



How to Recruit



enabling trainee development





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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 5 - Candidate engagement

Identifying prospective candidates has become less of a challenge in recent years as their visibility increases with social media and a sizeable online footprint. More than ever, the real challenge is engaging with potential candidates and ensuring that your messaging stands out from the competition. In this module, we look at how to differentiate through message and medium to best gain the attention of the right people.

- Differentiation
- AIDA - a structure for written copy
- Writing compelling job adverts
- Impactful messaging
- Calls to action



Part 6 - Recruitment solutions

Good client relationships often involve far more than just ‘filling jobs’. In this module, we look at other services and solutions that can be offered to clients. Whilst we may not offer all of these solutions ourselves, we are likely to come up against them in the market so need to understand how they operate, how to sell them and how to pitch against them.

- Retainers and exclusivity
- Understanding PSLs - pros and cons
- RPOs
- Volume discounts
- Candidate marketing
- Candidate presentations and client objections



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.
- ✓ Engage with candidates in a powerful and effective way regardless of the medium used.
- ✓ Be confident in selecting candidates to market and capable of making an initial presentation to a client.



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