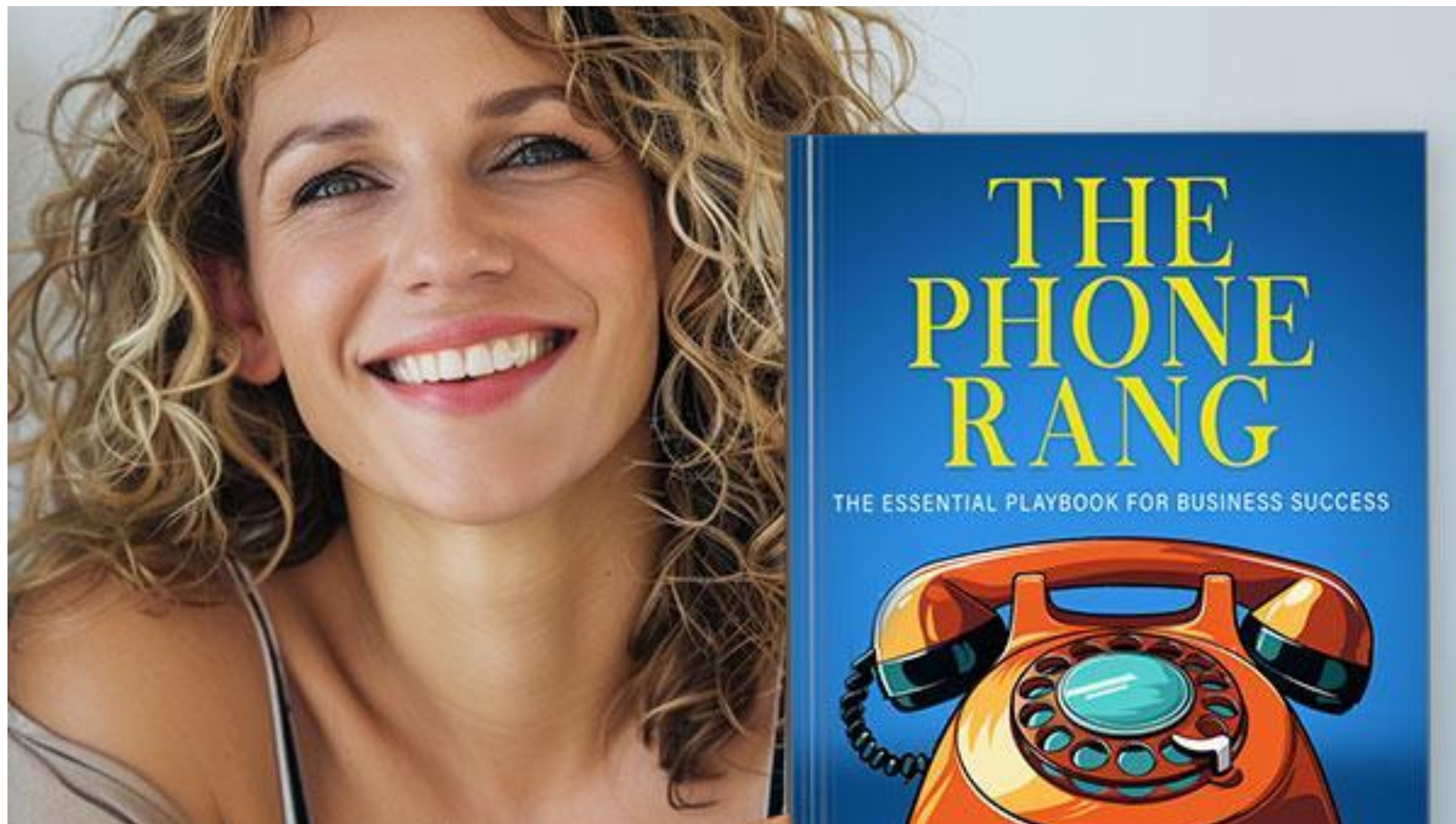


BOB MARSHALL'S

ELITE
RECRUITER
MASTERCLASS

DOMINATE YOUR MARKET



THE PHONE RANG

THE ESSENTIAL PLAYBOOK FOR BUSINESS SUCCESS



BOB ELITE RECRUITER MASTERCLASS
MARSHALL'S

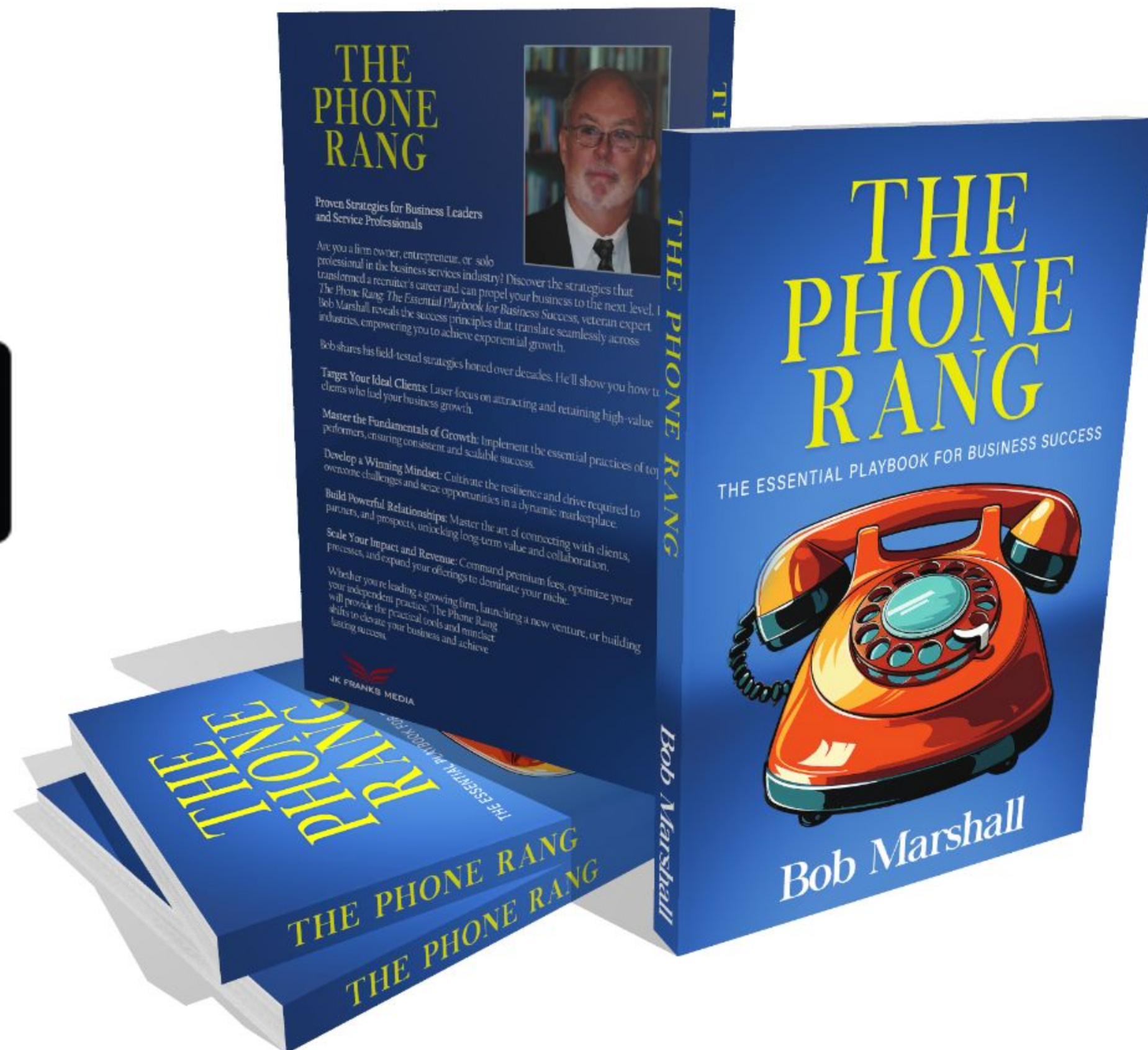


Gardners



BAKER & TAYLOR

**BARNES
& NOBLE**



DOMINATING YOUR MARKET

FOLLOW THE SECRETS OF BIG BILLERS

DOMINATE YOUR MARKETPLACE

MASTER THE FUNDAMENTALS

BECOME A BIG BILLER

DOMINATE YOUR MARKETPLACE

A woman with dark hair and glasses is sitting at a wooden desk. She is wearing a dark red t-shirt and is talking on a white mobile phone held to her right ear. Her left hand is on the keyboard of a silver laptop. On the desk, there is a white cup of coffee on a saucer, a pen, and some papers. The background is a blurred office or home workspace with a white shelf holding a small potted plant and some books. The overall lighting is soft and indoor.

