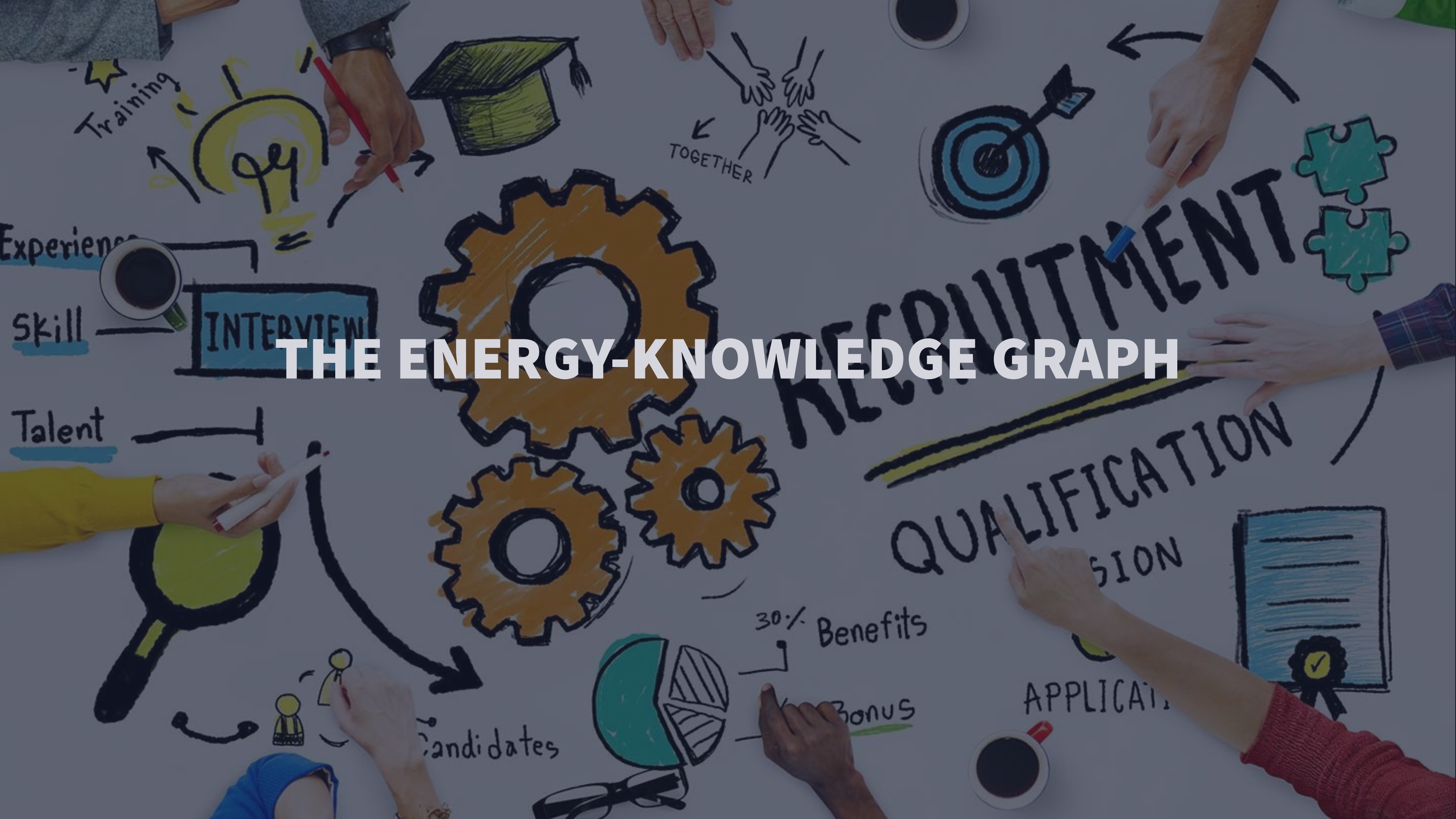


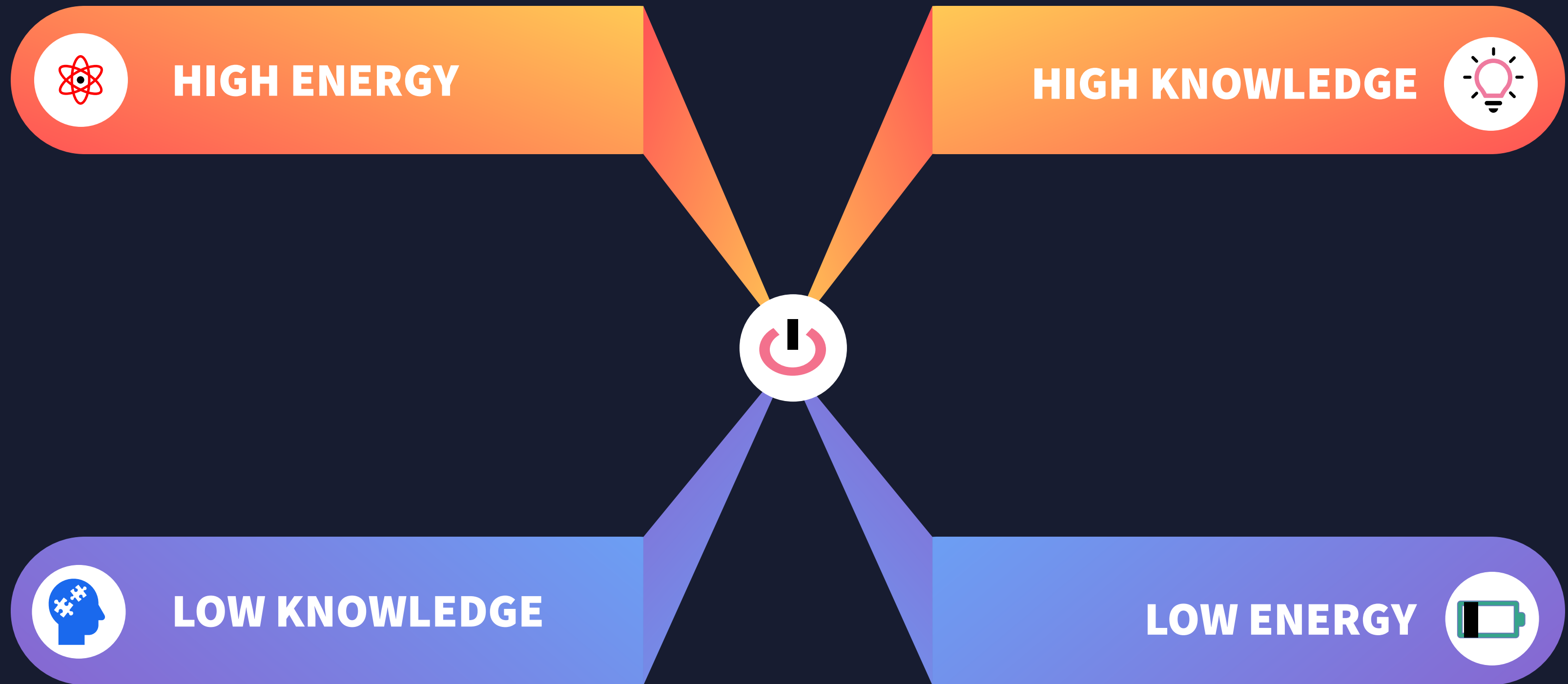
BOB MARSHALL'S ELITE RECRUITER MASTERCLASS

THE WISDOM OF
