



Practice Diagnostic Checklist

Deficient (Correct) Competent (Build) Proficient (Reinforce)

Action Plan

MARKETING

Market definition

- Has defined F.I.L.L.
- Has market defined by size and scope
- Has org charts for each company/department

Planning

- Has master marketing list
- Has effective daily marketing plan
- Utilizes effective planning method

Metrics

- Achieves marketing presentation metric
- Achieves job order metric

Forms/Letters/Scripts

- Utilizes needs analysis/job order form
- Utilizes form letters
- Utilizes marketing scripts
- Utilizes rebuttal scripts
- Has 30 second commercial script

Process

- Utilizes effective method of presenting agreements
- Utilizes effective method of organizing agreements and job orders
- Utilizes effective method of updating client

RECRUITING

Planning

- Has a master candidate list
- Has new recruiting calls planned daily
- Utilizes effective planning method

Metrics

- Achieves recruiting presentation metric
- Achieves resume/CDS metric

Forms/Letters/Scripts

- Utilizes candidate data sheet/profile form
- Utilizes form letters
- Utilizes recruiting scripts for each job order
- Utilizes rebuttal scripts

Process

- Utilizes effective method of organizing resumes/CDS

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PLACEMENT PROCESS

Metrics

- Achieves candidate presentation metric
- Achieves 1st time face-to-face interview metric

Forms/Letters

- Utilizes candidate prep form
- Utilizes client prep form
- Utilizes candidate closing form
- Utilizes client closing form
- Utilizes form letters

Process

- Utilizes effective method of presenting candidates
- Utilizes effective method of presenting interviews
- Utilizes effective method of extending offers/rejections

MARKETING COMMUNICATIONS

- Has effective marcom strategy (newsletters, ecards, etc.)
- Has effective promotion strategy (conferences, trade shows, etc.)
- Has effective social networking strategy (LinkedIn, Facebook, etc.)

DATABASE

- Maintains data integrity
- Utilizes coding system
- Documents calls effectively

PRODUCTION

- Achieves billing and cash-in objectives consistently

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