

ACTION GUIDE

**Six Deadly Mistakes Recruiting Firm
Owners Make That Cost Them Talented
New Hires, Greater Turnover, and Weak
Retention....**

AND....How to Avoid Them!

MODULE #2
Finding & Attracting
A Great Recruiter

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Telling Your Story to be Attractive to New Recruiter Prospects

Ideal profile: myth or reality? _____

Your Story = your past, your present AND your future _____

What makes you different? _____

2 Questions to ask your team. _____

Use real earnings _____

Designing Advertising that Lures Your Future \$1,000,000 Producer

Avoid this mistake _____

Integrate your vision (module #1) and your story _____

“Tell them” what we do _____

What prospects are looking for in a recruiting career _____

Templates of Successful Employee Referral Programs

What motivates them? _____

Weekend “Get-Away” _____

Bonus Structure _____

Credit toward a trip _____

Direct Recruiting Strategies and Where to Hunt!

The Recruiting industry and the story of “The tailor’s children have no clothes!”

Direct Recruiting Strategies _____

“Target Rich Environments”

Retail _____

Brokerage/Banks/Insurance _____

Restaurants/Hotels _____

Anyone who “calls on you” _____

What to look for on the call, in your meeting. _____

Build a database _____

Compensation Plans to Attract and RETAIN Great Talent

Compensation defined _____

What motivates top employees? _____

Non-Monetary Compensation Trends _____

Incentive Trips _____

The DEATH of the 50% + comp bracket _____

How to raise percentage payout _____

Salary or Draw? **WHAT'S THE DIFFERENCE??!** _____

Marketing Coordinator Comp Plan _____

Recruiting Coordinator Comp Plan _____

Creative Win-Win compensation ideas that will attract new
recruiters despite your “low” salary. _____