INVERTED CONES

THE ENERGY-KNOWLEDGE GRAPH



ENERGY-KNOWLEDGE GRAPH



The Concept of Inverted Cones

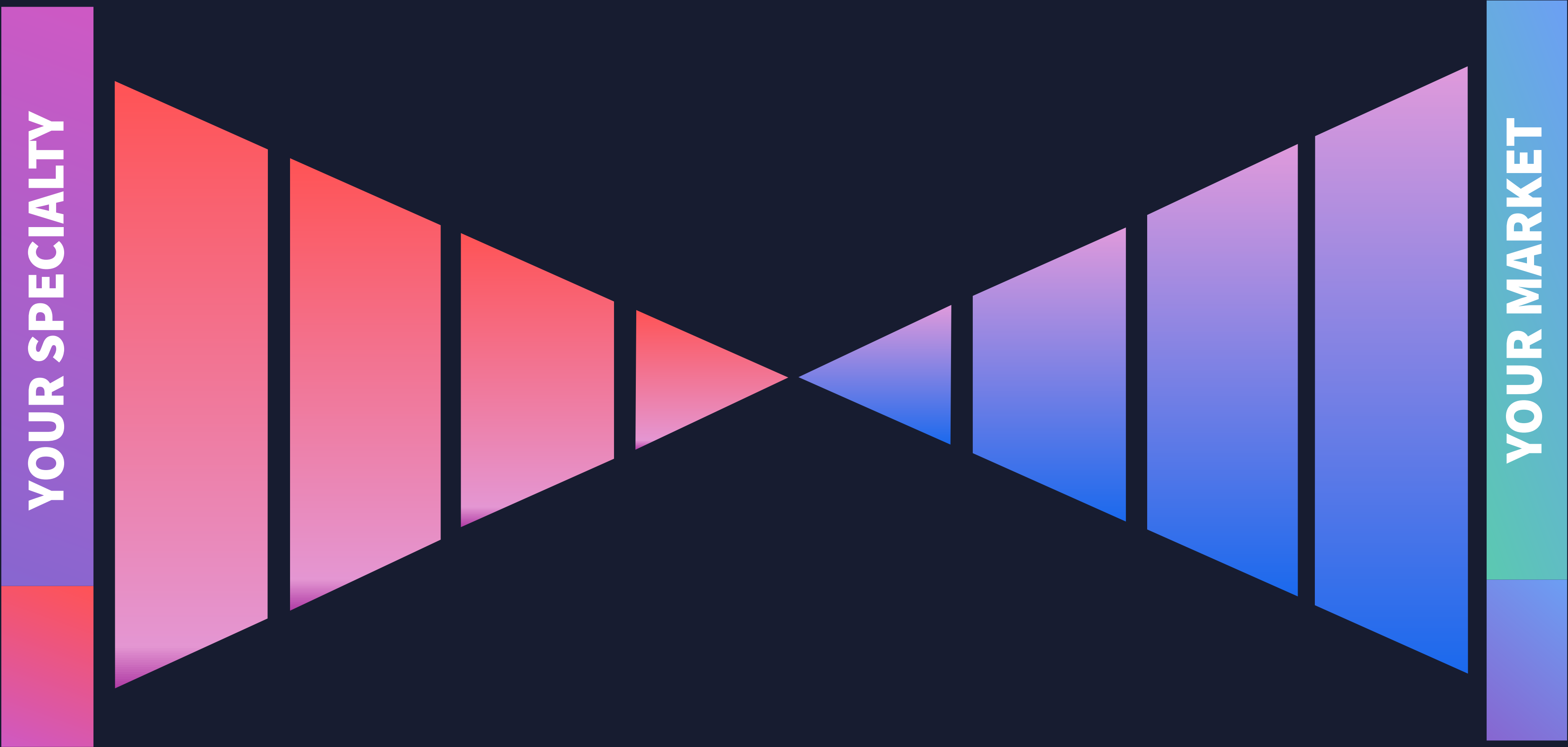
