



PowerRecruit

Recruitment Academy's Consultant Training Suite

Conducting high-level client meetings

If your client decides not to proceed with one or any of the candidates you include as part of your shortlist, 9 times out of 10 the reason they will give you is that "they didn't quite meet the brief". However unfortunately it's not that "they" didn't meet the brief at all. It's that in your role as a consultant you didn't recruit accurately enough against a detailed and qualified job brief. There is far more to conducting a client meeting than simply asking a few questions about your client's business and for some key responsibilities, salary, and anticipated start date. It starts with having an intelligent conversation and taking a qualified and detailed brief from your client. This module will help you create (in conjunction with your clients) *performance profiles* that will not only make your screening process far more streamlined, help in your interviewing and even on the reference checking front. But you will walk away feeling more confident to sit down in front of your clients and *lead* the conversation as opposed to just sitting there taking notes based on what your client has to say.

[1 hour]

Beyond the behavioural-based interview | Gaining exclusivity from candidates

You will often hear about the all benefits of working exclusively with your clients but working exclusively with your *candidates* can be just as beneficial (not to mention rewarding) ... yes even for temporary and contract consultants. Having a window of opportunity to work exclusively with a candidate can make all the difference in your ability to get them in front of your clients (and ultimately place them!) as opposed to when they are also registered with three or four of your direct competitors. This exclusivity needs to be secured during the initial interview and there is an art to gaining this commitment, and also to overcoming the objections that you will face when you first broach the subject with your candidate. It will certainly be worth it in the long run. This module will take you through how to best gain your candidates' trust and at the same time raise your level of credibility in their eyes.

[1 hour]

Talent retention strategies (temp and contract desk)

Temp, freelance and contract consultants can often put just as much effort into finding the perfect candidate for an assignment as their permanent colleagues do into filling a full-time role. However once the assignment comes to an end, far too often the temp or contractor will thank you for the opportunity and vanish ... usually straight on to the books of another agency. When it comes to managing a temp or contract desk knowing how to hold on to your talent is critical to your success. Candidate loyalty is not always easy to come by given that many candidates will be easily lured elsewhere by even a few extra dollars per hour. Just as you will often hear clients talking about strategies for retaining their people, temp and contract recruiters must also have plans in place for not only retaining their talent but ensuring that they keep coming back for more!

[1 hour]

Creative business development strategies

Too many recruiters assume that the notion of *business development* is synonymous only with cold calling – which in itself can be quite a frustrating concept. However business development can involve so much more than just sitting on the phone for hours every day trawling through a database or mailing list. There are so many other ways to get yourself in front of clients, to promote your organisation and your area of specialisation and ideally get new jobs briefs to work on. You will be surprised how easy (and even fun!) some of these more creative business development strategies can be and how, giving you more of a purpose and a clearer direction, they can virtually eliminate the need for you to ever have to make a cold call again. Being a successful recruiter without having to cold call? It almost sounds too good to be true!

[1 hour]

The power of reverse marketing

The idea of getting your best candidates in front of your clients seems pretty straightforward in the context of the recruitment process. However too many recruiters will interview a fantastic candidate and then either let them walk out (and often straight through the doors of another agency) or else they wait for the phone to ring before talking to any client about their star candidate. There are many ways to showcase your best talent – all of which should form part of your strategy to be in regular contact with both your existing and prospective client base. Your candidates will certainly appreciate your proactive approach to finding them a new job and you will also see a positive response from your clients as you keep yourself top of mind. This module will remove the mystery of reverse marketing as well as the fear that often accompanies the notion of ad chasing or showcasing talent to a client who may not even have a vacancy. This module is usually run in conjunction with the creative business development strategies module.

[1 hour]

Writing high-impact recruitment advertisements for print and on-line

Did you know that four times as many people read the headline of a recruitment advertisement than read the content of the same ad? Or that even the most educated people will read a block of 150 words with ease before their mind starts to drift? And did you know that any reference to the actual job description in fact only constitutes a small component of a well-written job ad? When it comes to recruitment advertising you are aiming for quality vs quantity in terms of your response. This particular module will take you step by step through each of the elements of a well-crafted recruitment ad in order to help you really filter out the many candidates that are not suitable for your position and attract those who meet all the criteria stipulated by your client. You will also learn the subtle differences between writing ads for print campaigns as well as for on-line postings.

