



RECRUITERS
GROWTH CLUB



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?

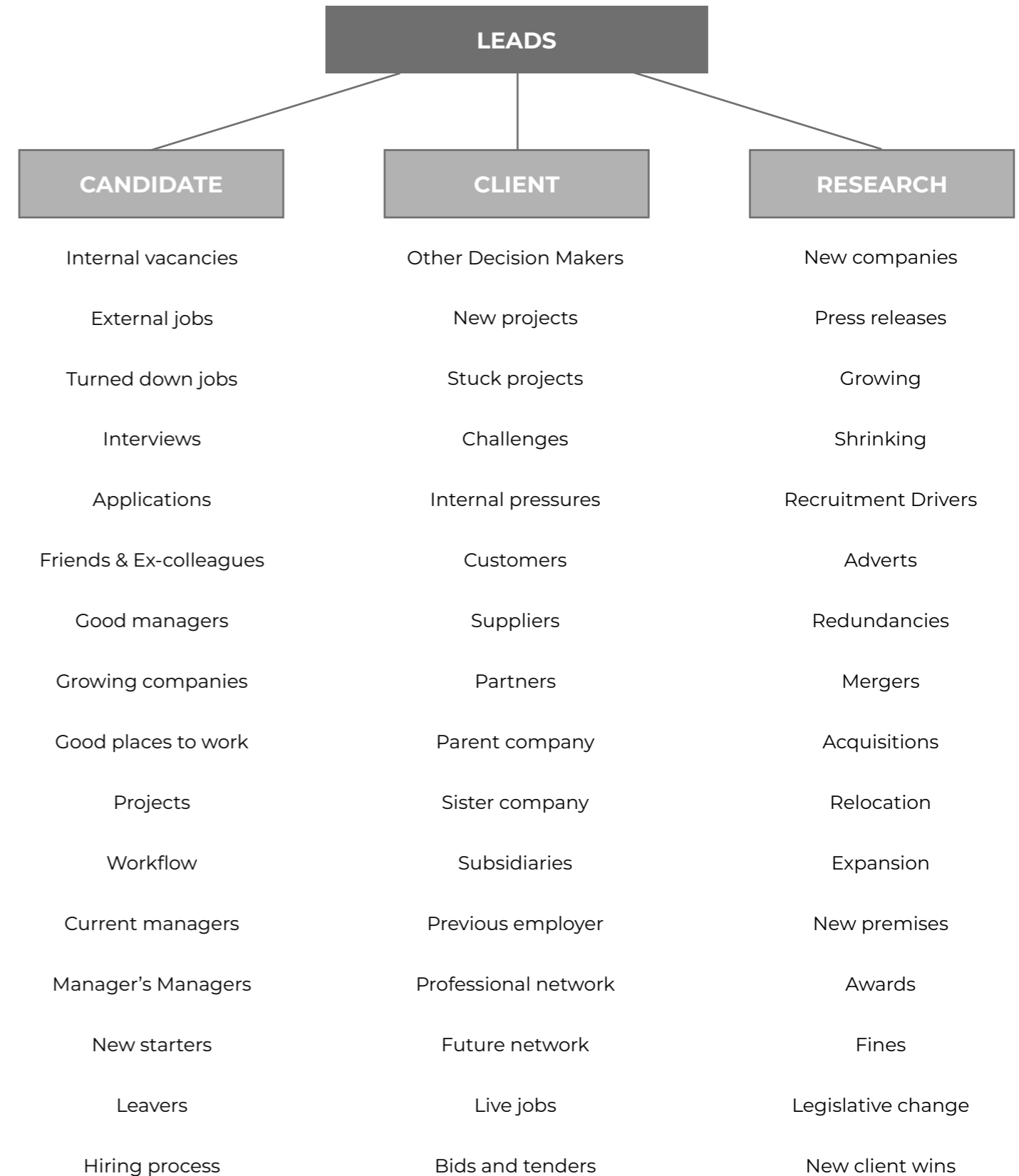
Be realistic, how much time have you spent focused on new business sales, in hours, over the last 3 months?

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.



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

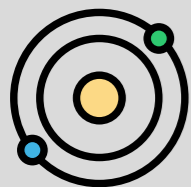
LAPSED CLIENTS

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.