YOUR SPECIALTY

Theory of Inverted Cones



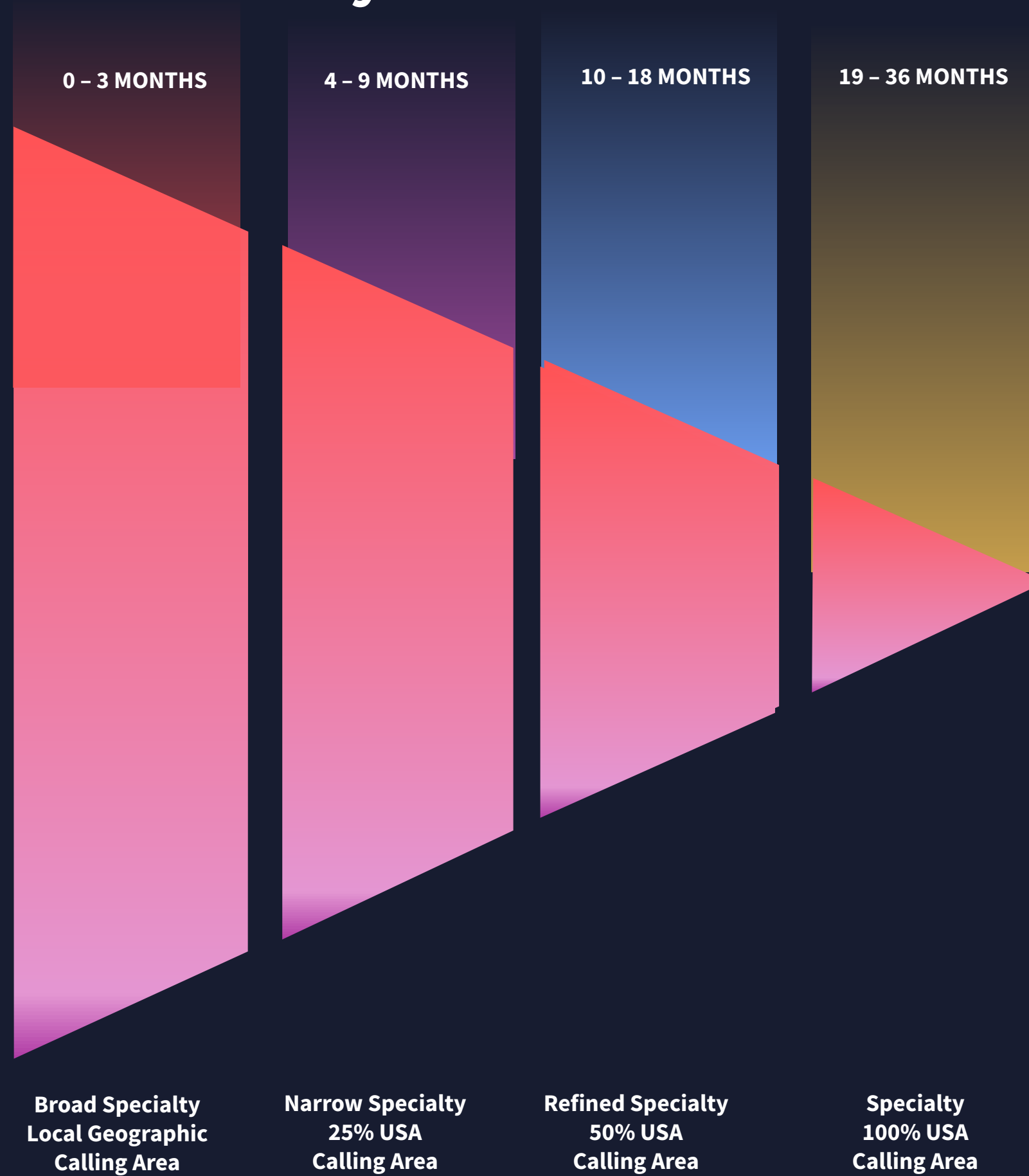
YOUR MARKET

Theory of Inverted Cones



YOUR SPECIALTY