01

**HIGH ACTIVITY
LEVEL**

TREAT YOUR BUSINESS
LIKE A BUSINESS



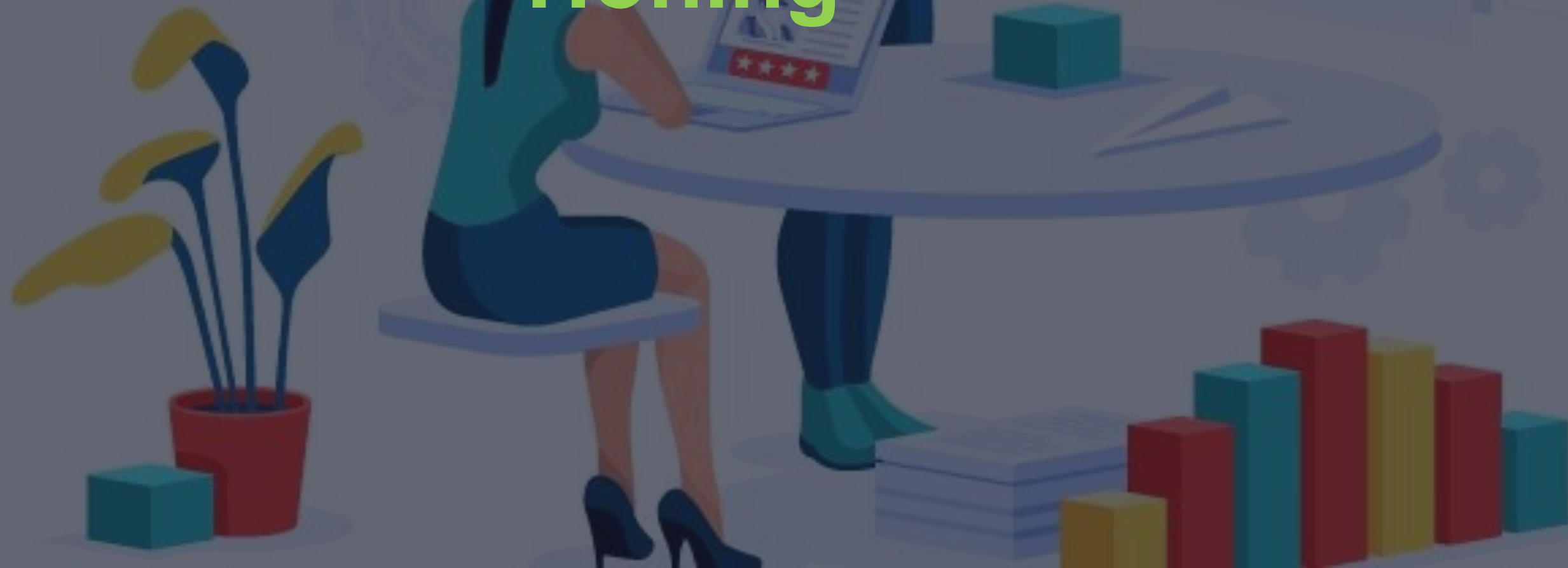


YOUR FOCUS

MUST BE ON ACTIVITIES THAT
LEAD TO MAKING MONEY

02

Continuous Skill Honing



A woman with dark hair in a bun, wearing a grey sleeveless top, is sitting at a desk and celebrating with her arms raised in the air. She is smiling broadly. To her left is a large computer monitor. The background is a plain, light-colored wall. The entire image has a semi-transparent dark grey overlay.

03

**Unshakable Belief in
Success**



David's Call

MARKETING CALLS

IF YOU'RE NOT ON THE PHONE, YOU'RE NOT IN THE GAME.

DOMINATE YOUR MARKETPLACE

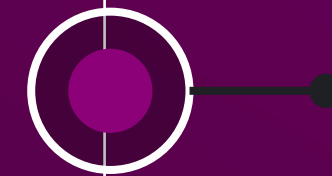
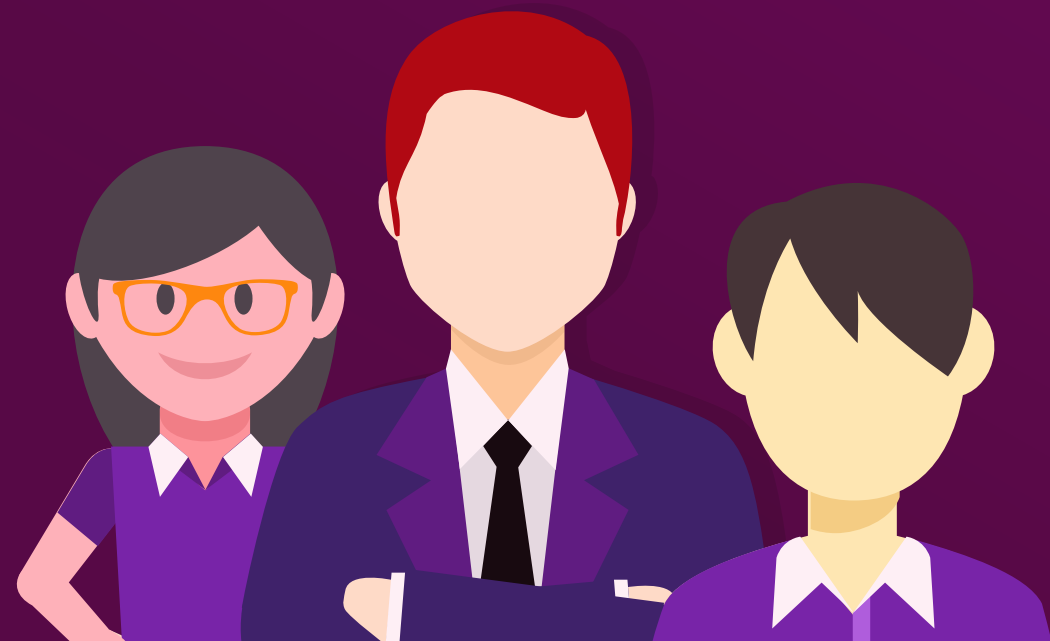
BOB MARSHALL

