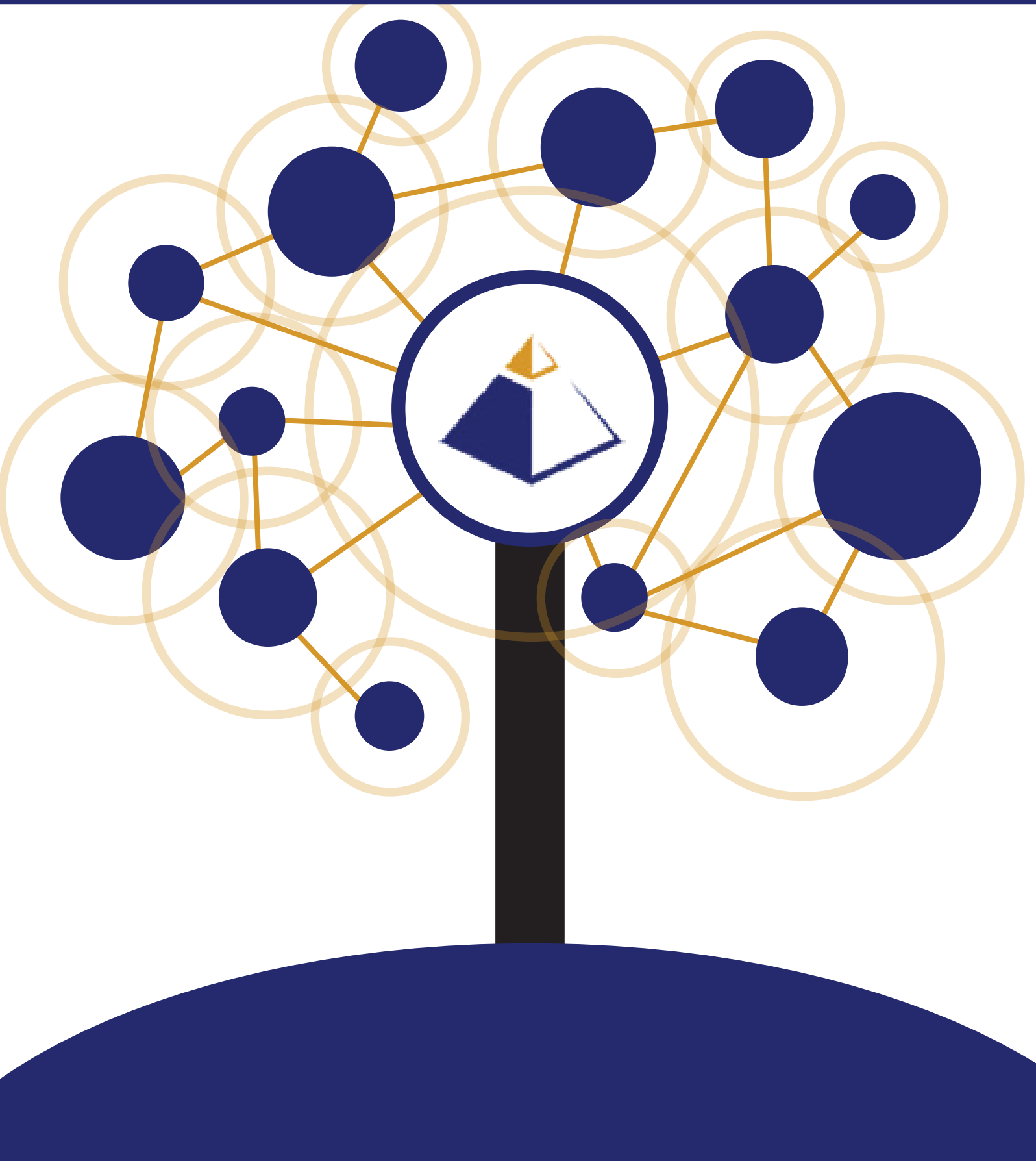


# Planning Your Network Success

A Guide to Growth Within the Top Echelon Network



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# Introduction

At the moment we become honest with ourselves and take accurate inventory of where and who we are, a step has been taken into self-awareness; only then can we begin to grow and evolve.

This document outlines the five stages of development for recruiters working within the Top Echelon Network. These stages are arranged and described based on our 33 years of being the top split placement network in the world and our observations and study of those who have and have not been successful in Top Echelon Network.