Theory of Inverted Cones



YOUR SPECIALTY

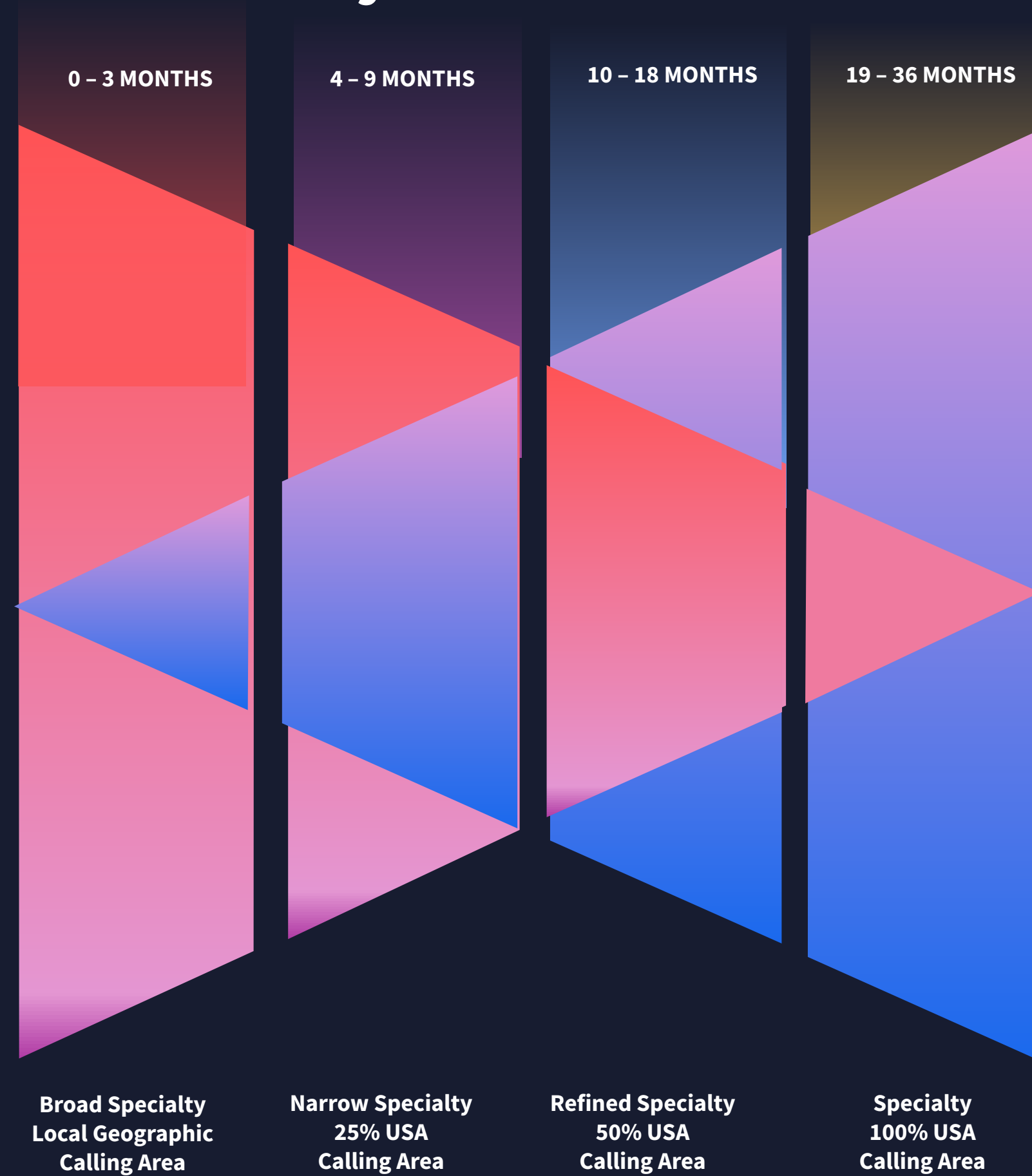
Theory of Inverted Cones



YOUR MARKET

YOUR SPECIALTY

