



MASTERMIND & COACHING CLUB PROGRAM

A monthly program to develop  
BIG BILLERS and MILLION DOLLAR PRODUCERS

# MAXIMUS



## ABOUT THE MAXIMUS MASTERMIND & COACHING CLUB PROGRAM

**The Maximus Mastermind & Coaching Club Program** is a bi-monthly virtual coaching program with the sole purpose of assuring that you reach your maximum potential. Maximus is a unique blend of training, group coaching, traditional motivation, creation of accountability partnerships, metrics, and mastermind roundtable discussions.

With two sessions per month, the Maximus Program consists of one training and developmental session as well as one Q&A/mastermind/roundtable session focusing on ANY challenge that you or the group is currently facing. Jon Bartos and Neil Lebovits, global thought leaders and trainers, will direct the training during each month's first session and will facilitate the group discussions in each month's second session.

The Maximus Mastermind & Coaching Club Program provides a unique venue for learning, motivation, accountability, networking, and UNPARLLED SUCCESS.



## MAXIMUS MASTERMIND & COACHING CLUB PROGRAM: HOW IT WORKS

The Maximus Program is designed to take any producer at any level straight to maximizing their potential and performing at the top echelon of their industry. It is the equivalent of what you benefit from in national meetings or during any one on one coaching or mentoring that you may have ever received—BUT BETTER!

**The Maximus program consists of two sessions per month**, each with a very specific purpose. The first session (on the first Tuesday of each month), in webinar format with text Q&A, will be a motivational training and tactical developmental program. The second session (on the second Tuesday of each month) will address any questions/issues/Q&A from the previous session and provide an opportunity to dig deep into any issues keeping you from success in an "ask the trainer" and "ask the club members" format. It will thus also consist of a roundtable open forum in which members will be able to participate in group discussion – gaining insight from each other. This will give all members the ability to participate in their own mastermind group!

**You can join The Maximus Mastermind & Coaching Club Program at any time and can cancel at any time. Topics will rotate monthly.** Links will be live during the scheduled session time, and video/audio replay links as well as audio MP3 & PDF and course-specific downloads will be available a few hours after each session.



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## MONTHLY TOPIC SAMPLES INCLUDE:

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(Order will vary)

**Goals - Overview of the Recruiting Process/Recruiting Industry/Types of Search** (Materials: Recruiting Process, 10 Steps to Achieving, Why Use an Executive Recruiter, Are You Willing to Pay the Price of Success?)

**Business Models/ Structure of the Day/Universal Truths/Traits of Million Dollar Billers** (Materials: The Making of a Million Dollar Biller, Secrets of Million Dollar Billers)

**The Metrics Behind the Business/Setting Expectations/Quantity then Quality** (Materials: The Magic of Metrics, Recruiting is a Science, RPM Guide and Setup)

**Sourcing/Process and Technologies/Setting up Alerts/1000 Versus 10 Hour Jobs** (Materials: 2014 Sourcing Guide, Planning Process, The 10 Technology Tools, Process of Using Technology to Communicate)

**The Art of Talent Management: The Concept of Talent Management/Topgrading/The Bell Curve** (Materials: Topgrading, Straight from the Gut, Jack Welch on Leadership, Topgrading – eBook by Brad Smart) and sharing this with your prospects and clients.

**Technology's Role in Recruiting: Setting up the Technology Platforms and Processes/Using Technology for Communications/The Theory of Inverted Cones and Your Desk as a Manufacturing Plant** (Materials: Technology Communication Process, The 10 Technologies White Paper, Research Essentials)

**Advanced Time Management for Million Dollar Billers:** Selling to your Zebra, Blue Ocean Strategy, Selling Time and Non-selling Time, 10 dollar Versus 1,000 Dollar-an-Hour Activities, Structuring Your Day, Power Hours, and Planning Time.