“THE PHONE IS YOUR
BEST FRIEND IN THIS
BUSINESS”

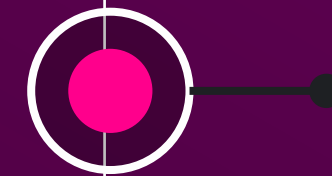


RAPPORT BUILDING

One of the most critical aspects of every
contact call or meeting.



People must like you.
believe you, trust you and
understand you before they
will buy from you.



If you are establishing rapport
you are winning, regardless if
you get the job order or send
out



DO YOUR
HOMEWORK
CLEAR &
CONCISE
BE AN ACTIVE
LISTENER
FOLLOW-UP

YOUR MANUFACTURING PLANT

RUN YOUR BUSINESS THE RIGHT WAY

DOMINATE YOUR MARKETPLACE

YOUR DESK AS A MANUFACTURING PLANT



THE ANALOGY

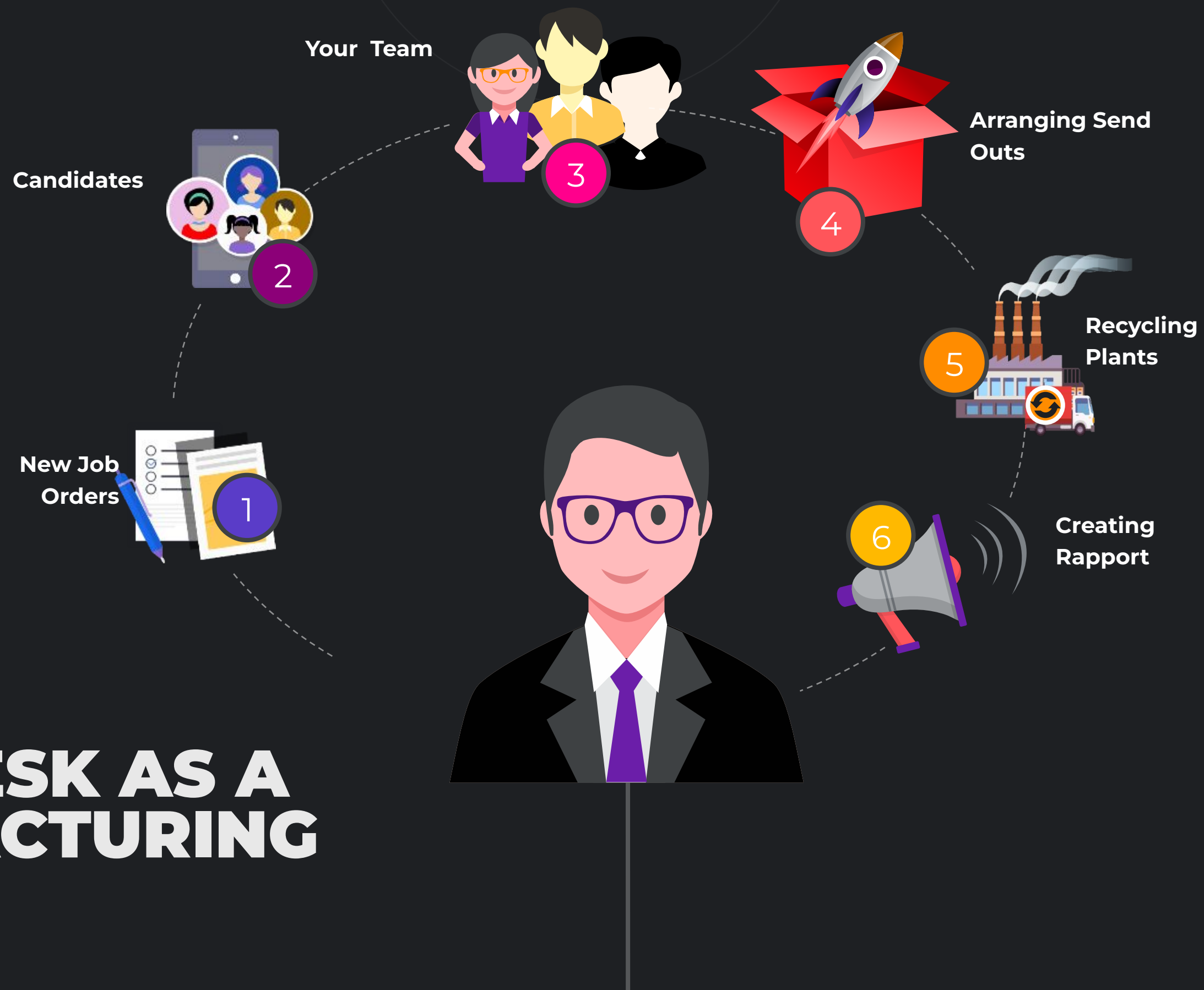
YOUR DESK AS A MANUFACTURING PLANT.