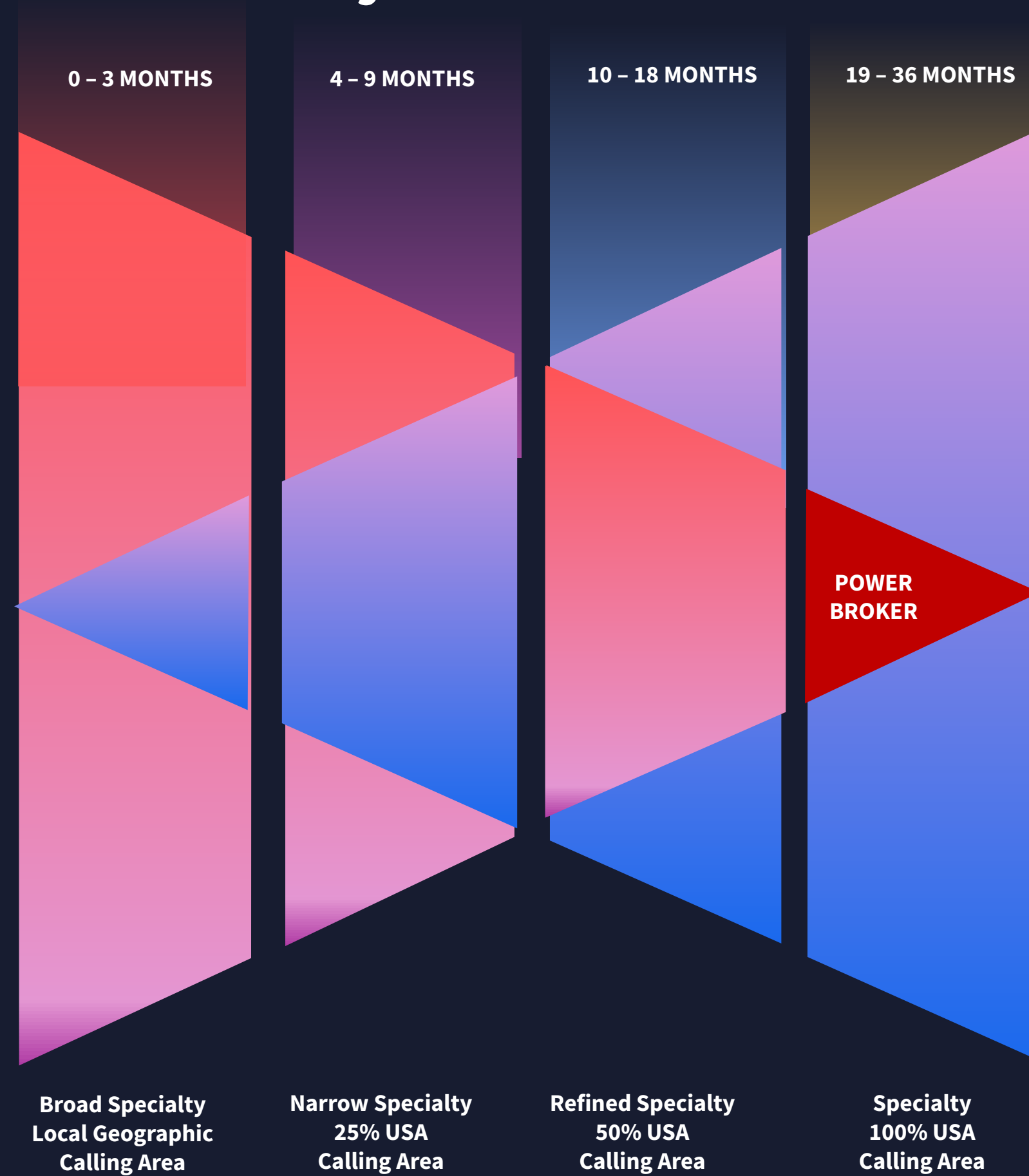
Theory of Inverted Cones



YOUR MARKET

YOUR SPECIALTY

Theory of Inverted Cones



