

Your Desk as a Manufacturing Group

Presenter: Bob Marshall, Founder – The Marshall Plan

Bob Marshall, founder of The Marshall Plan, has an extensive background in the recruiting industry as a Recruiter, Manager, VP, President, Consultant and Trainer. In 2012, Bob celebrated his 32nd year in the recruitment business. Bob started in search and recruiting with a large recruitment organization and soon became a Pacesetter. In his first office, he was named Account Executive of the Month sixteen times and is the recipient of the Million Dollar Hall of Fame Award. After working a desk for four years, Bob became a Regional Manager for this same organization delivering operational support and training for their 60+ offices in the eleven western states. In 1986, Bob founded The Bob Marshall Group.

About this Program

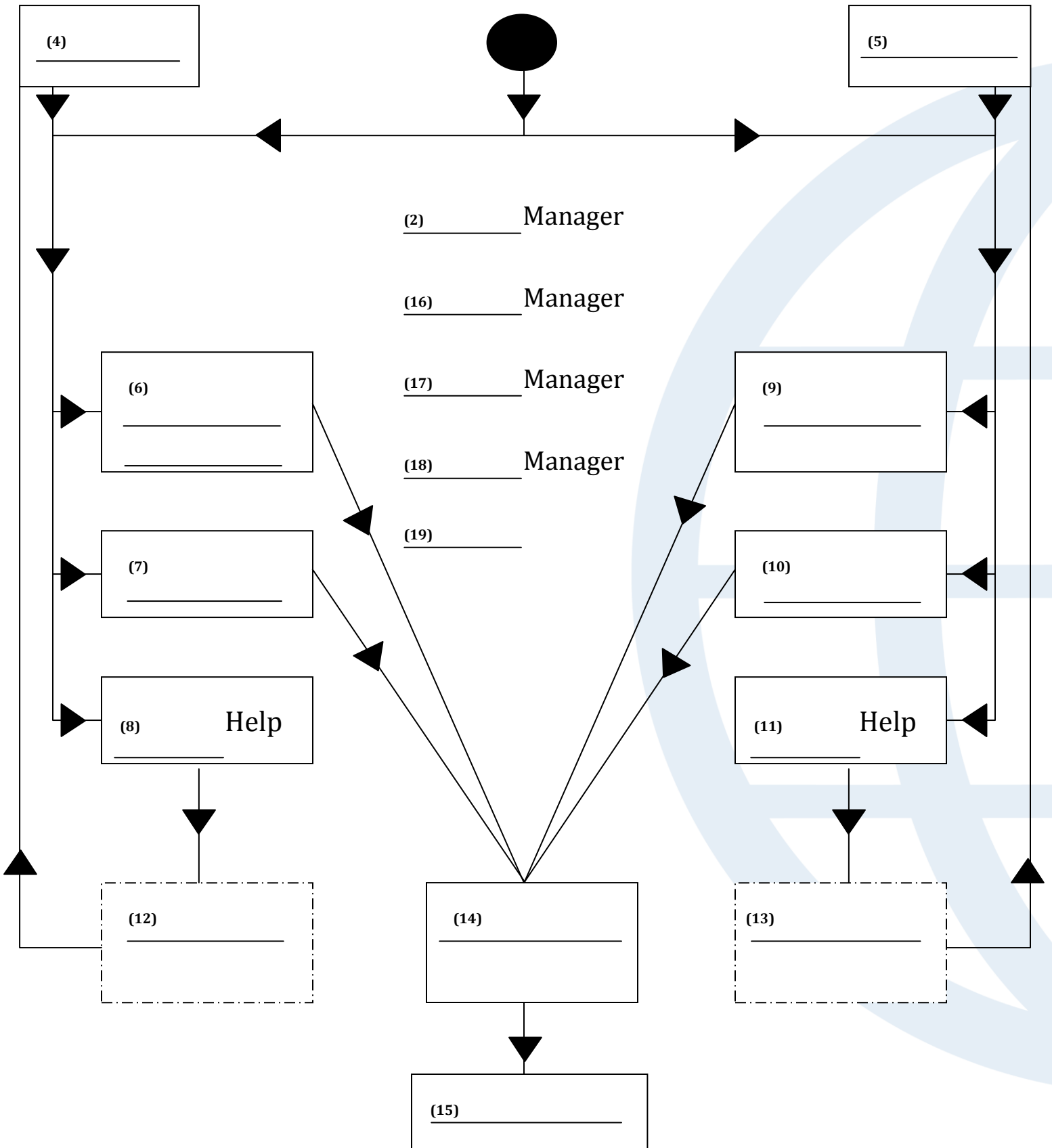
In this presentation, entitled “Your Desk as a Manufacturing Plant”, Bob reveals the similarities of recruiting and a manufacturing plant including the key personnel and their functions, the three types of job orders, the three types of candidates, sendouts and decisions, and the 4PM staff meeting.

Meeting: “Your Desk as a Manufacturing Plant” by Bob Marshall

If you are reviewing this episode with a team, watch the entire session and use the grid on Page 2 to follow along with Bob’s diagram.

Facilitator: To Bob’s point, if you do not fully break down recruiting into a systemic model, you risk creating simply a series of events instead of a recyclable process for the duration of your career. You have control over four things – your attitude, the number of calls you make, your ability to hone your skills, and your daily planning and organization. Which of the following areas will make the biggest impact on improving your manufacturing plant?

- Delimiting 1,500 company contacts and developing a quarterly plan to connect with each of those contacts via phone, email, mail, or in person
- Daily implementation of each of the core functions – not just one or a few – while being the general manager, production manager, quality control manager, sales manager, and controller of your business
- Conducting a 4pm “Board Meeting” each day to reflect, improve, and PLAN FOR THE FOLLOWING DAY
- Defining your process for building rapport; deliberately creating an opportunity for candidates and clients to like you, believe you, trust you, and understand you
- Creating a finite list of questions to distinguish a Best Search Assignment, Matching Job Order, or Can’t Help Position
- Commit to a specific number of sendouts per week, and stay accountable to matching qualified searches with qualified candidates consistently – day in and day out!



ANSWER KEY

1. Manufacturing
2. General
3. Rapport
4. Job Orders
5. Candidates
6. Best Search Assignments
7. Matching
8. Can't Help
9. Best or "MPC"
10. Matching
11. Can't Help
12. Recycling Plant
13. Recycling Plant
14. Sendouts
15. Decisions
16. Production
17. Quality Control
18. Sales
19. Controller