[1 hour]

Selling display / client paid advertising

Even in an era of on-line advertising, job boards, banners and the power of social networking, it's still a great feeling to open up the newspaper and see your name in print on an ad for a position you are working on ... that your client has paid for. Not only is a fantastic personal branding opportunity, but regardless of the number of on-line job ads, it's still print ads that will attract the attention of the *passive* job seekers ... and the statistics show that it's the passive job seekers who are far easier to place than those actively looking for work. This module will go through the advantages of client paid / display advertising for you (individually as well as for your organisation) and also your client, as well as take you through the process of how best to approach the idea of display advertising with your client. You will also be exposed to the objections you will encounter throughout the process and learn how to best overcome them. This module is usually run alongside the copywriting for recruitment advertising module.

[1 hour]

Selling exclusivity and retainers to clients

Talk to any recruiter working on a retained or exclusive role and they will tell you there is nothing better than going to sleep at night knowing that there is no other agency working on that position other than you. So why is it that so many recruiters are afraid to ask for exclusivity from their clients (yes ... even on a temp or contract desk) or to ask the client for an up-front retainer? This module will reinforce the advantages for both you as well as your client (HR or line manager) for working on a retained or exclusive assignment. It will cover both how and when to position it to the client as well as how to actually prioritise working on these roles. You will also see various case studies as evidence that it is actually possible to make more money as a recruiter working on fewer roles but where those roles are in fact that retained or exclusive, than to work on more roles that are contingent. This module is usually run alongside the selling display / client paid advertising module.

[1 hour]

Ensuring you deliver an offer they can't refuse

Far too often a consultant will put in a tremendous effort in terms of screening, assessing, liaising with clients, negotiating on behalf of the candidate, referencing and then at the moment of truth, when presenting the candidate with an offer, they are totally taken by surprise when the candidate declines the offer. How you manage your candidates' expectations right throughout the recruitment process can be the difference between a great outcome and a disappointing one – for you, your candidate and your client. Nobody likes unnecessary surprises. Staying close to your candidates, knowing exactly what they are looking for right from the outset, and becoming aware of any change in the situation is the role of any good recruiter. So when it comes to crunch time, how can you ensure that you deliver an offer they can't refuse? This module will help prevent any last minute surprises.
[1 – 1.5 hours]

The tender and pitching process

Sometimes the only way you and your organisation will be able to work with a client (particularly a large national or multinational organisation or a business that may sit within a larger parent company) is to be invited on to a panel of preferred suppliers. There is a great deal of effort involved in tendering and pitching to become a preferred supplier – and sometimes it's a great deal of effort for not so great a return. Should you in fact even be tendering for a particular piece of business? Will the reduced fees and reduced margins be worth it in the long run? This module will take you through the pre-bid / pre-tender process to help you determine whether or not to respond to a particular tender request; It will make you aware of the various different types of tenders you may find yourself exposed to; and in the event you are then invited to formally present your credentials and actually pitch for the business what approach you should take to leave that lasting impression.
[1.5 – 2 hours]

Creating your own Unique Selling Proposition and Elevator Pitch

Standing out from the crowd and setting yourself apart from the myriad of other recruitment consultants also trying to get in front of your clients (not to mention trying to place your candidates) is critical to your success as a recruiter. So what makes you unique? Have you thought about what you and your organisation can offer that perhaps others can't? If you only had 10 – 15 seconds to articulate who you are, what you do and why you and your organisation are different what would you say? This is an extremely interactive (and at times quite challenging) workshop, which ensures that you and your colleagues are all speaking with one voice. It will ensure that your marketing calls are more structured, you are able to respond to clients when they ask the dreaded question "so tell me why I should use you over anyone else?", and will help you leave a lasting impression when you work the room at a networking event.
[2 – 3 hours]