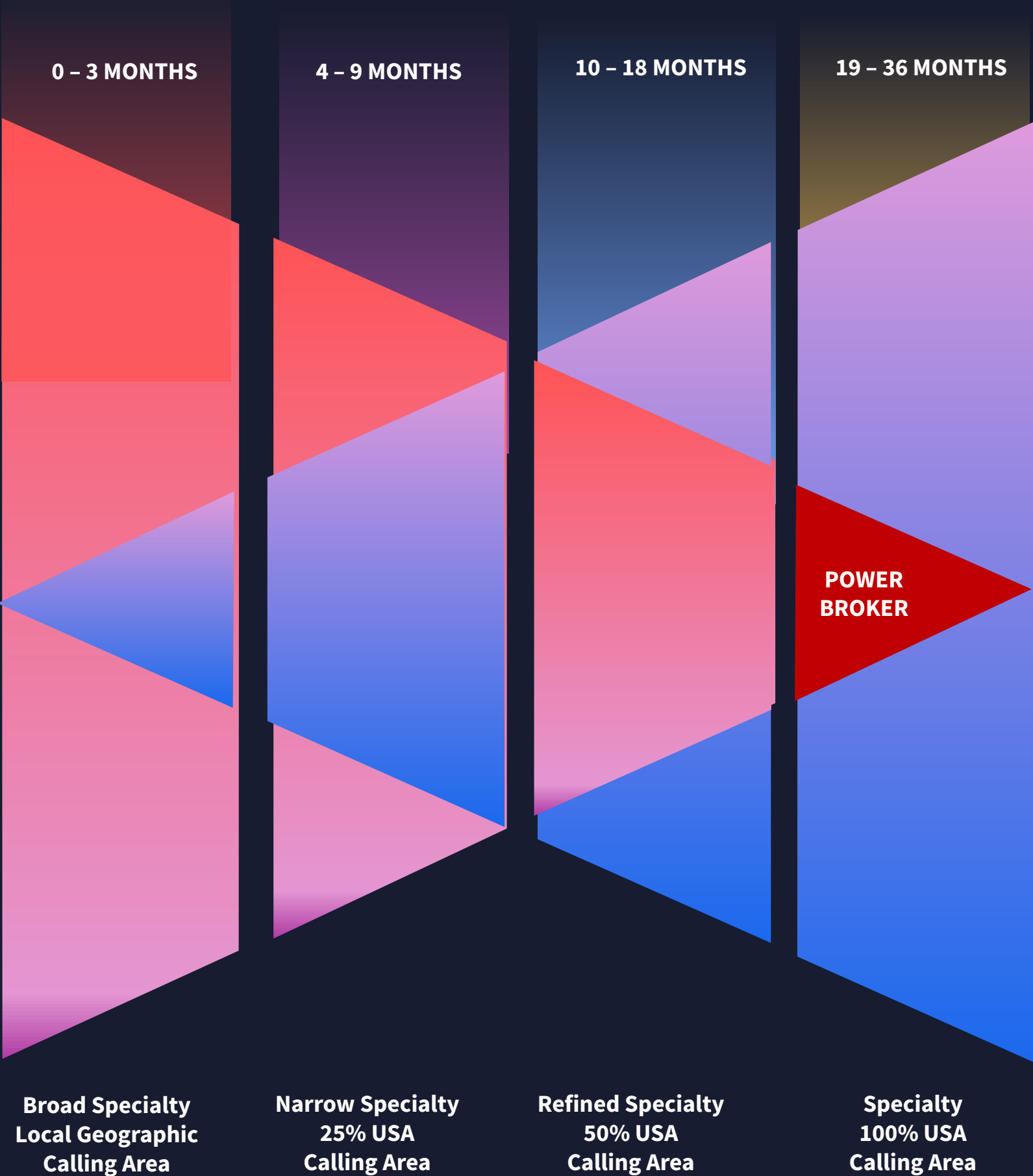
YOUR MARKET

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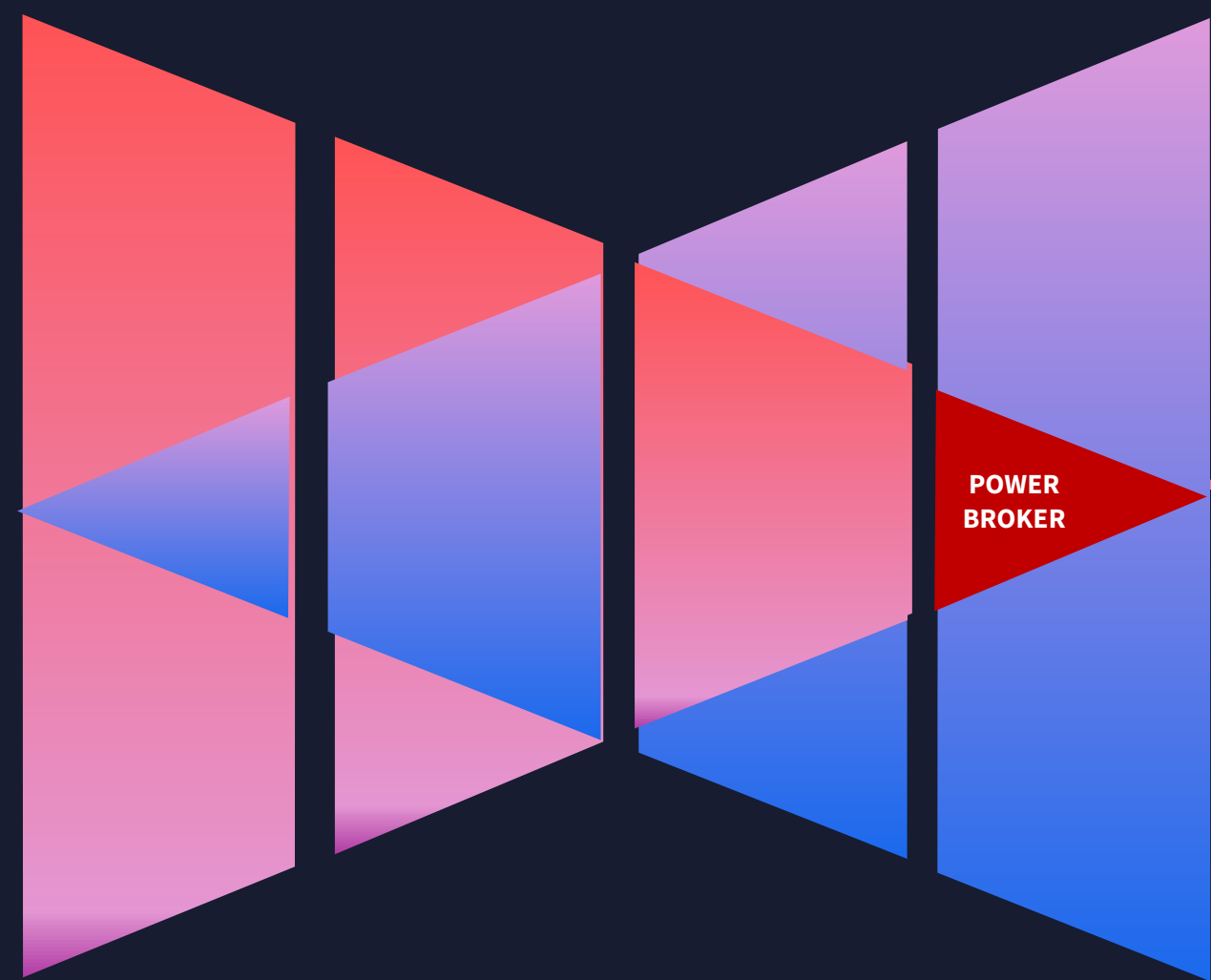