Try and imagine the specialty or ‘Desk’ you recruit in as a self-contained manufacturing plant.

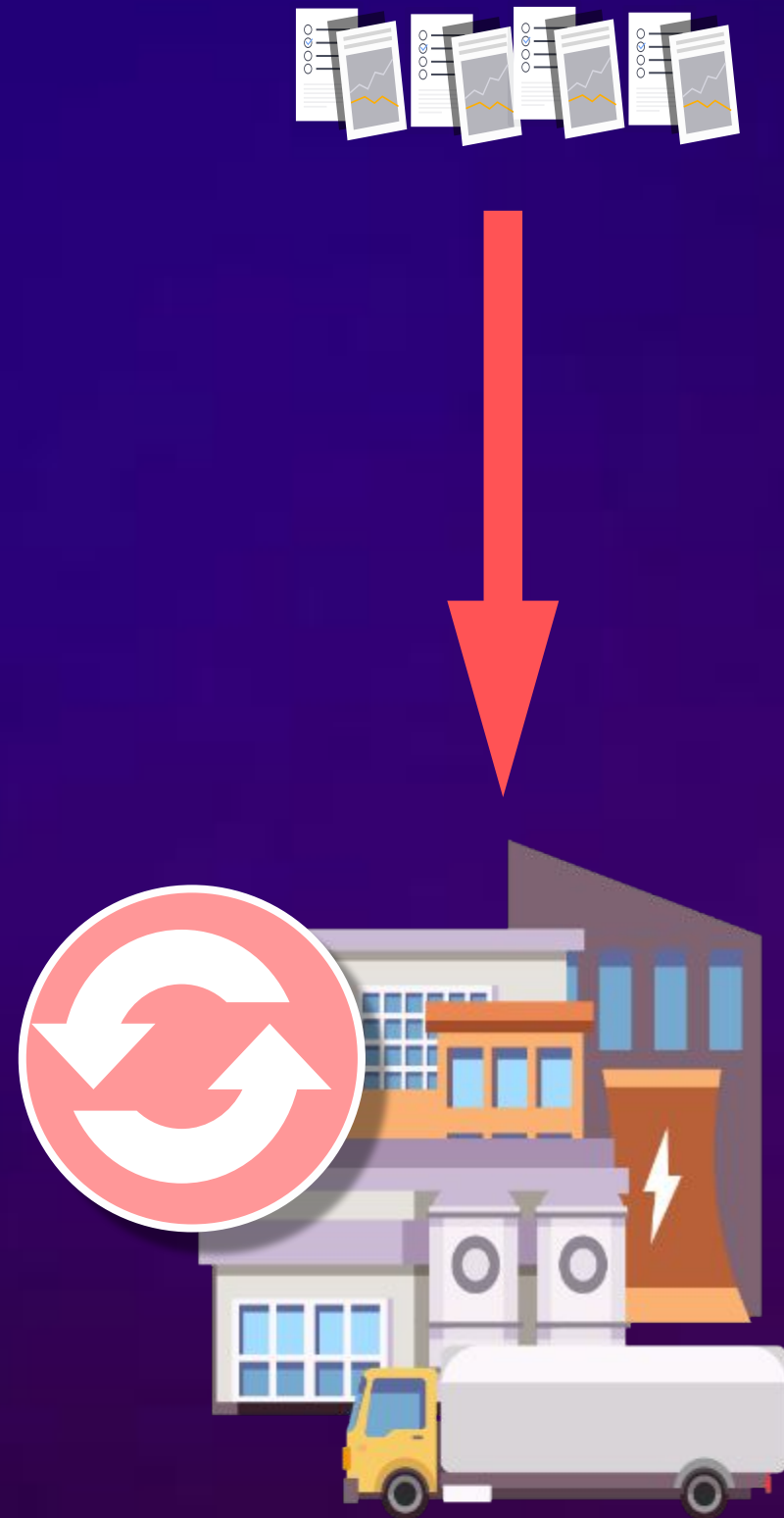
Key parts of the manufacturing process must be completed each day to maintain production



YOUR DESK AS A MANUFACTURING PLANT



Recycling **Plants**



Production : **Marketing Calls**

Actual Conversations With Potential Decision Makers.



