

BOB } ELITE RECRUITER MASTERCLASS MARSHALL'S WIN THE FIRST CONVERSATION

HIRING MANAGER ACCESS THAT WORKS NOW

SECURING HIRING MANAGER ACCESS

THE TBMG BIG BILLER FUSION OVERLAY SYSTEM

COLD CALLS DON'T WORK IN 2026.

The “just checking in” voicemail is dead.
Context is missing. Trust is absent.

It is not about making MORE calls.
It is about **getting ANSWERED** on the
call you make.

Hiring Managers haven't stopped buying.
They've stopped responding to cold interruptions.

THE PROBLEM ISN'T THE PHONE. IT'S THE SEQUENCING.

Recruiters today lead with transactional questions before the Hiring Manager decides the call deserves oxygen.

THE OLD WAY

Transaction First →
Resistance.

THE NEW WAY

Relevance First → Permission
Second → Transaction **Third.**

"If the old approach were still working, we wouldn't be here today."

THE TRUST COLLAPSE.

WHY NOBODY ANSWERS ANYMORE.



THE TBMG FUSION OVERLAY SYSTEM



**MARKET
OBSERVATION**
The Mental Shift



**PRECALL
TOUCH**
Recognition



**MEANINGFUL
CONVERSATION**
Peer-Level



**PROBLEM
DEFINITION**
Diagnosis



**ENGAGEMENT
&MPC**
The Transaction

BOB MARSHALL'S
ELITE RECRUITER
MASTERCLASS

THE EVOLUTION OF THE MPC

OLD SCHOOL

- Marketable skill
- Realistic expectations
- Reference checkable
- Mutual respect

THE 2026 MPC

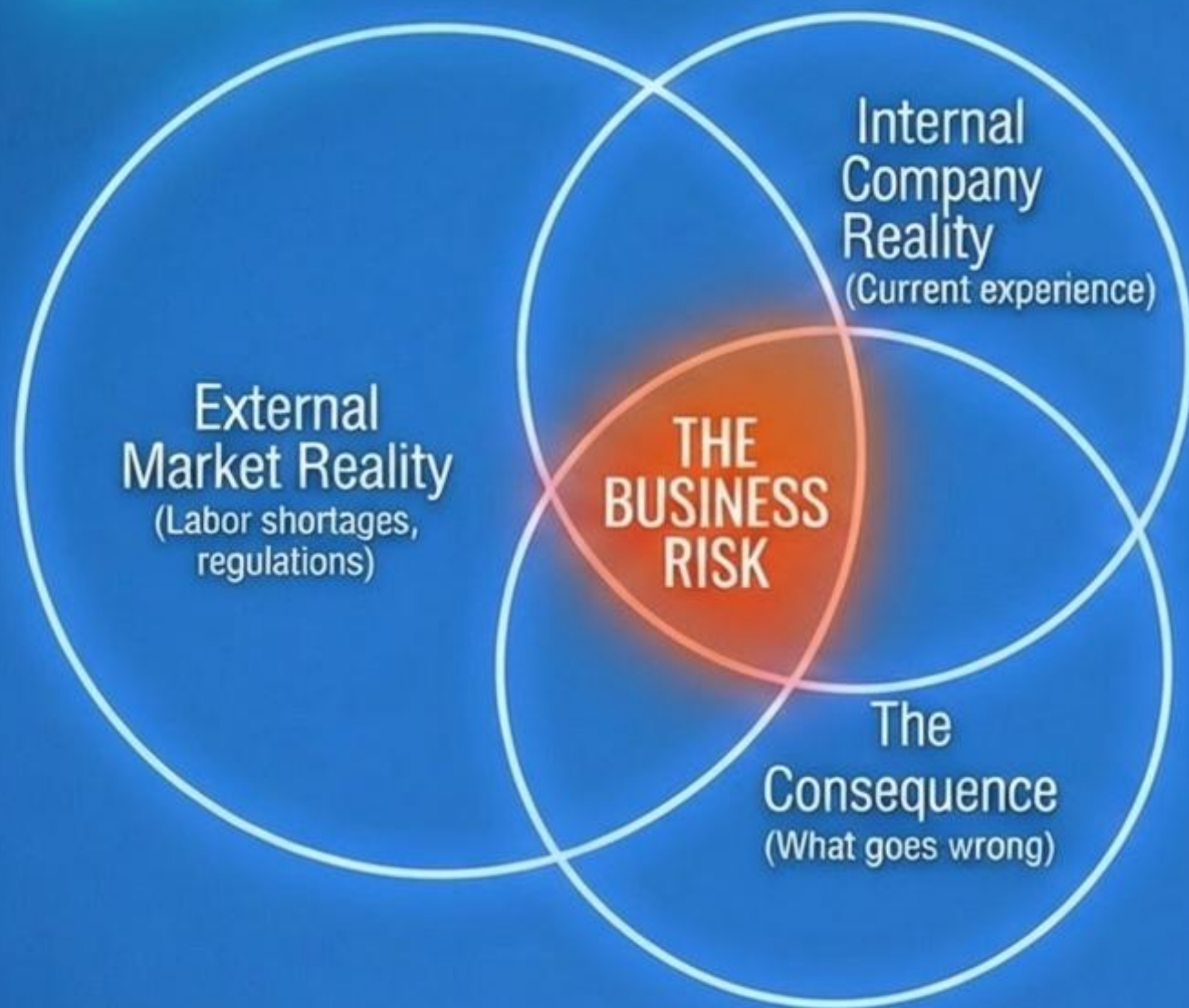
- **Door-Opening Skill:** Immediate competitive advantage.
- **Load-Bearing:** Able to do the job of multiple employees.
- **Bottom-Line Impact:** A 'Superstar' (Makes Money) or a 'Hero' (Saves Money).

