



# I NEED MORE JOBS Performance Tracker

### INTRODUCTION

This performance tracker has been designed to help you track your performance and keep a record of what you achieve.

This is an interactive PDF which means if you download it and save it to your device you can complete each question on screen without the need to print it and save your answers for future reference.

I have included questions around some of the core topics covered to help you implement the content as quickly as possible.

Keep it up to date, it will give you a greater sense of achievement as you progress through the mission and use the tracker.

Let's go find some jobs!

#### Jeremy



# WHERE AM I NOW?

Consider your desk over the last 3 months:

How many leads have you uncovered over the last 3 months?

How many new accounts have you won over the last 3 months?

How many new accounts did you invoice over the last 3 months?

Be realistic, how much time have you spent focused on new business sales, in hours, over the last 3 months?

How much time can you commit to focusing on sales over the next eight weeks? It is important you are realistic and hold yourself to account.

# **LEAD GENERATION**

Look at all these examples of leads! Some consultants don't recognise just how much they could discover.

	LEADS	
CANDIDATE	CLIENT	RESEARCH
Internal vacancies	Other Decision Makers	New companies
External jobs	New projects	Press releases
Turned down jobs	Stuck projects	Growing
Interviews	Challenges	Shrinking
Applications	Internal pressures	Recruitment Drivers
Friends & Ex-colleagues	Customers	Adverts
Good managers	Suppliers	Redundancies
Growing companies	Partners	Mergers
Good places to work	Parent company	Acquisitions
Projects	Sister company	Relocation
Workflow	Subsidiaries	Expansion
Current managers	Previous employer	New premises
Manager's Managers	Professional network	Awards
New starters	Future network	Fines
Leavers	Live jobs	Legislative change
Hiring process	Bids and tenders	New client wins

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# **EXISTING CUSTOMERS**

How many existing clients are you currently working with? What opportunities exist for you to develop more business from those accounts?

Existing Client	Contact(s)	Priorities	Deadline	Desired Outcome

### PROSPECTS

Who are your qualified prospects that you believe will work with you during the next 12 months?

Who are your top 10 target clients, currently?

Prospect Client	Contact(s)	Relationship Strength (1 - 10)	Team Size	Next Steps

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### LAPSED CLIENTS

Which customers have you not invoiced in the last 12 months, that you did invoice the year before?

Company	Contact	Still There?	Plan

#### **REFERRAL CLIENTS**

Who are your top 5 clients?	Where did they used to work?	Who could they introduce you to?



#### SETTING OUTCOME FOCUSED GOALS

Over the next four weeks we are going to ask you to track your activity as well as your goals on both a daily and weekly basis.

When setting goals it is important that these are based on the outcomes you would like to achieve and not focused on the activities themselves. For example, rather than saying "I am going to conduct 30 candidate calls" think more about what you would like to achieve from those calls. An outcome focused goal would be "I am going to generate 15 leads from my candidate calls" or "I am going to generate 10 references that I can take from my candidate calls". This ensures that you are moving your desk forward with **productivity** and not just **activity**.

### **SMART LEADS**

Which of these smart leads do you feel are relevant and valuable for your desk? Remember – it is the consistency with which you find these leads that will create your future opportunities.

### **PTR - POTENTIAL TO RECRUIT**

Search your database to find candidates that you and your colleagues have worked with. Where are they now? What are they doing? Are they on the system as a manager to sell and market to? Are they coded as a PTR on their candidate file?

Search for PTRs every week – increase the number of dual candidate client relationships you foster. Keep them up to date and treat them well. They will remember it and recruit through you. Even more will if you ask them to do it!

Your notes and reminders:

### **NGJ – NEXT GENERATION JOB**

Every interview for a job, where the candidate has to resign if offered is a potential future back fill. Get on the case and track the backfill before it happens. Build relationships with the managers of your work in progress candidates.

Be certain and review your candidate activity. Temps may have to leave one assignment to take another. Contractors could be offered extensions that they reject in favour of your offer. Perm candidates have to get through resignation and will need to be replaced.

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Your notes and reminders:

#### REFERENCES

Take references for every candidate you work with who is immediately available. Don't wait until you have them an interview or have placed them into an assignment.

Be diligent and ask good questions. How many references did you take last week? What opportunities can you proactively find to do more this week and generate some good quality manager conversations?

