



A monthly program to develop
BIG BILLERS and MILLION DOLLAR PRODUCERS

Achieving your Life Dreams in this Profession!!

Based on research of the top recruiting firms and top 63 multi million dollar producers...

The Foundation of Recruiting Success Formula

- A Strong Why
- Powerful Goals
- A very specific Direction (Zebra)
- Strong Brand messaging (Value Proposition & USP)
- Energy and Activity
- Advanced Skillset and Techniques
- The right tools
- Monitor and Redirection (RPM Dashboard)



The Journey of a Thousand Miles.....

First Step:

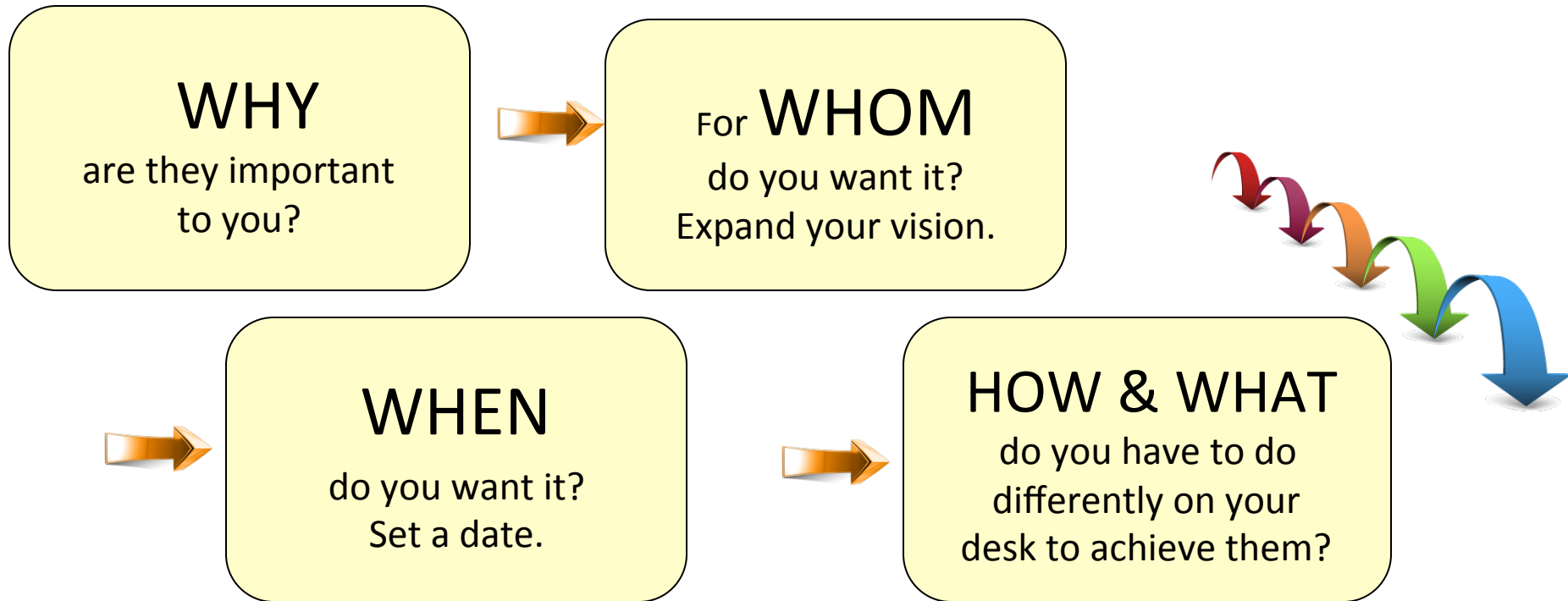
Developing a Powerful Why...



- The Reason that will keep you moving forward in the face of great challenges and adversity
- It works best – when it’s not about you – but something bigger than you
- “Nothing happens until first we dream!”-Carl Sandburg
- If Your Whys are Powerful, the How’s will follow!
- Nothing happens without a COMPELLING reason!
- Power of visualization and writing and posting images



Your Top Ten Dream List- No Dreams=Failure



The Journey Of A Thousand Miles-Step 2-Goals



Short Terms Goals 0-12 months



Mid Term Goals 1-3 years



Long Term Goals 3 years and beyond

It's All About The Effort

“Winning is NOT everything! But making the effort to IS!” Vince Lombardi



Step 2: Goal Setting

- 10 Steps to achieving your life dreams

Key Components

- Create Smart Goals (Specific, Measurable, Attainable, Realistic, Timely)
 - Mix YOUR goals:
 - Financial, Career, Quality of life, growth, recognition, happiness
- Define Obstacles
- Develop Action Plan
- Develop the Critical Milestones
- Get an Accountability Partner
- Believe



Step 3-Action-Making it RealBreak Short term goals into pebbles

From Yearly Goals to Daily Activities – Working Backwards

- Placements per Year/Month/Week
- Average Placement \$\$

Business Development Side

- Job Orders per Placement
- Job Orders Per Year/Week/Month
- Marketing Conversations per New Job Order
- Calls to have a Marketing Conversation

Fulfillment Side

- Sendouts to make a placement
- # of Submittals to get a sendout
- # of Conversations to get a Submittal
- # of Calls to Get a Conversation



Million Dollar Activities

Activity, Results and the Ratios

- 80 Calls Planned
- 25 Conversations per Day
- 5 Marketing Calls per day
- 15 Recruiting Conversations
- 3.5 to 4.5 hours of phone time



The Key to Hitting Activity Targets?

Understand Processes

- Process of Research and Planning
- Process for Business Development
- Process for Fulfillment
- Process for Technology Comm.



** Developing the Effective Habits of Success...

** Conditioning yourself for Success...



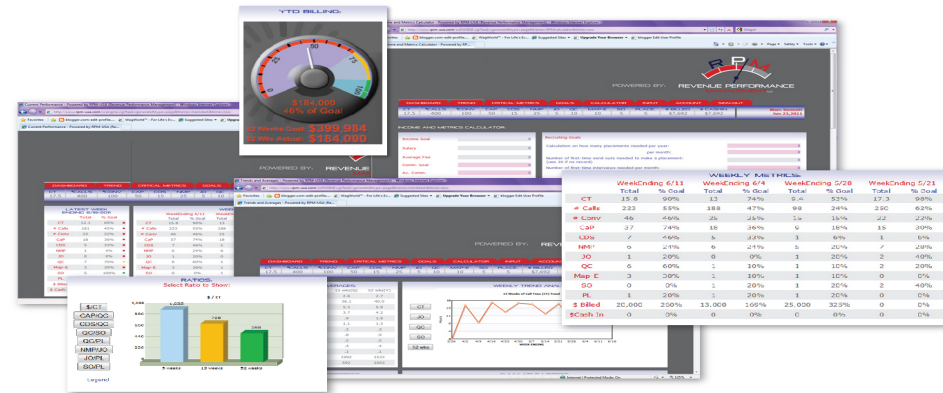
Best Practices of Elite 1%

- A Well Defined Zebra
- Strong Brand Messaging
- Blue Ocean Strategy
- Taking Great Work (18,50,94)
- Industry Didn't matter (Zebra did)
- Energy – High Activity Levels
- Followed Metrics Closely Weekly
- Understood Talent Management
- Failure was NOT an option



Homework

- Sign Into RPM Dashboard
- READ & Fill out 10 Steps to Achieving your Dreams and/or “Why Factor Dreams & Goals List”
- From your yearly goals – make weekly goals
- Focus on hitting your daily activities



Questions?