The MPC still works—but only AFTER trust is established.

01

THE MARKET OBSERVATION

Goal: Develop insight BEFORE contact. Think like a Hiring Manager.



“You are not calling to sell recruiting services; you are initiating a professional conversation about risk.”

This has nothing to do with job orders.
**It has everything to do with business
impact**

02

THE PRE-CALL RECOGNITION TOUCH

Goal: Create familiarity before interruption.

THE OLD RULES

- ~~No ask.~~
- ~~No calendar link.~~
- ~~No pitch deck.~~
- ~~No "Can we schedule 15 minutes?"~~

THE WIN

When you call, they shouldn't ask "Who is this?"

They should think: **"Ah, the person with the insight."**

Create Connection First
Earn the Conversation

03 THE MEANINGFUL CONVERSATION

This is not a recruiting call. It is a peer-level business conversation centered on the risk pattern you identified.

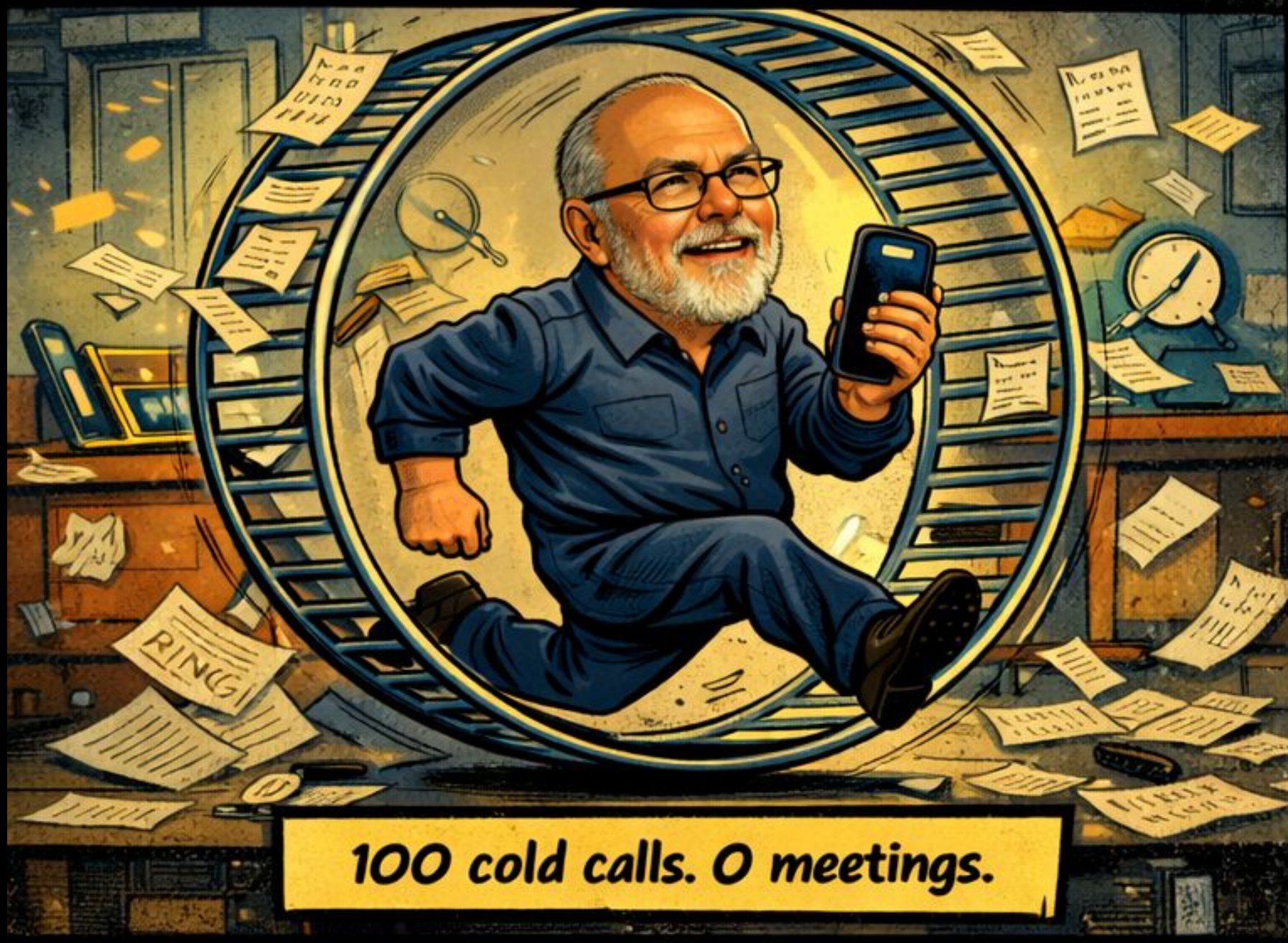
If they
say
"Yes"...