**Marketing and Business Development – Scripts and Objections** (Materials: Marketing and VM Scripts 2013, Marketing Script 2013, Effective Business Development and the 10 Scripts White Paper)

**The Process of Selling Shared Risk:** 18,50.94/Why the Client Needs You to go Shared Risk/The 10-Step Process/The Value Chain/Existing Clients and New Clients.

**Marketing and Business Development:** Forms/Fee Structure/Service Agreements/Improving Searches/Bridge to ROI Call (Materials: 20-Point Search Assignment Form, The Job Order Matrix Form)



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**Marketing - The ROI Call and Fee Structures** (Materials: 20-Point Search Assignment, 10 Business Development Scripts WP, Service Agreements – Contingent, Priority, Retained, Contract)



**Advanced Shared Risk Search Success:** Setting Expectations, Delivery, Weekly Update Calls, Candidate Highlight Sheet, Weekly Reporting, Under-promising and Over-delivering (Materials: 10 Business Development Scripts, 10 Deadly Sins of Talent Management, Topgrading, Jack Welch: Straight from the Gut, lots of forms)

**Advanced Negotiation and Pricing:** using the latest research and techniques to maximize your profits by pricing correctly, giving the appropriate choices and negotiating like a champ. (Materials: handouts and forms)

**The Advanced Recruiting Process:** recruiting process, targeting the right candidates, five goals of a recruiting call, managing overseas and offshore resources (Materials: Candidate Datasheet Short Form, Candidate Data Sheet Long Form, Highlight Sheet)

**Recruiting and Scripts:** the scripts that work, flipping recruiting calls and reference checks, handling recruiting objections, becoming their Talent Agent for life. (Materials: recruiting scripts, forms and breakdown)

**Candidate Data Sheet Short Form, Long Form, Setting Expectations, Highlight Sheet, The Poejo** (Materials: CDS Short, CDS Long, Setting Exp, Highlight Sheet, Resume Review)

**Interview Cycle Management:** Prep, Debriefs, Closing Techniques, The Counter Offer (Materials: Prep Doc, Successful Qualifying and Closing Skills PPT, Candidate Requalification)

**The Art of Effective Closing:** Qualifying, Setting Expectations, Re-qualifying, The Pre-close and Close (Materials: Candidate Requalification, Setting Expectations Document, PPT on Qualifying and Closing)

**The Total Process:** Structure of Day, Sourcing Process, Recruiting Process and Scripts, Objections, Marketing Process and Scripts, Objections, Interview Cycle Management, Candidate Datasheet Short Form, Candidate Data Sheet Long form, Setting Expectations, Highlight Sheet, Candidate Requalification Sheet (Materials: all forms and process documents)

## **Role Play, Role Play, Role Play – All Selling Situations**

- a. Marketing Call – Plus Objections
- b. Recruiting Call – Plus Objections
- c. Effective POEJO's – Plus Objections
- d. Bridge to ROI Week
- e. ROI Week – Service Agreement/Fee
- f. Handling Objections



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## **Building Existing Clients into Major Accounts (the trait of a million dollar biller):**

Contingent > Exclusive > Shared Risk, New Client – Shared Risk > Exclusive > Contingency, Business Development Easy Button, using touch plans to get more business from existing accounts, raising your fees and taking only shared risk work.

## **Hiring/Onboarding/Training/Ongoing Management - of Future Million Dollar Billers**

(Materials: eBook – Lessons on Recruiting Leadership, Quick Coaching Sheet, Creating a Culture of Performance article)

**Advanced Metrics Management and the RPM Dashboard:** doubling your revenue in 90 days by using metrics and simple math. (Materials: Recruiting is a Science, From BI to ROI, Quick Start Guide to RPM Dashboard)

## **Managing the Maniacs and Sticking to Processes:**

Team Hiring/Management/Contests/Rewards/Keeping the Momentum/When to Hire and When to Part Ways. (Materials: eBook – Leadership in Recruiting, Maximizing Recruiting Performance, forms)

**To learn more or to register, visit us online at  
<http://www.global-performance-coaching.com/maximus>  
or feel free to contact us with any questions by e-mail:  
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