Whether you have been in Top Echelon (TE) for 1 day or 1 decade, be honest with yourself as you read through these stages; consider where you are in your level of participation in Top Echelon Network, as well as your strengths and shortcomings as a recruiter. When you joined Top Echelon, you knew there was potential, profit, and productivity for your business. Now it is essential for you to take a step back and evaluate at which stage of membership you are. Then, you can push yourself to the next stage.

**If you are unfamiliar with Top Echelon Network's policies and regulations, you can access them here:**

[Top Echelon Network Policies & Regulations](#)

# Introduction (cont.)

The following stages are broken down into specific elements:

**Description:** Who is the recruiter in this land of opportunity?

**Mindset:** What is their paradigm of working and participating in the Top Echelon Network?

**Maneuverability:** How are they using the software and leveraging their Network membership?

**Expectations:** In the current Network stage, what are they expected to bill in split placements?

**The Four Pillars:** What is their dynamic to each of the following pillars according to their current stage?

- Quality
- Communication
- Trust
- Active Participation

**Trading Partners:** What activity do they have with the following types of Network partners?

- Outer Group
  - Largest group including all recruiters in the Network
- Inner Group
  - Smaller group containing recruiters with whom you frequently conduct business
- Core Group
  - Even smaller group containing more trusted and respected fellow recruiters

**Anticipated Billing:** How much money can they expect to earn during a given calendar year based on their overall activity level and their number of split placements?

**Satisfaction:** How much success will they experience, based on both their financial success and the quality of relationships they have with their split partners?

**Steps to Advance:** What are the recommended steps for reaching the next stage of success within Top Echelon, based upon an exhaustive analysis of the success of past Network members?

# The Stage 1 Networker

## Planting the Seeds of Networking

### Description:

They're just "planting the seeds" of networking and considering how it could have a positive impact on their business. They don't yet have a strong history of making split placements.

### Mindset:

There is an understanding that having a strong network is vital to a successful desk. They want networking to work for them, but many times they're not prepared to give it the initial time investment required for it to work.

### Maneuverability:

They are learning their way around the software and have created an Alert or two. They have attended training, but have not yet implemented the tools.

There are valuable parts of the system; they know they need to explore and learn, but have not made the efforts to do so just yet.

### Expectations:

Their expectations of networking fluctuate on a per-person basis. They always blame Top Echelon Network or other recruiters if they're unsuccessful.

### Circle of Trading Partners

The Stage 1 Networker is initially intimidated by the size of the Network and often view other recruiters as competitors.

|                          |  |                               |
|--------------------------|--|-------------------------------|
| <b>Outer Circle Size</b> | Actual count is the current size of the Network. | Anticipated placements: 0 - 1 |
| <b>Inner Circle Size</b> | Zero recruiters                                  | Anticipated placements: 0     |
| <b>Core Group Size</b>   | Zero recruiters                                  | Anticipated placements: 0     |

### TE Billings

Their billings are typically \$0, whether it's a good economy or a bad economy.

### Satisfaction level

Unless they get lucky, they will not make any split placements. If they don't evolve quickly into a Stage 2 Networker, they normally will quit the Network within the first three to nine months.

# The Stage 1 Networker

## Planting the Seeds of Networking (cont.)

### The Four Pillars and the Stage 1 Networker

#### Quality

They always hold back their excellent Candidates and Job orders so they can earn a full fee, and they only share what they cannot use.

#### Communication

##### *Exporters*

They are learning to check their Alerts and review the jobs, slowly discovering which TE recruiters work the jobs they can work.

##### *Importers*

They share their jobs and are working toward being comfortable having a conversation with another recruiter about what their client is seeking.

#### Trust

They are normally distrustful of other recruiters. They are reluctant to openly share Candidate contact information and company names.

#### Active Participation

They are often unwilling (or unable) to put forth enough effort to be successful. If they do input any Job orders or Candidates, then the amount of effort is minimal and often the quality of the information is lacking detail.

### To Advance to Stage 2:

- Opt into the Network Candidates Sourcing Tool
- Share Candidates when they are requested
- Call a new Top Echelon recruiter from a different niche each week to start building relationships
- Attend a Q&A with Drea on Mondays at 3:30 PM ET to ask questions and learn the software
- Set up Candidate and Job Alerts to learn what Job/Candidate activity is like in your niche

# The Stage 2 Networker

## Growing Roots

### Description:

Stage 2 Networkers are now “growing roots” in order to establish themselves in the Network.