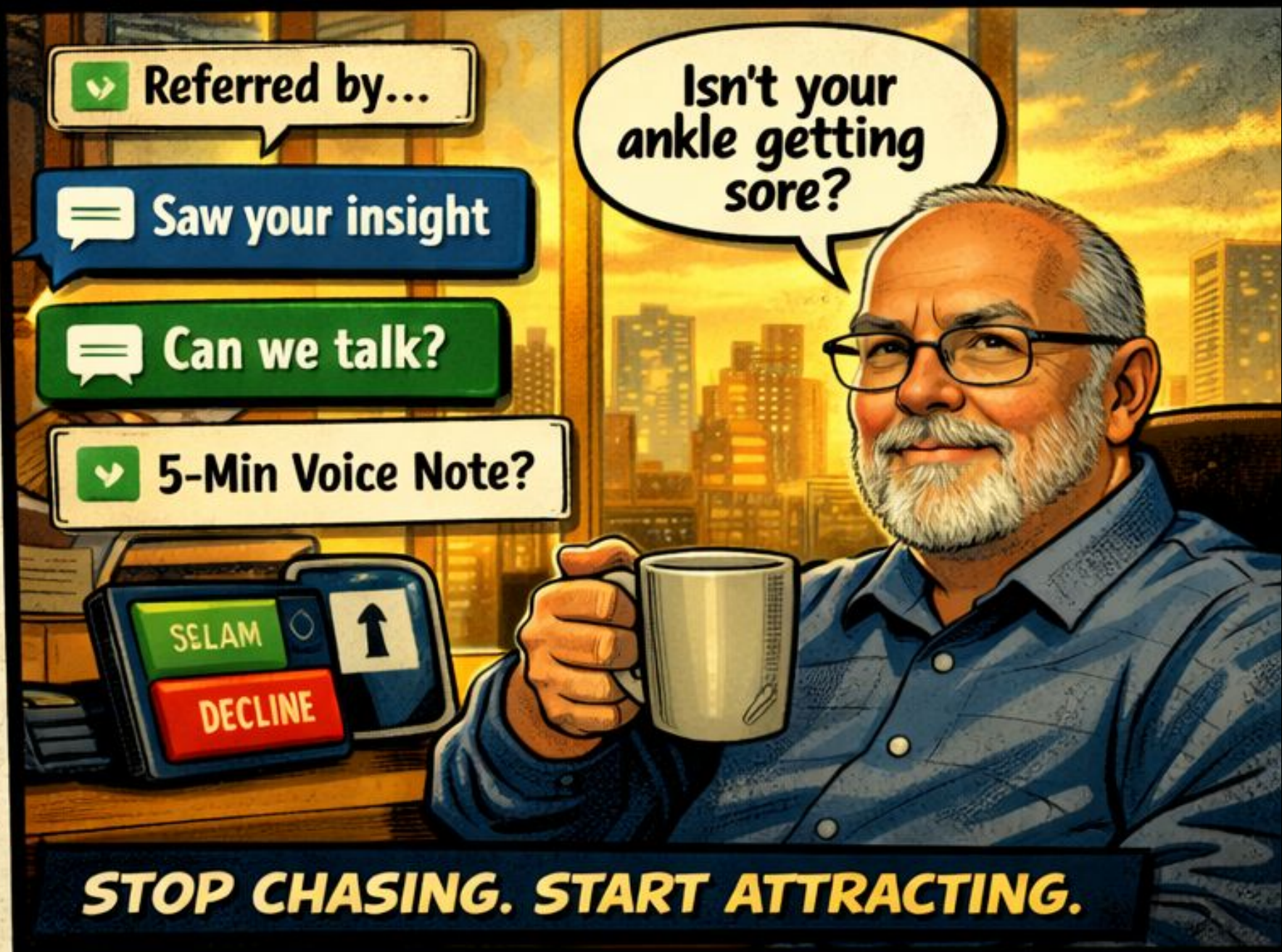
"Can you tell me a little more about how that's showing up?"

Goal: You are no longer "trying to get a job order." You are **exploring whether a business problem exists.**