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:

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
- Who they reported to
- How they got the job
- How happy they are and what it would take for them to leave for another position
- How long they will be there
- Chances of perm or extension
- Rate of pay
- Hours worked
- Content of the job
- What the gossip is at work

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:

PART 1

MISSION LEAD GENERATION

WEEK 1

MONDAY		TUESDAY		WEDNESDAY	
AM - Cardio Session		AM - Cardio Session		AM - Cardio Session	
PM - Cardio Session		PM - Cardio Session		PM - Cardio Session	
Outcomes For Today		Outcomes For Today		Outcomes For Today	
Actual Achievements		Actual Achievements		Actual Achievements	
# Leads Generated From		# Leads Generated From		# Leads Generated From	
Candidates		Candidates		Candidates	
Clients		Clients		Clients	
Research		Research		Research	

THURSDAY		FRIDAY		GOALS FOR NEXT WEEK	
AM - Cardio Session		AM - Cardio Session			
PM - Cardio Session		PM - Cardio Session			
Outcomes For Today		Outcomes For Today			
Actual Achievements		Actual Achievements			
# Leads Generated From		# Leads Generated From			
Candidates		Candidates			
Clients		Clients			
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).

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 | Competitor Contractors | Traitor Temps |
| PSL Breakers | Hot Leads | Existing Clients | Lapsed Clients |
| Dream 50 | Candidate Updates | Aftercare Intel | Adverts |

WEEK 2

MONDAY		TUESDAY		WEDNESDAY	
AM - Cardio Session		AM - Cardio Session		AM - Cardio Session	
PM - Cardio Session		PM - Cardio Session		PM - Cardio Session	
Outcomes For Today		Outcomes For Today		Outcomes For Today	
Actual Achievements		Actual Achievements		Actual Achievements	
# Leads Generated From		# Leads Generated From		# Leads Generated From	
Candidates		Candidates		Candidates	
Clients		Clients		Clients	
Research		Research		Research	

THURSDAY		FRIDAY		GOALS FOR NEXT WEEK	
AM - Cardio Session		AM - Cardio Session			
PM - Cardio Session		PM - Cardio Session			
Outcomes For Today		Outcomes For Today			
Actual Achievements		Actual Achievements			
# Leads Generated From		# Leads Generated From			
Candidates		Candidates			
Clients		Clients			
Research		Research			

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WEEK 3

MONDAY		TUESDAY		WEDNESDAY	
AM - Cardio Session		AM - Cardio Session		AM - Cardio Session	
PM - Cardio Session		PM - Cardio Session		PM - Cardio Session	
Outcomes For Today		Outcomes For Today		Outcomes For Today	
Actual Achievements		Actual Achievements		Actual Achievements	
# Leads Generated From		# Leads Generated From		# Leads Generated From	
Candidates		Candidates		Candidates	
Clients		Clients		Clients	
Research		Research		Research	

THURSDAY		FRIDAY		GOALS FOR NEXT WEEK	
AM - Cardio Session		AM - Cardio Session			
PM - Cardio Session		PM - Cardio Session			
Outcomes For Today		Outcomes For Today			
Actual Achievements		Actual Achievements			
# Leads Generated From		# Leads Generated From			
Candidates		Candidates			
Clients		Clients			
Research		Research			

PLAN YOUR WEEK IN ADVANCE

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WEEK 4

MONDAY		TUESDAY		WEDNESDAY	
AM - Cardio Session		AM - Cardio Session		AM - Cardio Session	
PM - Cardio Session		PM - Cardio Session		PM - Cardio Session	
Outcomes For Today		Outcomes For Today		Outcomes For Today	
Actual Achievements		Actual Achievements		Actual Achievements	
# Leads Generated From		# Leads Generated From		# Leads Generated From	
Candidates		Candidates		Candidates	
Clients		Clients		Clients	
Research		Research		Research	

PLAN YOUR WEEK IN ADVANCE

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THURSDAY		FRIDAY		GOALS FOR NEXT WEEK	
AM - Cardio Session		AM - Cardio Session			
PM - Cardio Session		PM - Cardio Session			
Outcomes For Today		Outcomes For Today			
Actual Achievements		Actual Achievements			
# Leads Generated From		# Leads Generated From			
Candidates		Candidates			
Clients		Clients			
Research		Research			

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|--------------|-------------------|------------------------|----------------|
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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, let's 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.