### Mindset:

They feel that networking can help them, but they still need to see results before they’re a true believer in split business.

### Maneuverability:

They’ve found that executing simple tasks in the Network Dashboard is relatively easy. They also understand that Top Echelon offers other features—like the Network Candidates and the Bulk Resume Upload, but they haven’t fully explored those yet.

### Expectations:

Their expectations are normally high. They can see the potential, but they expect other recruiters to respond to their Job orders and to place their Candidates; assertiveness has not yet become practice.

### Circle of Trading Partners

|                          |  |                               |
|--------------------------|--|-------------------------------|
| <b>Outer Circle Size</b> | Actual count is the current size of the Network.<br>(Has begun learning how to maneuver through the Network) | Anticipated placements: 0 - 1 |
| <b>Inner Circle Size</b> | 0 - 5 recruiters.<br>(Feels somewhat comfortable with their Inner Circle)                                    | Anticipated placements: 0 - 1 |
| <b>Core Group Size</b>   | Zero recruiters<br>(Not yet developed a close bond with any recruiters)                                      | Anticipated placements: 0     |

### TE Billings

Their billings are typically \$0 to \$10,000 during a 12-month period. In a strong economy, the Stage 2 Networker does not yet recognize the potential value of the Network for their bottom line.

### Satisfaction level

They are somewhat pleased with Top Echelon Network as a service company. However, if expenses need to be cut, the Network would be one of the first to go.

# The Stage 2 Networker

## Growing Roots (cont.)

### The Four Pillars and the Stage 2 Networker

#### Quality

Although their intentions are good, they still hold back their more excellent Candidates and Job orders. They'll share their Candidates and Job orders, but they try to keep the best for themselves.

#### Communication

##### *Exporters*

They are calling, more than emailing, TE partners to work their jobs. They begin to see "signs of life" in a few potential partners for relationships that could become fruitful.

##### *Importers*

They are becoming more diligent in sharing jobs and responding to TE partners who are connecting to work those jobs.

#### Trust

They are willing to share to some degree, but are still cautious and will hold back their best Candidates and Job orders. They will reluctantly share the name of a client with another recruiter.

#### Active Participation

If they generate a flurry of activity, then they may get lucky and make a placement. If they only share a limited number of Candidates and Job orders, then they most likely will not make a placement.

Many Stage 2 Networkers will share some Candidates and Job orders a few times. If the response is less than their expectations, they will stop altogether. When sharing a few Candidates and/or Job orders on the Network, they let the results of those items determine if they'll spend more effort.

### To Advance to Stage 3:

- Share more "A-level" Jobs to the Network
- Make requests of Network Candidates regularly for Jobs
- Share requested Candidates regularly
- Keep a narrowed list of recruiters who can work your niche and regularly speak with them
- Respond to the Alerts by contacting the recruiters who have activity in your niche based on Alerts



# The Stage 3 Networker

## Branching Out in the Network

### Description:

They are now “branching out” into the Network and wanting to make their Network split placement fees a dependable part of their income.

### Mindset:

These recruiters know networking should be a steady percentage of their business. In addition, they know split business can make a good year into a great year and a bad year passable.

### Maneuverability:

They’re finding that operating the Network Dashboard is now a breeze. In addition, if they use the Big Biller software, they’re becoming very familiar with the Top Echelon Network system. They’re starting to see how the software can make their office more efficient in several ways.

### Expectations:

Expectations are a little more realistic now. They’re beginning to understand that many Job orders and Candidates submitted to the Network will not result in a placement, but they recognize that some will.

### Circle of Trading Partners

They’ve had contact with a great many agencies, recognize that every agency does things differently, and are willing to “roll with the punches.”

|                          |  |                               |
|--------------------------|--|-------------------------------|
| <b>Outer Circle Size</b> | Actual count is the current size of the Network<br>(Realizing that larger groups = higher probability for success) | Anticipated placements: 1     |
| <b>Inner Circle Size</b> | 5 - 15 recruiters<br>(Feels comfortable with Inner Circle despite working styles)                                  | Anticipated placements: 2     |
| <b>Core Group Size</b>   | 1 - 2 recruiters<br>(Starting to form bonds based on ultimate trust and respect)                                   | Anticipated placements: 1 - 3 |

### TE Billings

Their split placements are ranging from 2 - 3 per year, depending upon the economy. The Stage 3 Networker knows that their split recruiting business is important to their bottom line in both a good and bad economy.