25

Marketing Connect
Calls per Day

Around 1500 company contacts to call on a quarterly basis is usually ideal.



WISDOM OF ROBOCRUITER LESSONS FROM A MASTER



THE RECRUITABLE JOB ORDER

DOMINATE YOUR MARKETPLACE



The Five
Reasons
Recruiters
Don't Close



The Thirteen Motivational Paths

THE TOTAL ACCOUNT EXECUTIVE

THEY POSSESS
THE SKILLS AND
HAVE MADE THE
COMMITMENT TO
REACH HIGHER
LEVELS



The Total Account Executive

THE DEFINITION

“The Total Account Executive is one who uses everything they have available; emotionally, mentally, physically and psychologically toward reaching the goal of a peak performer. It includes, but is not limited to, their attitude, their commitment, their discipline and intensity on their desk, their knowledge and application of the basics of our industry, their planning, their follow through and their willingness to grow and advance in our industry and their willingness to see themselves and feel themselves, as a professional in this business.”

RECRUITING'S
ESSENTIAL
FOCUS
RECAP

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

THE MARKETING WATERFALL

CREATING A ROBUST MARKETING CAMPAIGN

DOMINATE YOUR MARKETPLACE

THE MARKETING WATERFALL

THE PRIMARY MARKETING ACTIVITIES



DIGITAL
COMMUNICATION

All social Media touch-points



PHONE CALLS

Voice phone calls and voicemails



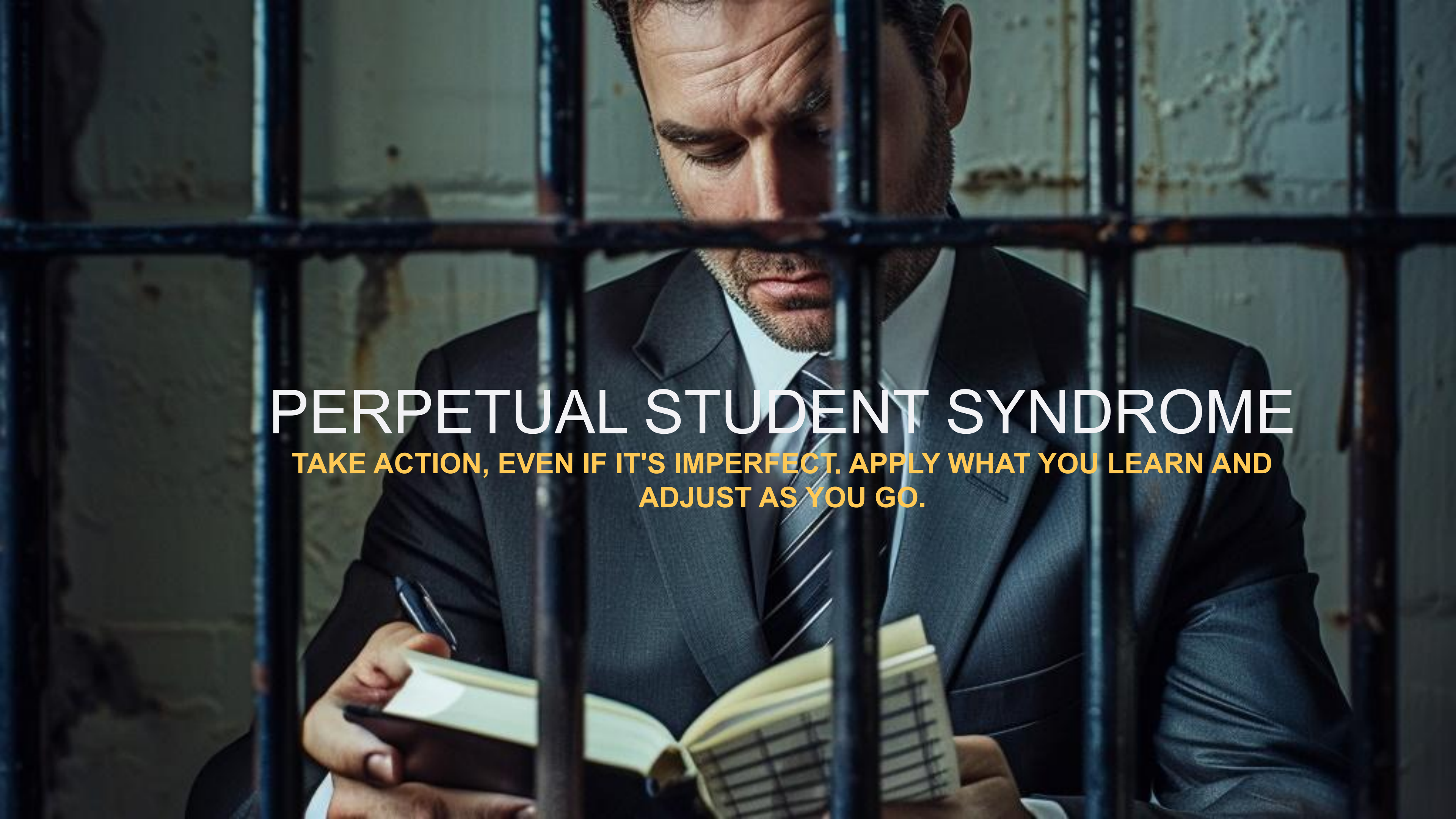
DIGITAL OR
DIRECT
SENDS

Personal Email and Direct Mail.

AVOID THE LEARNING PRISON

PUTTING THE LESSONS TO WORK

DOMINATE YOUR MARKETPLACE

A man with a beard, wearing a dark suit and tie, is looking down at an open notebook. He is positioned behind vertical metal bars, suggesting he is in a prison or a secure facility. The lighting is dramatic, with strong highlights and shadows. The background is a textured, grey wall.

