

Building a Self-Managed, Seven-Figure Recruitment Desk



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Staffing World App
staffingworld.net/materials2022

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Who am I?

- Founder and President of Professional Selection and Elite Global Recruiters
- Best-selling International Author
- World Staffing Summit Award Top 100 Leaders 2022
- Published in The Story Exchange, Forbes, Entrepreneur...

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What Makes \$1M Billers Stand Out From The Crowd?

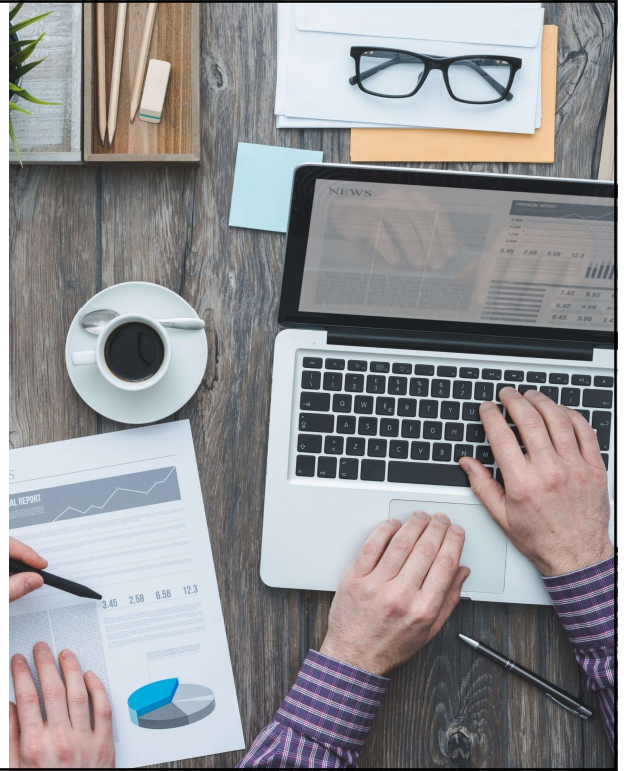
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Traits of Successful Recruiters

- Establish Their Authority
- Create and Build Their Brand
- They Understand The Power of Teamwork
- Embrace Metrics
- Never Stop Learning

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To Establish One's Authority:

- To make known
- To make clear
- To show
- To demonstrate one's power
- To command or rule

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Create and Build Your Brand

The most sought-after
thought leader and
recruiting partner within
your niche

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Your brand is your
promise to your clients
and candidates

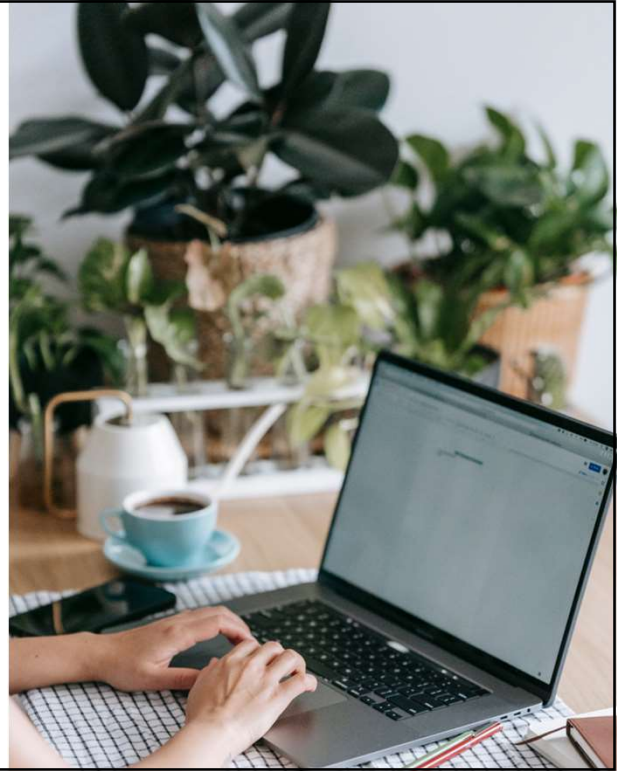
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Why Does it Matter?

