

# POWERTALK

The Professional Selling Suite



"Putting the recruit back into Recruitment"



## Sell more... Earn more... Achieve more!!!

*Be Highly Effective at:*

- *Attracting New Clients*
- *Building Relationships*
- *Consulting + Profiling*
- *Positioning Solutions*
- *Justifying Price*
- *Removing Objections* • *Closing*

Recruiters today must embrace their role as front line sales professionals and employ a consultative selling style that distinguishes them and their organisation as the recruiter of choice.

If you want your sales professionals to:

- Increase their capability and effectiveness and maximise wallet share
- Gain access to new business and network with key decision makers
- Compete more effectively for 'talent'
- Convert more business at higher margins in shorter time

Then... *this program is designed for you!*

Consider this;

..of the last 4 attempts at gaining access to a new client, *could at least one 'closed door' have been opened - if the introduction was **more effective**?*

..of the last 4 proposals that failed to convert business, *could one of them have been converted – if the proposal was **more accurate and compelling**?*

..of the last 4 clients that moved to a competitor, *could you have retained at least one - if the relationship had **exceptional rapport and credibility**?*

..of the last 4 sales that you narrowly missed, *do you believe that at least one could have been won - with **stronger consulting or negotiation tactics**?*

Finally...

your next 4 selling opportunities? How much of your market share is at risk?

Where even a **small**  
upgrade in skill makes  
a **huge** impact  
on revenue, profit and  
market share!



## Outcomes & Achievements

As a result of attending POWERTALK Level One... you will be able to:

1. gain access to new business and network with key decision makers
2. convert more business at higher margins in shorter time
3. consult with greater accuracy and identify additional opportunities
4. connect, communicate and negotiate with exceptional persuasive ability – open doors
5. develop essential 'rapport chains' with a wider range of personalities
6. create accurate solution concepts, positioned intelligently + persuasively promoted
7. achieve maximum wallet share
8. utilise highly creative objection solving techniques - develop vast options
9. develop a more adaptable + versatile selling method



## Overview – What will you learn?

- There is no success without INTENTION; possess an attitude for achievement. Sales training alone will not deliver success. Develop adaptability and resilience, overcome challenge and execute targets. Become self motivated.
- A set of highly persuasive communication and 'street savvy' rapport skills that enable you to gain access to just about any potential client you desire. The ability to establish strong chains of relationship loyalty and ongoing business is a key focus.
- Consulting essentials + data farming... You would be amazed and shocked at the fundamental errors people make when interviewing and consulting the prospect. We can ask irrelevant questions, make credibility crushing comments and fail to gain compelling closing insights.
- We investigate solution concept and total wallet share proposals. Designing a solution that virtually closes itself. Position your offer to gain maximum product + service attachment and build compelling ROI statements that attract maximum investment (protect your margins)

Objection Destroyers: POWERTALK Level One is filled with objection management techniques that are designed to maintain the credibility of your relationship, there are no pushy methods – simply astute, common sense approaches that clear pathways to agreement.

## Who should attend?

Account Managers

Recruitment Consultants

Branch Managers

Business Development Managers

Bid Managers

Team Leaders

On-site recruiters

Regional Managers

**Anyone looking to drive their earnings to the highest level**

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## ENROLMENT DETAILS

Investment: \$1295

*Group concessions available*

## BOOKINGS OR ENQUIRIES

Contact Michael Dimopoulos

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Cancellation Fees of 20% applies.