PERPETUAL STUDENT SYNDROME

TAKE ACTION, EVEN IF IT'S IMPERFECT. APPLY WHAT YOU LEARN AND
ADJUST AS YOU GO.

A rocket launch is captured in the center of the frame, with a massive, bright orange and yellow plume of fire and smoke billowing out from its base. The rocket itself is a slender, white object pointing upwards. In the foreground, a coastal scene is visible, featuring a line of palm trees and a parking area filled with numerous RVs and trailers. The background shows a calm body of water and distant, hazy mountains under a clear sky.

EMBRACE IMPERFECTIONS

IT'S BETTER TO START AND LEARN ALONG THE WAY THAN TO WAIT
FOR THE PERFECT MOMENT

A woman with brown hair in a ponytail, wearing a black business suit, is painting a large target on a cracked concrete wall. She is holding a paintbrush and has just finished painting the bullseye. The target has concentric red and white rings. The background is a textured, grey concrete wall with visible cracks and some graffiti.

SPECIFIC, ACTIONABLE GOALS

DEFINE WHAT YOU WANT TO ACHIEVE, BREAK IT DOWN INTO
ACTIONABLE STEPS, AND START WORKING ON THEM.

Key Takeaways



Increase your activity level, continuously hone your skills, and believe in your success.



Make marketing calls your lifeline, build rapport, and follow practical tips to maximize your efforts.



Treat your desk like a factory, recycle your resources, and track your key metrics.



Adopt a systematized approach like Robocruiter and build strategic relationships.



Implement a consistent flow of marketing efforts and follow up relentlessly.