### Satisfaction level

They’re beginning to view Top Echelon Network as a true partner in their business. They’re pleased with Top Echelon Network, but they recognize that it could be even better. Even if they haven’t had any Network splits in a while, they won’t drop their membership because they recognize that their trading partners have the potential for generating revenue for them.

# The Stage 3 Networker

## Branching Out in the Network (cont.)

### The Four Pillars and the Stage 3 Networker

#### Quality

They take pride in the quality of the Candidates and Job orders they share. They're not wasting time passing non-quality items. They're sharing most of their relatively good Candidates and Job orders, but they'll still hold back some exceptional items for themselves.

#### Communication

Both exporter and importer have found 5 - 10 TE partners with whom they communicate regularly and share information freely. The momentum is there and Candidates are interviewing!

#### Trust

These recruiters are willing to share most of their Candidates and Job orders. They will still hold back somewhat. They have no problem sharing the name of a company with their peers. In addition, they are not overly concerned about somebody "ripping them off."

#### Active Participation

They know that they must continuously share Candidates and Job orders to Top Echelon's recruiting network as if it's a pipeline. If they stop contributing, they recognize that their action will begin to dry up. However, due to real world factors in their day-to-day operations, they are not able to faithfully share their Candidates and Job orders into the Network as frequently as they would like. They have good intentions and will try to submit Candidates and Job orders. However, something usually seems to get in the way, preventing their deals from closing.

### To Advance to Stage 4:

- Review requested Candidates before sending, which builds reputation and ensures item quality
- Create Alerts that prompt you to connect with Network members associated with the Alert results
- Become more trusting in providing client information to those you work with
- Respond more by phone than email whenever possible

# The Stage 4 Networker

## Growing Strong and Healthy

### Description:

Their development as a networker is “growing strong and healthy” at this point.

### Mindset:

They have the frame of mind that split business is a percentage of their business that is no longer optional. They expect Top Echelon Network splits and work to make them happen.

### Maneuverability:

They’re becoming more fluid as a user of the Top Echelon Software. They’re starting to see how the software can make their office more efficient in several ways. They can locate any type of candidate in minutes, and they recognize the power of having access to millions of resumes with the click of a mouse. They’re truly proficient with the software at this point, especially the Network Candidates sourcing tool.

### Expectations:

They know how much Network activity is needed to generate revenue. They try to budget their time accordingly and take their split business seriously.

### Circle of Trading Partners

They’ve experienced almost every type of recruiter and not much gets them worked up. They treat their trading partners like they would treat a client company and give them respect in everything they do. They now have at least one very solid trading partner on whom they’ve come to rely, and vice-versa. They both have mutually agreed to assist each other in completing a minimum of one or two placements each year.

|                          |  |                               |
|--------------------------|--|-------------------------------|
| <b>Outer Circle Size</b> | Actual count is the current size of the Network<br>(Realizing that larger groups = higher probability for success) | Anticipated placements: 1     |
| <b>Inner Circle Size</b> | 5 - 15 recruiters<br>(Feels comfortable with Inner Circle despite working styles)                                  | Anticipated placements: 2     |
| <b>Core Group Size</b>   | 1 - 2 recruiters<br>(Starting to form bonds based on ultimate trust and respect)                                   | Anticipated placements: 1 - 3 |

### TE Billings

The stage 4 Networker is making 5 - 7 split placements during a 12-month period. The Stage 4 Networker knows that their split business is important to their bottom line in both a good and bad economy.

### Satisfaction Level

They recognize that Top Echelon Network is a vital part of their business. They know that the Network is here to help them and vice-versa. They treat Top Echelon Network as a business partner and expect the same in return. More and more, they rely on the Network to continue providing good trading partners.

# The Stage 4 Networker

## Growing Strong and Healthy (cont.)

### The Four Pillars and the Stage 4 Networker

#### Quality

They deal in quality. Their “I’s” are dotted and “T’s” are crossed! They expect the same from their core group of trading partners, but they are somewhat forgiving of everybody else who isn’t in their core group.

#### Communication

Candidate information and client information is shared with one another as trust has been established and it is a more efficient way to work together. A placement has been made and because of regular/steady communication with TE partners, other Candidates are on interviews and a pipeline of work has been built between multiple TE partners.

#### Trust

They are willing to share ALL of their Candidates and Job orders and will not hold back their exceptional items for themselves. They share everything.