THE TRANSACTIONAL TRAP

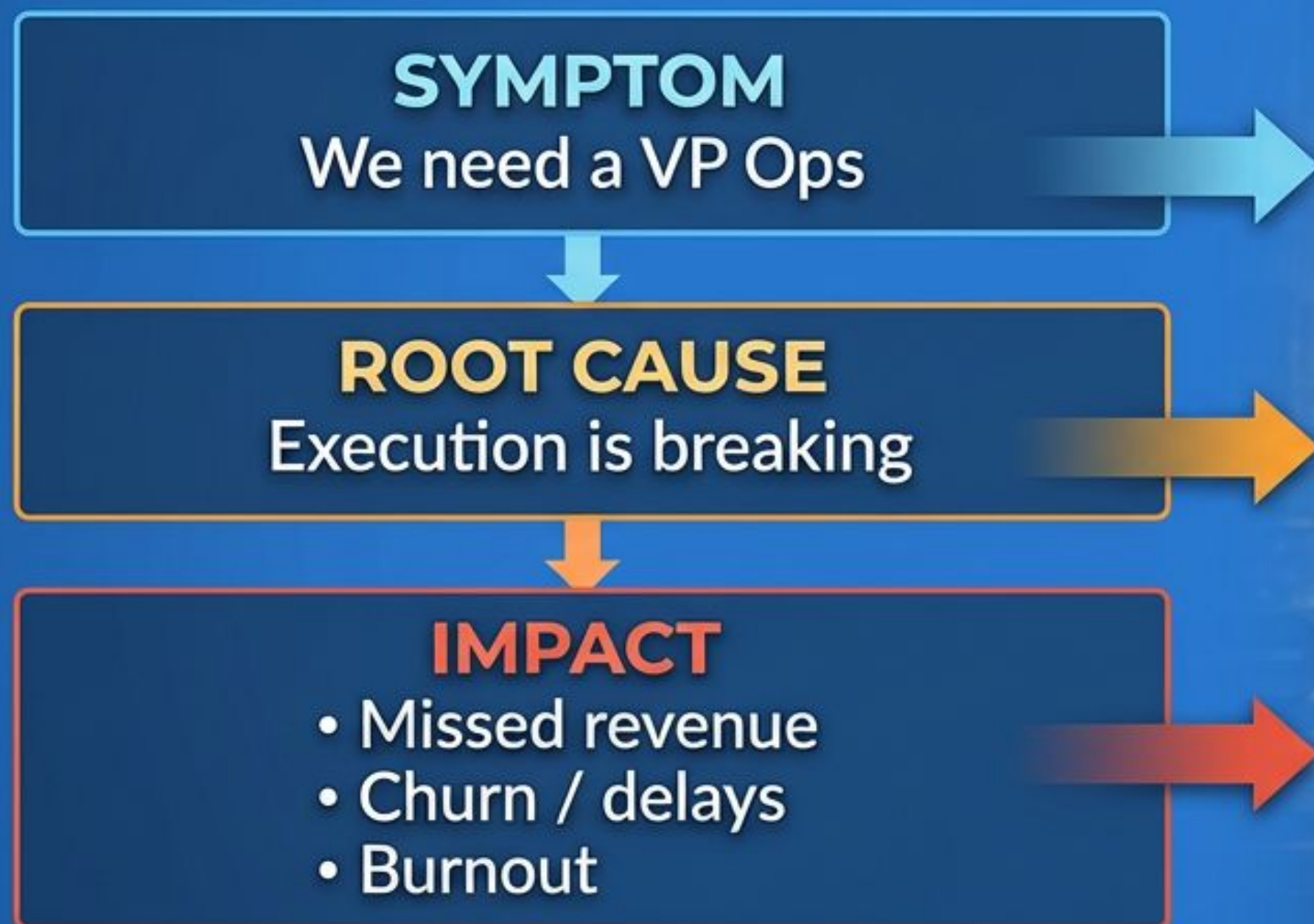


REALITY CHECK

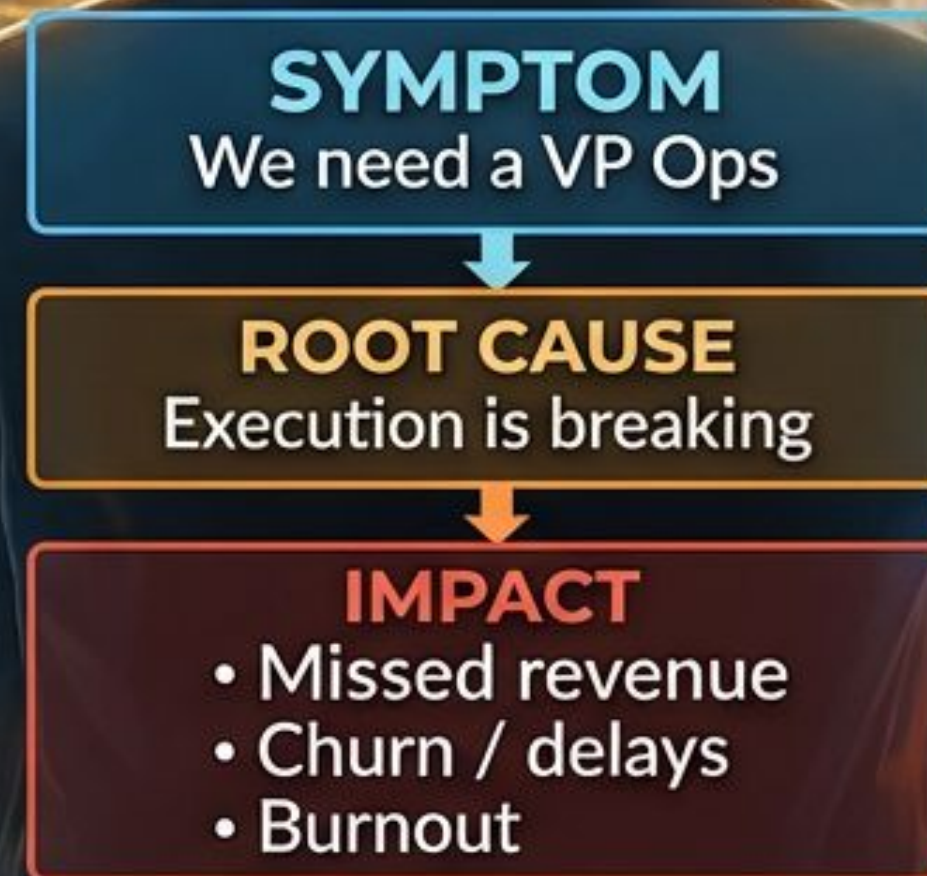


04 PROBLEM DEFINITION + TALENT IMPACT

We translate symptoms into outcomes—and tie the role to business risk.



"We may need help here... because this is bigger than a req."



THE MULTI-CHANNEL CADENCE

1 EMAIL/LINKEDIN

Creates Context
Lato



2

SNAIL MAIL

Creates Differentiation
Lato



3

THE PHONE

Creates Credibility



The phone still closes,
but context opens the door.

**Consistency beats
cleverness.
Every time.**

05

ENGAGEMENT & NEXT-STEP COMMITMENT

The process is earned. We introduce the MPC.

TRUST EARNED

Clarity. Alignment.

VALUE CONFIRMED

Risk understood.

NEXT STEP COMMITTED

Proceed together.

NEXT STEP



INTRODUCING THE MPC.

- Specialist in our market
- Direct, relevant experience
- Proven impact

[Explore Engagement.](#)

The process is earned. We introduce the MPC.

WHY THIS 5-STEP FLOW WORKS

DO YOU UNDERSTAND MY WORLD?
ARE YOU WORTH MY ATTENTION?
CAN YOU TALK AT MY LEVEL?
DO YOU TRULY UNDERSTAND THE
PROBLEM?
SHOULD WE WORK TOGETHER?



THE WINNING BEHAVIORS



Use Email/LinkedIn for **CONTEXT**.



Use Phone for **AUTHORITY**.



Use Insight for **PERMISSION**.



Use Consistency for **TRUST**.

Consistency beats cleverness. The recruiter who wins shows up professionally and specializes deeply.

SHOULD RECRUITERS STOP CALLING?

ABSOLUTELY NOT.

The phone still closes deals. But context creates the opening.

