

Jordan Rayboy began his recruiting career w/ MRI in 2000, while still a sophomore in college. After earning Regional Rookie of the Year & Overall Account Executive of the Year at age 20, he eventually was ranked Top Ten World-Wide by 2005. The following year, Jordan struck out on his own, forming Rayboy Insider Search - the nation's leading search firm in the storage, virtualization, and infrastructure marketplace. He joined the Pinnacle Society in 2009, and was elected to the Board of Directors in 2011, eventually serving as Member Education Chair. Jordan surpassed \$10M career cash-in during 2015.

Being an impatient type-A recruiter, Jordan long ago abandoned the deferred life plan (slave, save, retire). By building an effective virtual team & leveraging technology, Jordan has run his firm for the past 10 years while traveling full-time in a tour-bus RV with his wife Jeska & three dogs. They've lived in the majority of the US and Canada during their adventure.

Through his numerous presentations at NAPS conferences, state associations, and training videos on Next Level Exchange, Jordan has inspired countless recruiters to raise their game and make their dreams a reality as well.



600k first 12 months in the business, 2000-rookie while sophomore in college – all IT, new nothing about IT

Has done 1.2 million even though taking 21 weeks of vacation

Bottom of the Wave

- Not planning daily, at least not during planning time – plan in between phone calls
- 1-2 hours phone time daily – don't monitor it
- Call in work only – often less qualified – take what can get if get calls in
- No hunting/outbound marketing
- Only enough work for PCs (researchers, recruiters)
- I'm not on the front lines
- Don't review industry news
- Business Plan – What Business Plan?
- Desk level plans for team members – never review
- Metrics – never review – so no course correction
- Pipeline value - \$200k-\$500k – look at job orders and how much is not being filled
- Checking email all the time
- Take incoming calls
- Reactive versus proactive
- Recruiter shuffle – make a phone call, check email, get a drink, make another phone call, go to the bathroom,
- Multi-Tasking – feeling busy and getting nothing done
- Personal to-do lists during work hours
- Personal calls
- Personal Websites
- Focusing on things outside of my control – checking things like news during the day, weather, etc.
- Hours – start late, finish early, let calls go to VM late in the day
- Doing activities that could be delegated or during planning (such as going to LinkedIn and sourcing own list)
- Choosing fun over work
- Poisoning myself – not treating body very well, no energy
- No training
- Robotic – going through the motions
- Don't meet any clients f2f, no industry events
- Focused on collecting Accounts Receivables instead of building it, when you are billing,
- No accountability to anyone – don't meet my goals but don't tell me about it.
- Playing small – low level peer group
- Very satisfied – no hunger or urgency

Top of the Wave

- Plan every day religiously during planning time
 - Know everyone I'm calling and what to say to them
 - Industry research
 - Sourcing/social media
 - Scripts
 - Mass emails
 - Million-dollar producer –
- Execute on my plan with laser-like focus
- Minimize time between calls
- 4-6 hour Phone Time daily – turn it in
- Review metrics with team/weekly
- Course correct when necessary
- What can be measured can be improved
- \$500-\$1M pipeline value
- Hours – start early, make and answer calls late, plan at night
- Healthier lifestyle – more energy
- Selective on what JOs I work
- Commit to constantly hunt for new business, regardless of pipeline
- Less random days off – more protective of my calendar
- More engaged in conversations
- Hyperactive sense of urgency
- Proactive versus Reactive
- Let unrecognized incoming calls go to VM
- Keep email closed most of the time
- Have open/closed hours personally
- Extremely focused – NO multi-tasking
- Prime time hours
- Accountability Partner – monthly review of business plan/progress
- Review desk level plan with team monthly, quarterly, annually
- I'm recruiting on my own work (more volume/all leadership roles)
- Staying on the front lines
- Expanding wide and deep to develop key accounts
- Call new startups getting funding
- Meet clients F2F
- Attend industry events/trade shows
- Focused on billings and pipeline, not Accounts Receivable – you shouldn't care
- CANI – scheduled trainings –
- Try new things- expand the arsenal
- Deal autopsies – learn r the failures
- Know my WHY – short term goals
- Dream BIG – GET HUNGREY
- High level peer group – Step up!
- YOU BECOME WHAT YOU SURROUND YOURSELF WITH!
- Knowing you need to do these things is different than DOING them!
- Have to do them consistently!