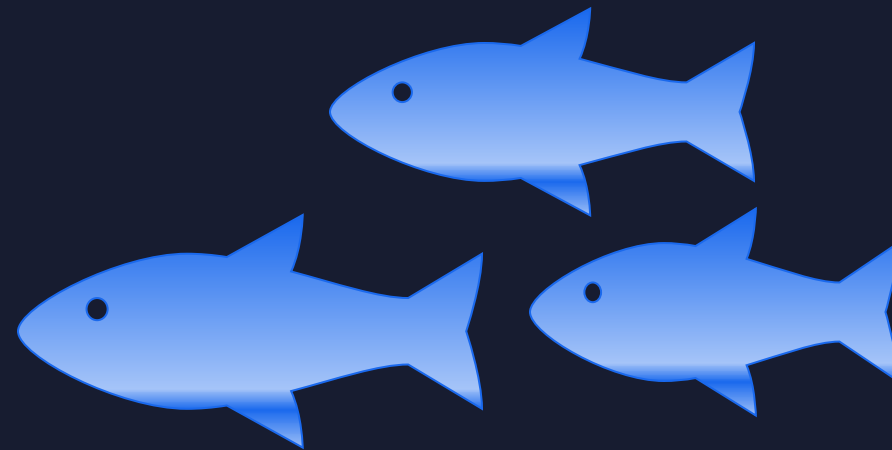
Blue Ocean Industry





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



BOB ELITE
RECRUITER
MASTERCLASS
MARSHALL'S

TBMG - ERM & THE BLUE OCEAN STRATEGY



BLUE OCEAN STRATEGY #1

- 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!



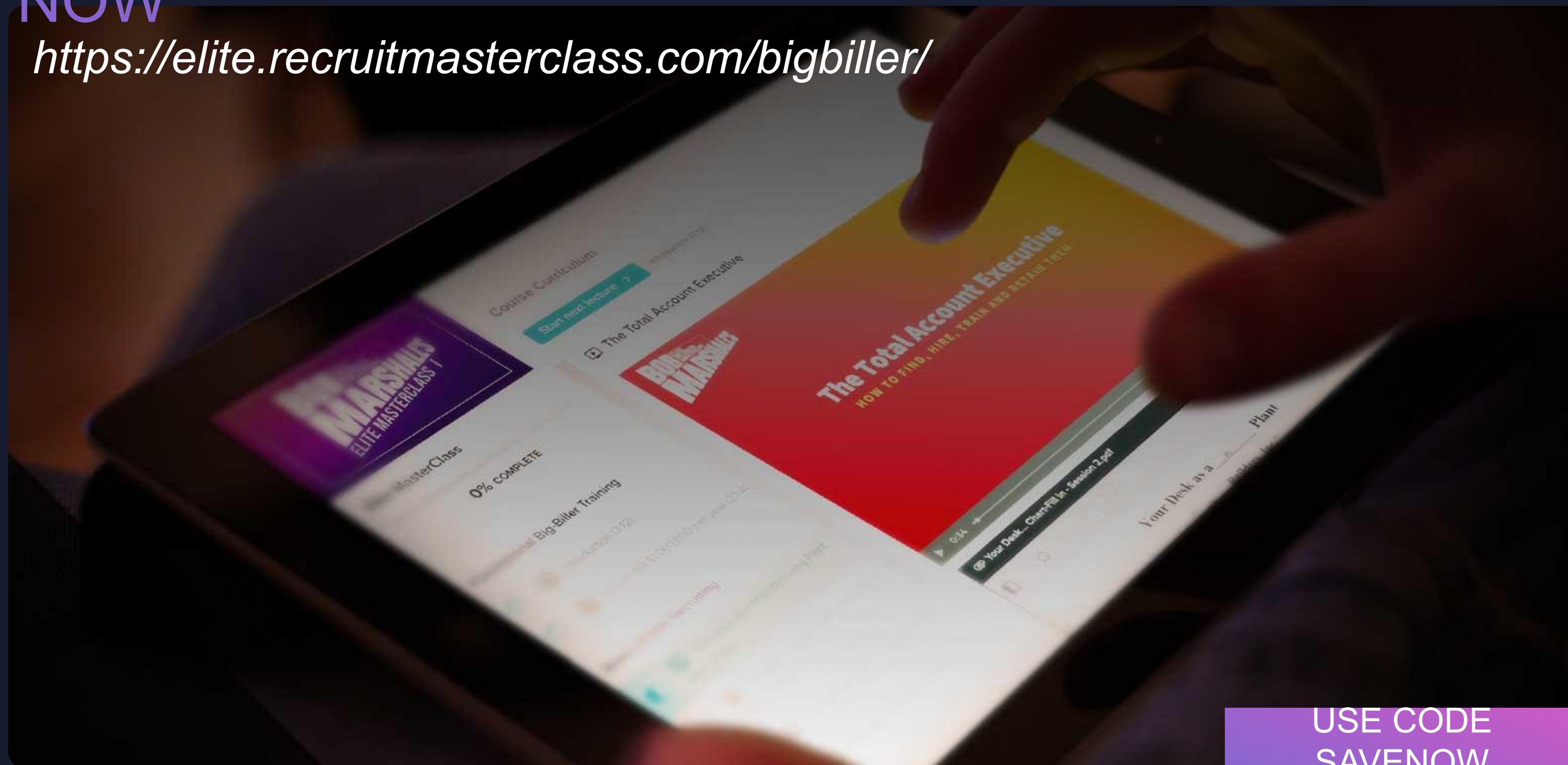


CONCLUSION

CULTIVATING A GROWTH MINDSET

ELITE RECRUITER MASTERCLASS – OPEN NOW

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



USE CODE
SAVENOW

THANK YOU!

BOB MARSHALL'S

ELITE
RECRUITER
MASTERCLASS