



enabling
change

Candidate Acquisition & Control



Finding, Engaging with and Qualifying Competitive Talent





Finding, Engaging with and Qualifying Competitive Talent

Day One



Understanding & Communicating Your Value to Candidates

Great recruiters value their service and understand where their process adds value to their candidates. This module focuses on identifying the value in the process and communicating it effectively to candidates by answering the question - “What’s in it for me?” Delegates are also encouraged to think about positioning their service against the competition.

- Understanding your value
- Emotional selling
- Communicating your value to Candidates
- Understanding the competition



Methods of Sourcing Candidates

Many recruiters appear oblivious to the fact that clients often have the same search methods at their disposal as a standard recruiter. As well as detailing the name gathering techniques used by top recruiters this module also focuses on how to use your internal and external databases creatively as well as powerful ways of gaining referred names and intelligence.

- Active and Passive Recruitment
- Name Gathering Techniques
- Creative use of your database
- How to gain referrals



Headhunting Techniques

Triggering candidate interest is central to headhunt calls and this module focuses on the approach itself, tailoring it to the job and candidate that is being approached. The module offers a variety of approaches ensuring that even experienced head-hunters gain an insight into different, effective approaches as well as deal with initial candidate objections.

- Identifying Candidate and Job Types
- Headhunting ‘Superstars’ - a Direct and Indirect Approach
- Understanding Problem Jobs
- Headhunting ‘Heroes’ - a Direct and Indirect Approach



Headhunting Roleplays & Objection Handling



Finding, Engaging with and Qualifying Competitive Talent

Day Two



Understanding the Qualification Process

Recruiters are uniquely positioned when qualifying and interviewing candidates. Not only are they seeking to find the most appropriate candidate but they are also conducting a key part of the sales process. Allied to this, top recruiters recognise the strengths and weaknesses of that process and understand how to build on key strengths and minimise weaknesses.

- What are OUR objectives?
- Different types of interviewing - know your options
- Structuring your qualification
- Making decisions



Effective Questioning Techniques

Key to qualifying candidates is good questioning and this module ensures that consultants think through the value of different question types and how they link to achieving key information. This module also considers effective qualification techniques to ensure that the correct questions are being asked and the best candidates are worked with.

- Question types and how to use them
- Questioning to establish key candidate motivators
- Understanding the client and candidate's expectations
- 30 Key Questions to ask
- Effective Listening Skills
- Common Interview Mistakes



What Happens Next?

We will finish this programme by establishing how all the valuable candidate interactions that we have covered fit into the placement process. In particular we will identify how we will use the information we have gathered intelligently and commercially and will also establish the overall benefits to the process of completing the candidate elements properly.

- Presenting candidates to Clients - powerful rhetoric
- Feedback to candidates
- The value of a strong candidate - the cost of an unhappy one
- Control of and impact on the placement process



Finding, Engaging with and Qualifying Competitive Talent Objectives

1
2
3

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

- ✓ Recognise the value of their service to candidates and communicate it effectively
- ✓ Challenge the variety of their current name-gathering techniques and ensure that they are not complacent when searching
- ✓ Utilise a variety of headhunt approaches that they can use to generate candidate interest in key assignments
- ✓ Understand that candidate qualification gives opportunities to gain important business development information and are a key part of our sales process to candidates
- ✓ Select an appropriate qualification format and prepare accordingly



Assignments

Assignments to be completed after the training programme would typically include:

- ✓ Make a list of key features that you offer to candidates and list the benefits that these ultimately provide to the candidate. Select relevant features to 'sell' to candidates when you contact them and highlight the three most powerful sales tools.
- ✓ List the most common objections that you get from candidates and script a variety of responses to each one to form an objection handling 'crib sheet'. Use these responses when talking to candidates but be prepared to amend and refine your responses over time.
- ✓ Develop a candidate qualification checklist that is important to you at interview stage. Try and ensure that future qualification adheres to this checklist as well as possible. This assignment helps to ensure consistency of approach.