YOUR SPECIALTY

Theory of Inverted Cones



YOUR MARKET



Broad Specialty
Local Geographic
Calling Area

Narrow Specialty
25% USA
Calling Area

Refined Specialty
50% USA
Calling Area

Specialty
100% USA
Calling Area

POWER BROKERS

An abstract digital artwork featuring a central, glowing yellow and orange core that resembles a stylized flame or a complex, organic structure. This core is surrounded by swirling, translucent blue lines and shapes that suggest movement and energy. The background is a deep, dark blue with subtle gradients and light effects, creating a sense of depth and atmosphere. The overall composition is dynamic and visually striking.

This is a Flux Situation

4 Obstacles To Getting Send Outs

Presenting a Bad Candidate

01

02

Bad Candidate Presentation

03

Bad Marketplace

04

Bad Rapport Building

Don't Give Up Too Soon

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.



BOB MARSHALL'S
ELITE RECRUITER MASTERCLASS

PUTTING IT ALL TOGETHER

FROM THEORY TO PRACTICE

ACQUIRING AND USING
THE RIGHT TOOLS



FAB
FEATURE | ACCOMPLISHMENT | BENEFIT

The MPC

**MOST PLACEABLE
CANDIDATE**

The FAB

**FEATURE
ACCOMPLISHMENT
BENEFIT**



Inclusion/Exclusion

**INCLUSION FIRST, THEN
EXCLUSION**



The Close

I HAVE ARRANGED...



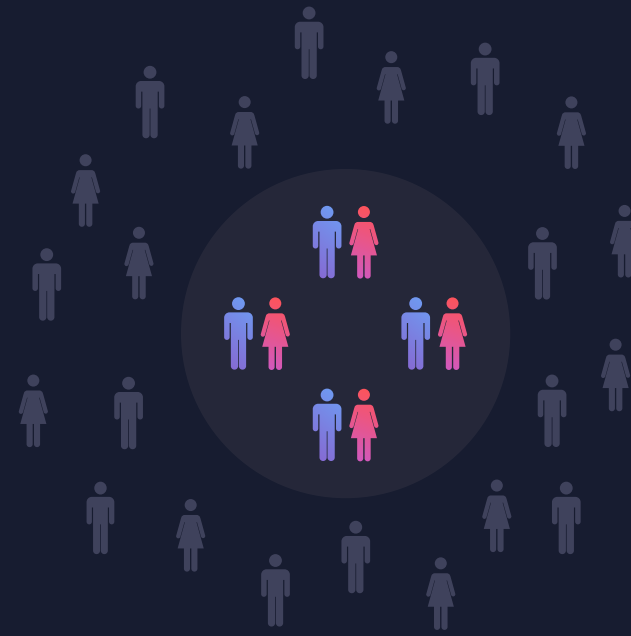
JO Priority

**JO'S FROM ATTRITION
FIRST**



Lost Sale

“LOST SALE” CLOSE



Candidate Closes

**MOST EFFECTIVE
CANDIDATE INTERVIEW
CLOSE**



**Multiple of
Compensation**
**SET THE VALUE OF THE
JOB OPENING**



The Strategic 5 Essentials

01

Attitude

Reach a point of an unshakeable winning attitude and relentless persistence



02

Focus

Have a crystal-clear purpose and a strategy for success



03

Control

Control the process at every step; nothing is left to



04

Discipline

Every day is planned; routines are followed; the process is respected



05

Relationships

Put customer needs before fees; recruiting, above all, is a relationship business.



THE TACTICAL 10

10

THE TACTICAL TEN



01

Know the End Game



02

**Create a Benefit
Vision**



03

Focus on the Solution



04

**Recruiting is a
Contact Sport**

10

THE TACTICAL TEN



05

**Plan Your Work and
Work Your Plan**



06

**Never Play a Game
You Cannot Win**



07

Time Kills All Deals



08

**Recruiting is a
Lifestyle - Not a Job**

10

THE TACTICAL TEN



09

**Always Treat Clients,
Candidates, and Others Like
You Like to be Treated**



10

**A Placement is Never Done
Until the Check Clears**

“

“The secret of success of every individual who has ever been successful – lies in the fact that he or she formed the habit of doing things that failures don’t like to do. It’s just as true as it sounds and it’s just as simple as it seems.”

