Sales Techniques

enabling better selling to candidates and clients

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Overview

Recruitment is all about sales. Yet, sales is often only associated with 'winning new clients' when in reality every recruitment process requires nuanced selling at every stage. Once we understand the sales elements inherent in the role of a recruiter, we can start to consciously implement and utilise proven sales techniques to achieve better outcomes.

In this programme, we look at the skills and mindset of the most effective recruiters.

Part One - The recruiter as seller

Recruitment is one of the most complex sales exercises that there is! At a fundamental level, we're selling candidates to clients and clients to candidates but it runs much deeper. We also have to sell our service, our business and indeed, ourselves! None of this is possible unless we value what we do sufficiently and understand the potential for our role to be consultative rather than merely transactional.

- Understanding sales
- A resilient mindset
- Consultative selling v transactional sales
- Understanding our value to candidates and clients

Part Two - Key sales skills

Whether dealing with clients or candidates, key sales skills are fundamental. In this module, we introduce these core skills with application exercises to ensure that delegates tailor the learning to their own role and market.

- Understanding the buying process
- Question structures
- Understanding the "What's in it for me?" mindset
- Objection management
- Closing

Part Three - Planning sales calls

Often the scariest part of the job is our initial call to a prospective client or candidate! In this module we look at how we can plan for initial contact and focus on how we can track progress to determine the likely amount of activity that we need to perform to achieve a specific outcome.

- Likes and dislikes of sales calls
- Different types of call
- Dealing with rejection – using performance ratios
- Setting objectives
- Gatekeeper management

Part Four - Structuring 'cold' calls

Whether it's a headhunt call to a prospective candidate or an unsolicited call to a potential client, any recruiter is going to have to make cold calls at some point. Whilst then can be daunting, they can also be highly effective. In this module, we look at structuring cold calls and think about how we can incorporate some of the skills outlined in Part Two.

- Call structure
- Powerful openers
- Prospecting for problems
- Polishing your pitch – getting their interest
- Next steps – booking meetings

Part Five - Preparing for meetings

Face-to-face meetings are still the best medium for selling and building relationships with clients and candidates. Whilst logistics dictate that these might have to take place via video conference, we can still gain far more insight and influence. In this module, we look at how we can best qualify, research and prepare for meetings.

- Face to face vs Video conferencing – Pro's and con's
- The value of meetings to clients, candidates and recruiters
- Booking meetings on sales calls
- Preparing for meetings
- Setting objectives
- Meeting structure

Part 6 - Conducting the meeting

Having planned effectively, this module ensures that this translates to conducting the meeting professionally from start to finish. Participants are taught a flexible structure for meetings and how to conduct the meeting on a consultative basis - ensuring that problems and needs are fully identified and that suitable solutions are sold.

- Effective discovery
- SPIN selling
- The job brief as a sales tool
- Structuring your proposal
- Objection management in meetings
- Buying signals
- Face to face skills
- Follow up procedure

enabling actions

By the end of the programme, participants will be able to:

- ✓ Use a range of sales techniques in interactions with both clients and candidates
- ✓ Confidently make ‘cold’ calls to prospects in their market
- ✓ Identify, book and prepare for face-to-face sales opportunities with clients and candidates.
- ✓ Tailor their sales approach to different personality types

These sessions are suitable:

- ✓ For trainee consultants, for recruiters taking on more sales responsibility and for consultants who have not received structured sales training.
- ✓ For small groups of up to 8 delegates. The six sessions are roughly 3 hours each including a break.
- ✓ For delivery via Zoom with delegates joining remotely from home or work. They are interactive workshops which include breakout rooms so delegates will be involved in group exercises, make individual contributions and be able to ask questions.