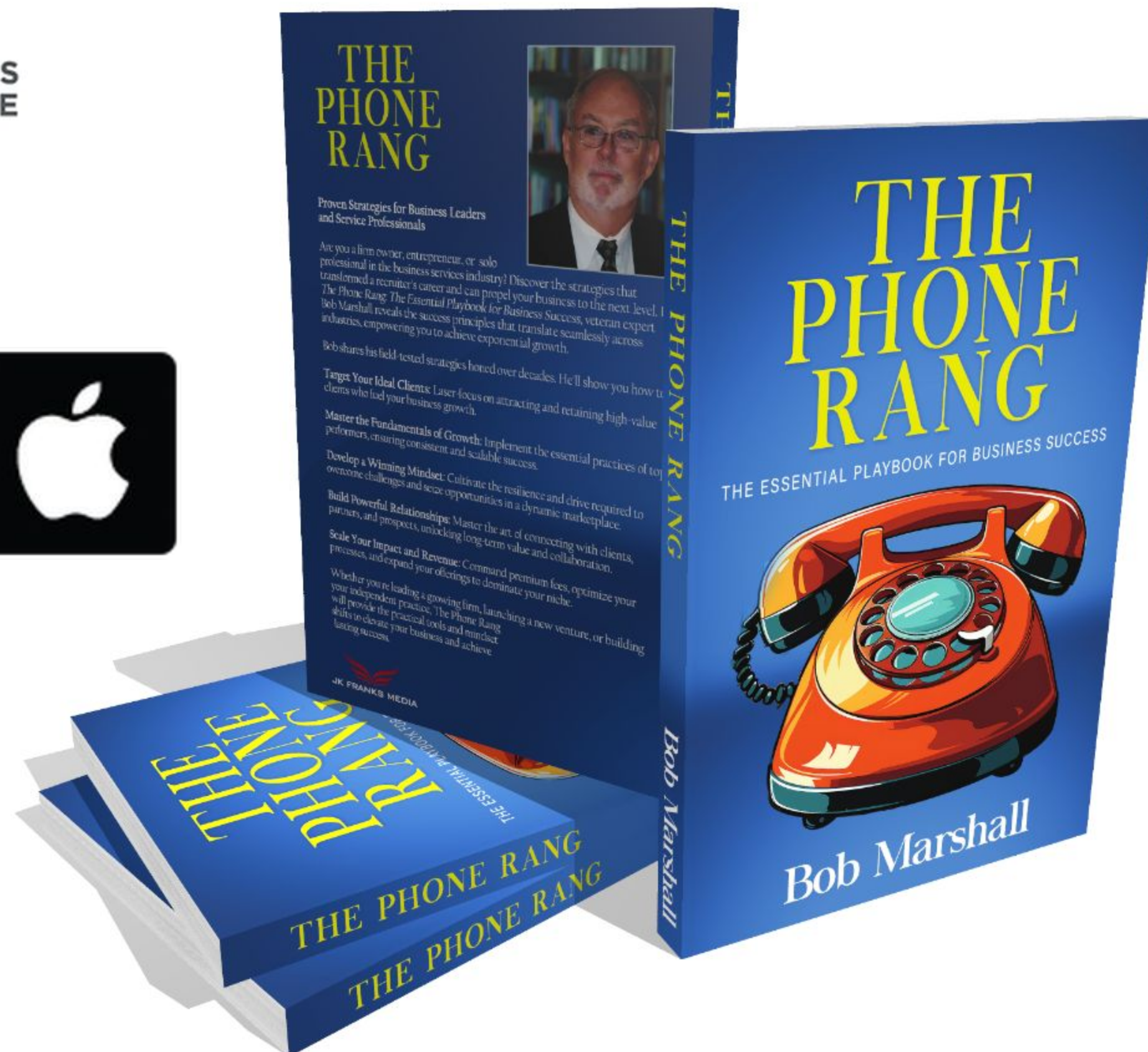
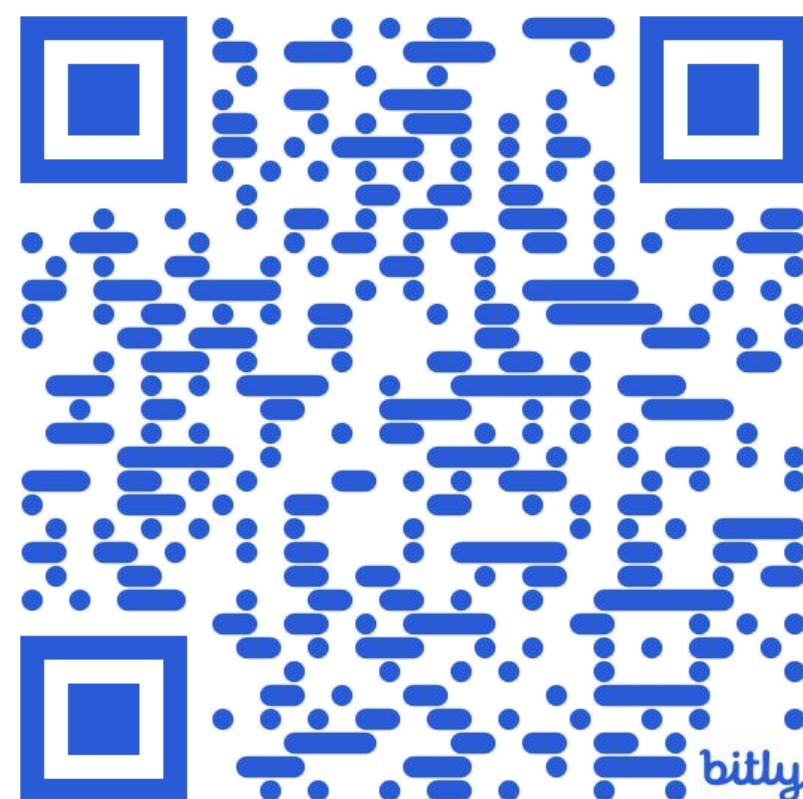
Break free from endless learning, embrace imperfection, and set specific, actionable goals.

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& NOBLE



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ELITE RECRUITER MASTERCLASS



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ON DOMINATING YOUR MARKETPLACE?

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