GRAY

SUCCESS & HABITS

The background is a solid purple color. Overlaid on this are several white and light purple illustrations. In the center, a man with short dark hair and a smile is shown from the chest up. To his left, a man in a white t-shirt and dark pants stands next to a large clipboard with a checklist; the top of the clipboard shows a person's profile and the list has four checkmarks. To the right of the central man, a woman in a light purple top and dark pants stands next to a large smartphone. The phone screen displays a document with a large envelope icon. Above the central man, there is a smaller illustration of a person sitting cross-legged using a laptop. To the right of the laptop user is a glowing lightbulb icon. Further right is another smartphone showing a messaging app with three conversation bubbles. At the bottom of the central man's figure, there is a row of four circular icons: a telephone handset, a play button, a pause button, and another telephone handset. A large, stylized star icon is positioned to the right of the central man's torso. The entire scene is framed by large, stylized leaf shapes on the left and right sides.

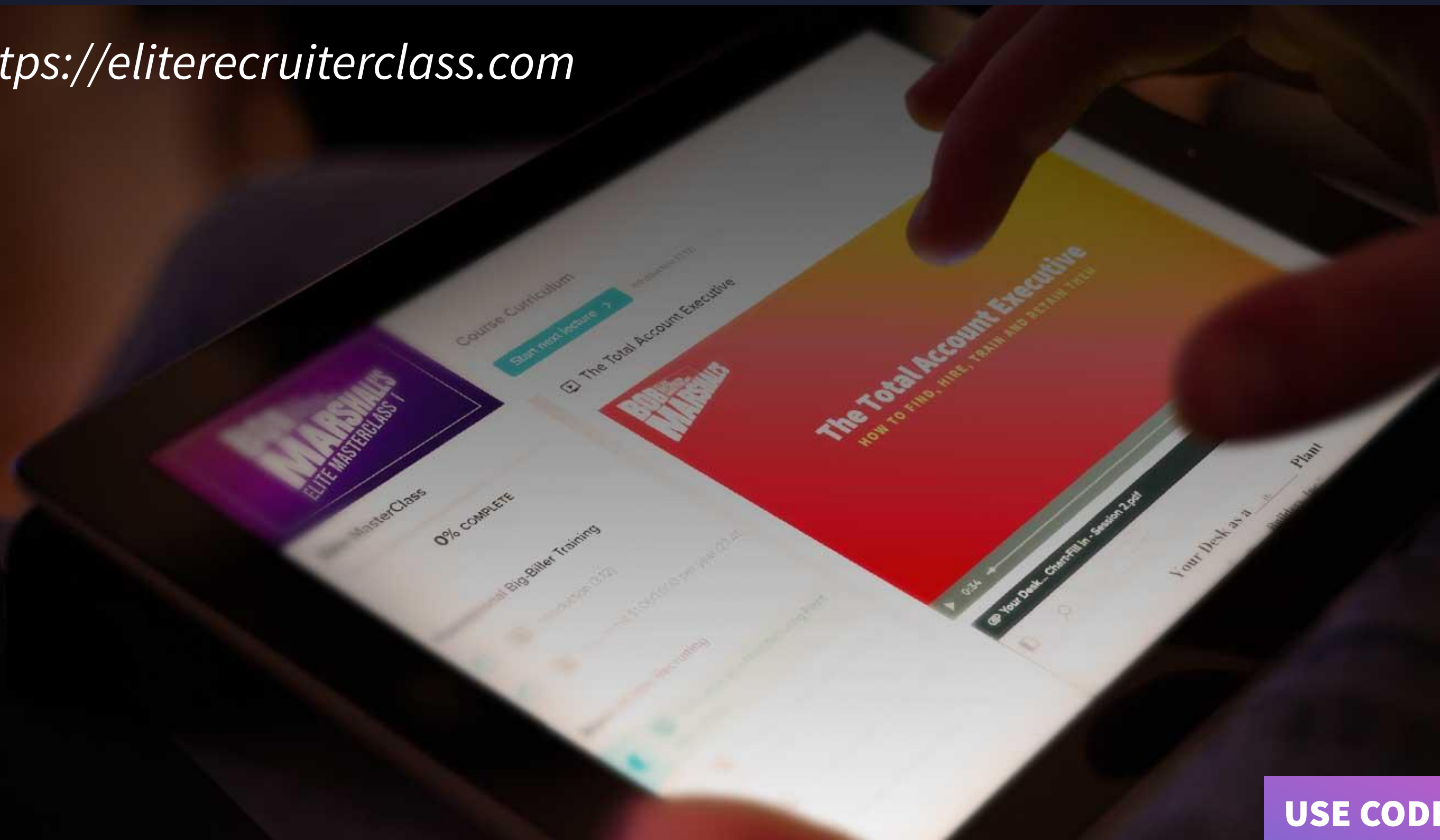


SUCCESS AND HABITS

What I often notice after a recession is that bad habits sometime replace the good habits you have worked so hard to establish. My job is to get your good habits back.

OPEN NOW

<https://eliterecruiterclass.com>



USE CODE BESTYEAR

THANK YOU!

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