Your notes and reminders:

# **PART 1**

### **MISSION LEAD GENERATION**

#### **COMPETITORS' CONTRACTORS | TEMPS**

Many of you will be familiar with the phrase "traitor temp" There are managers who book temps or hire contractors through your competitors and there are the workers themselves. Map your competitor landscape and imagine what you could do with a list of all your competitors' workers where you knew:

Where they were working

Chances of perm or extension

- Who they reported to
- How they got the job

Hours worked

Rate of pay

- How happy they are and what it would · Content of the job take for them to leave for another . What the gossip is at work position
- How long they will be there

Wow! How much would you pay for that list? Well, you can build it as soon as you get started. If you have 20 temps out I would expect you to easily identify 100 traitors.

Your notes and reminders:



MON	IDAY	TUES	SDAY	WEDN	ESDAY
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Clients		Clients		Clients	
Research		Research		Research	

### PLAN YOUR WEEK IN ADVANCE

Your cardio sessions are your rocks! Nothing should stop you honouring the time you have allocated.

You still have the rest of the day to be dynamic (or a headless chicken).

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**CARDIO SESSIONS** - Aim to conduct two 45 - 60 minute cardio sessions every day - chose from:

(It can be generation or conversion focused activity.)

PTRs	References
PSL Breakers	Hot Leads
Dream 50	Candidate Updates

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Candidates		Candidates		Candidates	
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**CARDIO SESSIONS** - Aim to conduct two 45 - 60 minute cardio sessions every day - chose from:

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# PART 2

### **MISSION LEAD CONVERSION**



### **LEAD CONVERSION**

Now we are in the section of the mission that focuses on the conversion of leads. Over the last four weeks you've been generating leads and working towards converting them into business. Now you've completed the relevant topics with me, lets review where you got to with your lead discovery and conversion.

Over the last four weeks, in total, how many leads and opportunities did you discover? [TOTAL LEADS]

How many have you converted into some form of commitment?

How many are still live?

How many are in play?

How many has there been no contact?

What, as a percentage, has been your conversion of leads into commitment?

What, as a percentage, has been your conversion of leads into dialogue?

What percentage of your leads have you been unable to make contact or get a response?

Set goals for the above for the next four weeks

Goal of leads generated #

Conversion goal (seek to improve)

Contact success %

Use the following calendar for each week to plan your cardio sessions for each day and track your lead discovery and conversion attempts each day. It is important that you review this daily so that you are focused fully on the outcomes required and you avoid being distracted or getting fatigued.

References

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MON	IDAY	TUES	SDAY	WEDN	ESDAY
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Total leads generated		Total leads generated		Total leads generated	
Leads contacted		Leads contacted		Leads contacted	
Leads converted to commitment		Leads converted to commitment		Leads converted to commitment	

PSL Breakers	Hot Leads	Existing Clier	nts La	osed Clients
Dream 50	Candidate Updates	Aftercare Ini	tel	Adverts
THURSDAY	FRI	DAY	GOALS FOR	NEXT WEEK
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Leads contacted	Leads contacted		generated	
Leads converted to commitment	Leads converted to commitment		Leads in play	

Competitor Contractors

Traitor Temps

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Leads contacted		Leads contacted		Leads contacted	
Leads converted to commitment		Leads converted to commitment		Leads converted to commitment	

PSL Breakers		Hot Leads Existing Clie			psed Clients
Dream 50	Cand	idate Updates	Aftercare Ir	ntel	Adverts
THURSDAY		FRI	DAY	GOALS FOR	NEXT WEEK
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Leads		Leads			
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Total leads generated		Total leads generated		Total leads generated	
Leads contacted		Leads contacted		Leads contacted	
Leads converted to commitment		Leads converted to commitment		Leads converted to commitment	

PSL Breakers		Hot Leads	Existing Clie		psed Clients
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Leads		Leads			
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Leads		Leads		Leads in play	
converted to		converted to commitment			

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Daily Tr	acking	# Leads Gen	erated From	# Leads Gen	erated From
Total leads generated		Total leads generated		Total leads generated	
Leads contacted		Leads contacted		Leads contacted	
Leads converted to commitment		Leads converted to commitment		Leads converted to commitment	

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contacted		contacted			
Leads		Leads		Leads in play	
converted to commitment		converted to commitment			

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Traitor Temps