- Clients and candidates come to you
- Allows you to command higher fees
- Ensures the process runs smoothly
- Gets you off the hamster wheel of cold calling

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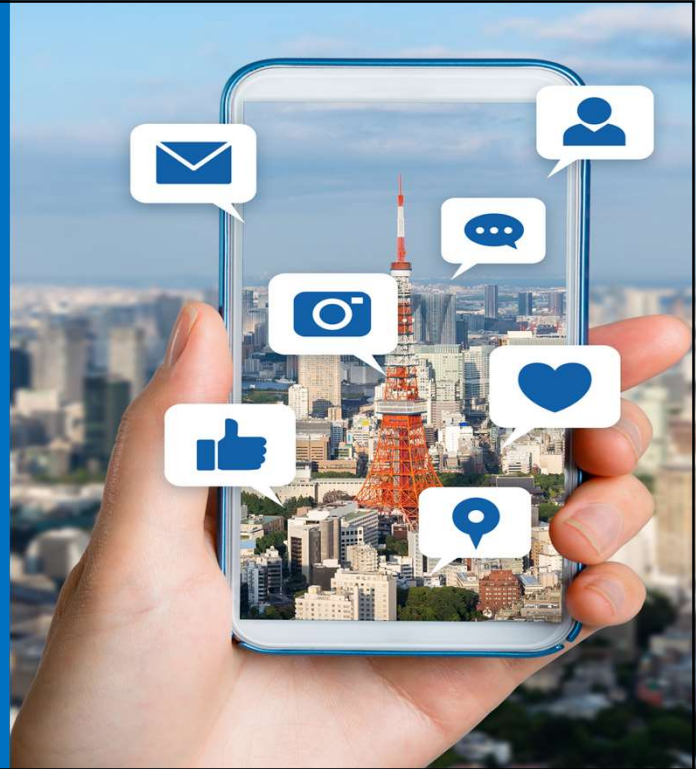
It's your shop front
window not the sales
floor

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Create Your Brand – Your Brand Creates Your Identity

- Tik Tok
- YouTube
- Facebook
- Twitter
- Instagram
- LinkedIn



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What is LinkedIn?

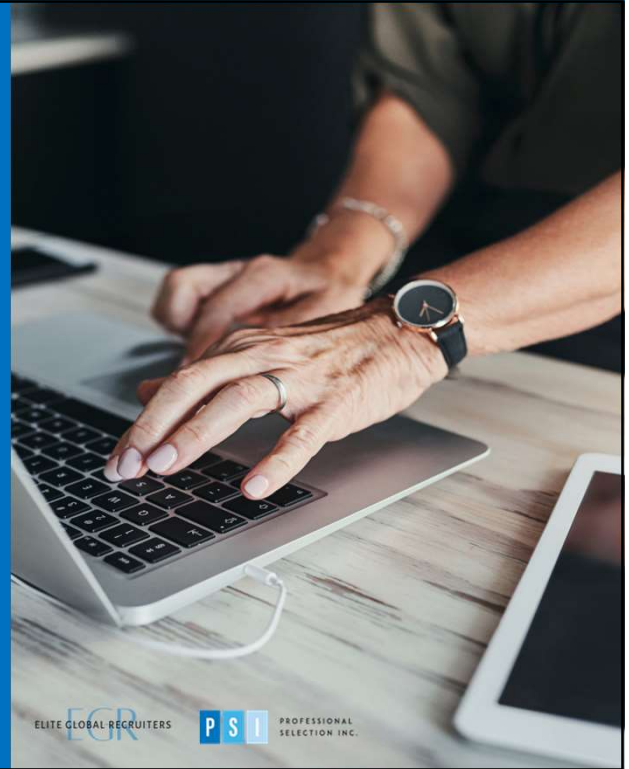
- Largest professional networking platform
- 830 million users in 200 countries
- 176M users are in the United States
- 57% of the userbase are men
- 44% take home over \$75K USD (above national average)
- 87M are millennials, of which 11M are in decision-making positions
- 16.2% of US users login daily 48.5% monthly

Data source: LinkedIn, Hootsuite and Kinsta

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LinkedIn Etiquette

- Not Facebook
- Not a dating site
- Don't jump into someone's inbox pushing your business
- Don't be a keyboard warrior
- Don't push your agenda on another user's post
- Be authentic
- Politics and religion are a landmine
- Respect other viewpoints



