enabling change

How to Recruit

enabling trainee development

How to Recruit

Overview

A recruiter has never needed as broad a skillset as they do now. Recruiters need to be sales-people, negotiators, marketers, copy-writers and much more. They need to be masters of a wider range of communication tools and channels than ever before. At worst this can lead to a scattergun approach of unfocused activity. In this programme, delegates are taught to be process-driven and results-focused in all of their actions and to understand the fundamentals of an effective placement process.

Part One – The Process

The programme starts with an overview of how the marketplace dictates client and candidate expectations and determines many of the challenges that recruitment professionals will face.

A good placement process starts with a good brief. Having introduced a full placement process, highlighting the areas that delegates will personally manage and influence, we also focus on taking a high-quality brief to initiate that process.

- Defining your role
- Candidate-led, client-led and messy markets
- The placement process
- Qualifying the brief

Part Two – The Candidate

With a good understanding of the brief, recruiters can launch their search. But a good search often requires thought and planning rather than following a one-size-fits-all approach. In this module, we look at planning and executing the search as well as qualifying candidates against key criteria to ensure their suitability and motivation for the role.

- How the brief drives your search
- Candidate identification techniques
- Candidates v applicants and longlists v shortlists
- Candidate qualification

Part Three – The Deal

It’s easy to fall into the trap of thinking that when a candidate has been presented to the client, we hand over responsibility for the hiring process to the client. Good recruiters understand that the process remains theirs to drive and that they need to manage candidates and clients right through until the candidate has started in the new role. Equally, if there are problems, objections and even deal-breakers we want to know about them as soon as possible.

- Presenting candidates to clients
- Managing interview prep and debriefs
- Trial closing & closing
- Resignation management
- Dealing with counter offers
- Managing ‘no man’s land’

Part Four – Managing yourself

A responsible mindset isn’t just important when running the placement process. It should extend to all aspects of the role – in fact, it’s in the recruiter’s self interest to set goals, plans and measure performance. In this session, we focus on self-management from a top, strategic level and look at how that filters down to day-to-day time management.

- Goals v targets
- Setting personal goals
- Activity v performance
- Ratios as a development tool
- Understanding and owning quality
- Steps to effective time management

Part Five – Building Awareness

If you only contact prospects when you need something from them, you’re going to get a reputation as a transactional recruiter pretty quickly. There have never been more ways of reaching out to the market to raise awareness, heighten perception and generate leads than there are right now. In this module, we look at how to market yourself effectively and to ensure that every communication carries potential interest and value to the other party.

- The recruiter as marketer
- Understanding avatars
- Routes to market
- Multichannel recruitment
- Value propositions

Part Six – The Sell

At the heart of recruitment there is still a complex sales dynamic. Recruitment professionals need to sell candidates, opportunities, their business, their process and indeed themselves on a daily basis. In this final part, we focus on core sales skills required to be consultative rather than seemingly self-serving.

- Setting realistic objectives
- Getting their attention
- What motivates buyers?
- Ego-less selling
- Objection management
- CTA, closing and control

enabling actions

By the end of these six sessions, delegates will be able to:

- ✓ Manage a full placement process and appreciate how they influence clients and candidates.
- ✓ Set personal goals and understand the importance of taking ownership for key performance ratios.
- ✓ Use a range of communication channels to compose compelling marketing and sales messages to prospective candidates and clients.
- ✓ Recognise the sales dynamics at play throughout the recruitment process and have the skillset to effectively prospect, market and sell to both clients and candidates.

These sessions are suitable:

- ✓ For recruitment trainees whether in a client or candidate facing role.
- ✓ 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.

change behaviours