Hiring Managers haven't stopped buying recruiting services.
They've stopped responding to cold, context-free interruptions.

LEAD THE MARKET.

At TBMG International, we are not adapting to the market—we're leading it.

BOB ELITE RECRUITER MASTERCLASS
MARSHALL'S

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Pointed in approach. Precise in delivery.

THANK YOU!

BOB MARSHALL'S

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RECRUITER
MASTERCLASS

CASE STUDY: WARMING UP A COLD HIRING MANAGER



(mid-market specialty materials distributor)

Start Here (Commercial)



Dana Reese
EVP, Commercial
(owns revenue)

Second (Operations)



Mark Callahan
President & COO
(owns execution)

Later (Strategic)



Evan Hart
Executive Chair
(governance / filtered access)

3 OBSERVATIONS THAT OPEN DOORS

Sustainability Demand

Risk: price volatility, supply constraint
compliance complexity

Opener: “We’re seeing recycled materials demand
outpacing supply — how is that affecting
lead times or pricing on your side?”



Supplier Consolidation

Risk: margin compression,
less predictable partnerships

Opener: “Has supplier consolidation changed your negotiating
leverage or availability in the last 12—18 months?”



Demand Swings

Risk: forecasting + inventory exposure as demand stays
uneven — are you actively planning around that?

Context → Call → Conversation → Then MPC

Relevance first. Permission second. Transaction last.