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Best Practices

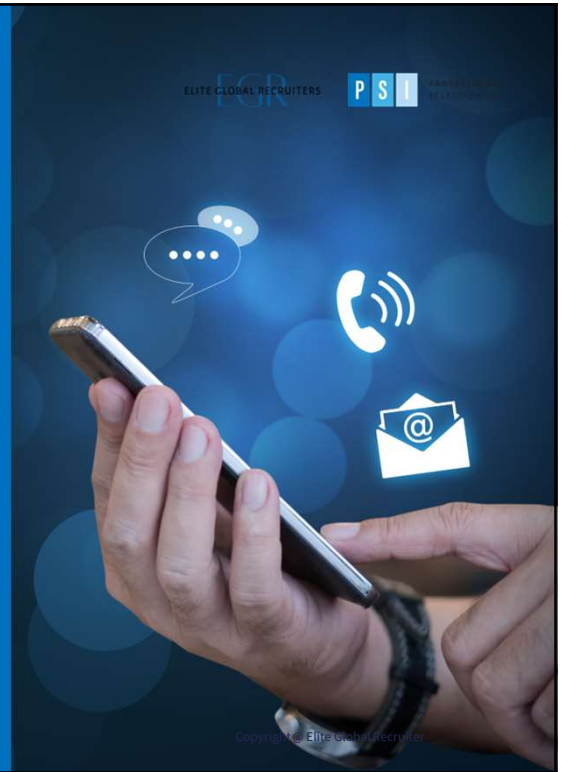
- Have a strategy
- Identify your target audience
- Measure the results
- Demonstrate value
- Map out the journey
- Chase the process not the invoice



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Tip #3

Tell your ideal audience
how to reach you



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Tip #2

Garbage in garbage
out



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Tip #1

It's a journey, not a race



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The Power of Teamwork

- Sales and delivery are two sides of the same coin
- Understand how to motivate their counterpart
- Willing to share jobs and candidates
- Understand their competition is external

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Embrace Metrics

- Tie their metrics in with their personal income goals
 - They understand and leverage the power of ratios to better manage their time
 - Manage their own metrics to avoid being micro-managed
-

Typical Metrics

- Outbound, inbound activity
 - TOB and jobs on
 - CV submittals
 - 1st and 2nd interviews
 - Number of offers and starts
 - Invoice value
-

The Metrics

- Social media lead generation
 - Outbound activity
 - Inbound activity
 - Process
 - Offers accepted and starts
 - Revenue
-

Unique Metrics

- Number of unique candidates submitted
 - Allocated revenue
 - Longevity of the hire
-

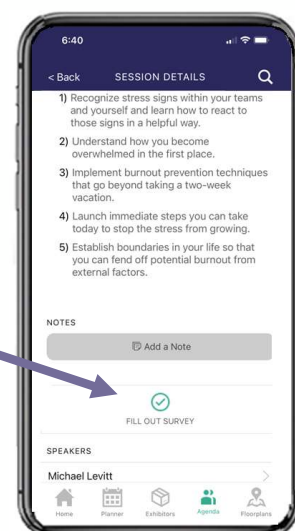
Never Stop Learning

- Prepared to invest personally in their learning and development
- Keep abreast of changes in their niche
- Admit they don't know what they don't know

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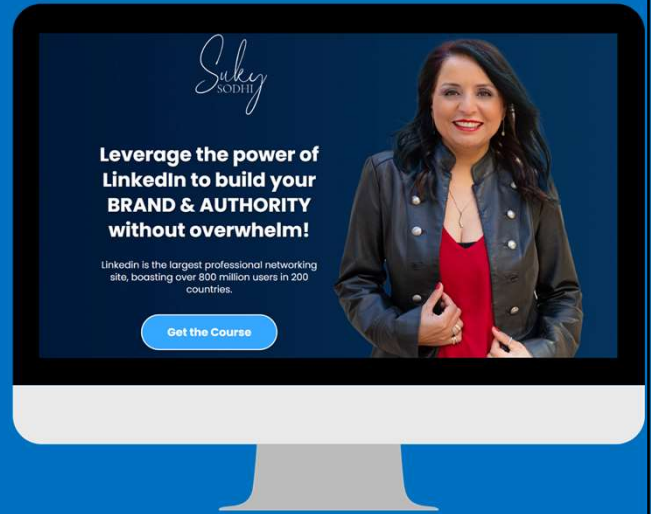


Questions?



LinkedIn Exclusive Course

- ✓ Establish your authority on the platform
- ✓ Grow your network and audience
- ✓ Transform your profile for maximum impact and attraction
- ✓ Utilize resources like newsletters and articles
- ✓ Engage in meaningful conversations and build a community
- ✓ Automate your activity and leverage the power of LinkedIn
- ✓ Access our training vault for tools and resources
- ✓ Access your custom workbook to accelerate results



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