enabling change

Business Development

enabling increased billing

Day One

Starting with the End in Mind

Too often business development lacks focus and direction. This initial session is aimed at providing straight-forward tools to ensure that there is a clear vison in mind for the desk and that sensible plans are put into place to achieve this.

- Vision, strategy & tactics
- Planning for a successful desk

Winning the Mental Game

Great recruiters recognise the value of combining quantity and quality of business development calls, but the wrong attitude often causes both to be compromised. This looks at techniques used by top recruiters and sales people to ensure they have a bullet-proof mind-set before they pick up the phone.

- Likes and dislikes of the cold call
- Ratios to develop performance
- The justification model – every 'no' is a step closer to a 'yes'

Planning the Call

A competitive market almost guarantees that clients are fielding calls from many recruiters and sales people. This module focuses works through a simple structure for a sales call and provides techniques to use throughout. It also serves as a framework upon which more detailed sales techniques will be added in day two.

- Setting call objectives
- Getting past 'gatekeepers'
- Making an early impact – emotional engagement
- Questioning techniques – 4 types of questions
- What & how to sell
- Objection handling
- Closing the call

Day Two

Control Techniques

This module focuses on effective techniques to maintain control and improve confidence whilst on a call. These ideas compliment and build on the attitudinal concepts covered during the first day and provide more specific and practical ideas to be used around BD sessions.

- Tone of voice – it's importance and matching techniques
- Controlling the controllables
- Making business development fun!

Selling your Value

During any sales interaction, it is important to understand and communicate the value of our service to our potential client. This session will cover some of the most powerful ways of achieving this in both a direct and indirect way. We will then identify how these techniques can work within the structure of the traditional cold call that we covered on the first day along with other key client interactions.

- Understanding your value
- Emotional selling
- Communicating your value
- 'Golden Rule' thinking

Objection Handling

This module teaches that objections are part of the process and in many cases offer an opportunity to more effectively sell the key points of the service. Delegates are taught a variety of objection handling techniques with a dedicated section on money objections.

- Objections as part of the Sales Process
- Seven different objection styles
- Objection handling techniques
- Handling money objections

Selling as a Recruiter

This final session has two primary aims. Firstly, we will identify how the various skills that we have covered have relevance in a wide range of interactions with clients. Secondly, we will provide a variety of ideas that can be used by recruiters to make regular contact with their marketplace – both cold and warm – in other words, excuses to make contact.

- When else do we sell?
- Indirect contact opportunities

enabling actions

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

- ✓ Effectively plan cold calls to their client base.
- ✓ Recognise the need to differentiate their calls from competitors and key tools to achieve this.
- ✓ Put together a meaningful sales plan for their business development.
- ✓ Utilise powerful sales techniques in all their candidate and client interactions.
- ✓ Utilise a range of indirect methods so as to be in regular contact with their market – without being annoying!

change behaviours

Assignments to be completed after the programme would typically include:

- ✓ Monitor key ratios for a specific business development activity (e.g. Candidate Marketing calls) for a period of time. This will allow you to identify areas for improvement as well as manage your expectations more appropriately when cold calling.
- ✓ Develop written responses to key objections. This allows you to recognise that there are a limited number of objections in the first instance and boosts confidence when dealing with clients.