#### Active Participation

They probably work harder than any other stage of networker. They’ve entered more Candidates, submitted more job orders, and will respond to as many of their peers as time allows. **They are only a couple of steps away from being a really big producer!** They have found the necessary combination in their office, which permits them to keep their pipeline of Candidates and Job orders flowing regularly. Like clockwork, they submit Candidates and Job orders to Top Echelon Network every week.

### To Advance to Stage 5:

- Make “Quality” an effort in everything you do in Top Echelon Network
- Respond to Top Echelon partners as you would your best clients
- Begin speaking to your Core Group of trading partners on a weekly basis
- Begin asking about who your TE partners work with and connect with those recruiters too

# The Stage 5 Networker

## Bearing Fruit

### Description:

Now networking efforts are “bearing fruit” as they enjoy the significant financial rewards of networking. They are firmly planted in the Network.

### Mindset:

Not only do they take their split business very seriously, but they also even enjoy splitting. They’re good at it, and they like it!

### Maneuverability:

Their entire office is connected to the Network Dashboard all day long, and they’re regularly communicating with other Network members, either by phone or through email and/or instant messaging. They are taking FULL advantage of the technology offered by Top Echelon.

### Expectations:

With relatively good accuracy, they can predict how many split placements they will make with their trading partners. They have a formal plan for deriving their split business revenue, and they work their plan. They know this success will not happen by chance, so they take responsibility to make it happen!

### Circle of Trading Partners

They have a highly talented core group of trading partners, yet are always looking to their outer circle for new talent. They give any new networker a chance because they understand the development path of a networker and treat every recruiter with as much respect as they treat those in their core group.

|                          |  |                                |
|--------------------------|--|--------------------------------|
| <b>Outer Circle Size</b> | Actual count is the current size of the Network<br>(Well known in the Network as a pillar of strength) | Anticipated placements: 3 - 6  |
| <b>Inner Circle Size</b> | 25 - 50 recruiters<br>(Reputation causes recruiters to want to work with them)                         | Anticipated placements: 3 - 6  |
| <b>Core Group Size</b>   | 4 - 10 recruiters<br>(Extremely tight working relationship with core group)                            | Anticipated placements: 4 - 10 |

### TE Billings

Their billings are typically \$90,000 and higher per year, depending upon the economy. They recognize that the machine needs oiled in both good times and bad times, so they use the Network to make split placements under ALL economic conditions.

### Satisfaction Level

They view the Network as a vital segment of their business that helps sustain their core group relationships. Top Echelon Network has become a continual source of new trading partners for them.

# The Stage 5 Networker

## Bearing Fruit (cont.)

### The Four Pillars and the Stage 5 Networker

#### Quality

Same as Stage 4: QUALITY EVERYTHING!

#### Communication

More than one placement has been made and communication is less an effort and more a joy because it creates revenue between partners. They rely on one another as a “sounding board” for ideas. Both partners thrive from the level of communication they have and operate as an extension of one another’s desks.

#### Trust

The same as a Stage 4 Networker, they are willing to share ALL of their Candidates and Job orders. They will not hold back their exceptional items for themselves. **They share everything!**

#### Active Participation

Keeping their pipeline of Candidates and Job orders flowing to Top Echelon Network is no problem. They have a system that runs almost automatically. In the best of cases, it even runs while they’re out of the office! They’ve conquered the Networking curve, and consequently, they do not have to expel as much energy as they had to in the past. Their reputation helps perpetuate their split placements, but their core group relationships are the real key to their success!

#### Recommended Next Steps:

- Keep your momentum by turning the actions that helped you to become successful into a habit of how you operate in Top Echelon Network

# Final Thoughts...

*“Without continual growth and progress, such words as improvement, achievement, and success have no meaning.”*

*- Benjamin Franklin  
Founding Father of the United States*

This thought is reflected the clearest in life, in business, and in the Top Echelon Network. When you invest time and effort into anything which has proven value, the reward is not only worthwhile, it often exceeds expectations and yields long-lasting benefits. With over three decades of success to support it, the Top Echelon Network continues to demonstrate this philosophy by helping recruiters like you find success both independently and through trusting partnerships with those in your industry.

Ultimately, you will only get as much out of the Network as you put into it, and we hope this guide proves valuable to you as you sow the seeds of success with us here at Top Echelon.

*Thank you for reading!*

*Please contact us with any questions you might have.*

*We are always here to help!*

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