

# AMERICAN STAFFING ASSOCIATION

with Suky Sodhi  
**Workbook**



Thank you for joining my session today. I encourage you to use this workbook to track your thoughts, goals and learnings from today's session so that you can look back on the steps you would like to take to achieve your desired outcome.

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



Traits Of A Successful Recruiters

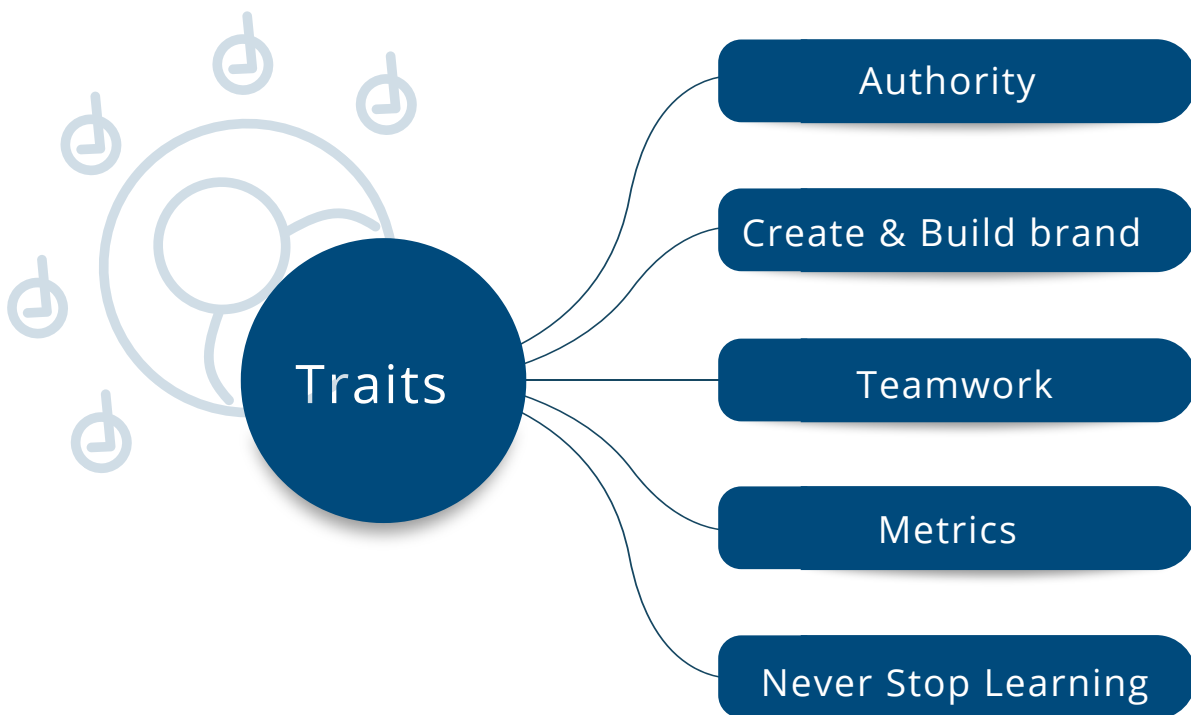
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- Establish their authority
- Create and build their brand
- Understand the power of teamwork
- Embrace metrics
- Never stop learning

Establish One's Authority

Notes

Dotted lines for notes



# Create And Build Your Brand



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

Notes:

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Where are you today?

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Where do you want to go?

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# Your Brand Is Your Promise To Your Clients And Candidates

Do you always keep your promise to both parties?  
If yes, great! If no, when do you tend to break a promise?

YES  NO

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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



Is my audience here?  
Do I want to build my brand on these platforms?

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## What is LinkedIn

Notes:

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# LinkedIn Etiquette



What do you do?

- Am I using it like Facebook
- Am I jumping into someone's inbox and pushing my business
- Am I a keyboard warrior
- Am I pushing my agenda on another user's post
- Am I authentic
- Am I handling politics and religion correctly
- Do I respect other viewpoints

## Best Practices

Notes:

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# Tips

Notes:

① Are your contact details visible, even to those not connected to you?

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② Is your content well thought out?

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③ Are you expecting LinkedIn to hand over the perfect client / candidate?

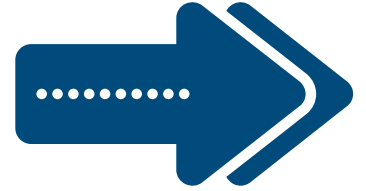
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# The Power Of Teamwork



Information you provide

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How competitive are you internally

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Get in touch with me any time for a one-on-one chat!  
**Suky - [ssodhi@professionalselection.com](mailto:ssodhi@professionalselection.com)**  
**[www.eliteglobalrecruiters.com](http://www.eliteglobalrecruiters.com)**

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# Embrace Metrics

Do you use metrics to achieve your personal income goal?

YES  NO

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How often do you look at your ratios?

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Do you manage your own metrics?

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# Typical Metrics



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## The Metrics •••••••••••••••••

How will you implement this?  
What are you going to measure?

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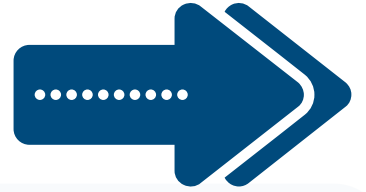
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# Unique Metrics



## Number of candidates submitted

How many do you have out being interviewed this week

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## Allocated revenue

Do you know exact revenue year to date

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## Longevity of the hire

How long do your hires last with your clients

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How often do contractors complete their assignment

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# Never Stop Learning

Have you been investing money in your personal learning and development?

YES  NO

If the answer is no, why do you think that is?

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Do I stay on top of what's going on within the industry?  
Where do I go to stay on top of things within my industry?



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Admit you don't know what you don't know  
What is it that your really don't know?

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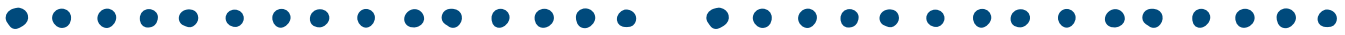
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## LinkedIn Exclusive Course

### Benefits of buying the book

- 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 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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