WEEK 5

MONDAY		TUESDAY		WEDNESDAY	
AM - Cardio Session		AM - Cardio Session		AM - Cardio Session	
PM - Cardio Session		PM - Cardio Session		PM - Cardio Session	
Outcomes For Today		Outcomes For Today		Outcomes For Today	
Actual Achievements		Actual Achievements		Actual Achievements	
Daily Tracking		# Leads Generated From		# Leads Generated 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	

CARDIO SESSIONS - Minimum 5 lead conversion focused sessions per week.

- PTRs
- PSL Breakers
- Dream 50
- References
- Hot Leads
- Candidate Updates
- Competitor Contractors
- Existing Clients
- Aftercare Intel
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- Lapsed Clients
- Adverts

THURSDAY		FRIDAY		GOALS FOR NEXT WEEK			
AM - Cardio Session		AM - Cardio Session					
PM - Cardio Session		PM - Cardio Session					
Outcomes For Today		Outcomes For Today					
Actual Achievements		Actual Achievements				Weekly Roundup	
						New jobs on through existing clients	
						New jobs on with new clients	
						Total leads generated	
# Leads Generated From		# Leads Generated From		Leads in play			
Total leads generated		Total leads generated					
Leads contacted		Leads contacted					
Leads converted to commitment		Leads converted to commitment					

WEEK 6

MONDAY		TUESDAY		WEDNESDAY	
AM - Cardio Session		AM - Cardio Session		AM - Cardio Session	
PM - Cardio Session		PM - Cardio Session		PM - Cardio Session	
Outcomes For Today		Outcomes For Today		Outcomes For Today	
Actual Achievements		Actual Achievements		Actual Achievements	
Daily Tracking		# Leads Generated From		# Leads Generated 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	

CARDIO SESSIONS - Minimum 5 lead conversion focused sessions per week.

PTRs
 PSL Breakers
 Dream 50

References
 Hot Leads
 Candidate Updates

Competitor Contractors
 Existing Clients
 Aftercare Intel

Traitor Temps
 Lapsed Clients
 Adverts

THURSDAY		FRIDAY		GOALS FOR NEXT WEEK			
AM - Cardio Session		AM - Cardio Session					
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Outcomes For Today		Outcomes For Today					
Actual Achievements		Actual Achievements				Weekly Roundup	
						New jobs on through existing clients	
						New jobs on with new clients	
						Total leads generated	
# Leads Generated From		# Leads Generated From		Leads in play			
Total leads generated		Total leads generated					
Leads contacted		Leads contacted					
Leads converted to commitment		Leads converted to commitment					

WEEK 7

MONDAY		TUESDAY		WEDNESDAY	
AM - Cardio Session		AM - Cardio Session		AM - Cardio Session	
PM - Cardio Session		PM - Cardio Session		PM - Cardio Session	
Outcomes For Today		Outcomes For Today		Outcomes For Today	
Actual Achievements		Actual Achievements		Actual Achievements	
Daily Tracking		# Leads Generated From		# Leads Generated 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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Actual Achievements		Actual Achievements		Weekly Roundup	
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				New jobs on with new clients	
# Leads Generated From		# Leads Generated From		Total leads generated	
Total leads generated		Total leads generated			
Leads contacted		Leads contacted			
Leads converted to commitment		Leads converted to commitment		Leads in play	

WEEK 8

MONDAY		TUESDAY		WEDNESDAY	
AM - Cardio Session		AM - Cardio Session		AM - Cardio Session	
PM - Cardio Session		PM - Cardio Session		PM - Cardio Session	
Outcomes For Today		Outcomes For Today		Outcomes For Today	
Actual Achievements		Actual Achievements		Actual Achievements	
Daily Tracking		# Leads Generated From		# Leads Generated 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	

CARDIO SESSIONS - Minimum 5 lead conversion focused sessions per week.

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				New jobs on with new clients	
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Total leads generated		Total leads generated			
Leads contacted		Leads contacted			
Leads converted to commitment		Leads converted to commitment		Leads in play	