



Selling Retained Business

An interactive 2 hour workshop that is designed to deliver in house or via telephone training.

Who should attend: Consultants who wish to learn the techniques involved in selling retained business regardless of your specialty

Outcome expected: Participants will gain confidence and will the skills required to sell retained business.

CONTENT

1. Introduction

- What is retained business?
- Retained, exclusive and contingent recruitment
- The benefits to client and consultant of working retained.
- In what instances are retainers appropriate

2. Concepts

- Overcoming your negativity
- The fee for service concept

3. Structure

- Introducing the concept
- The sales pitch
- Overcoming objections

4. How to close

- Asking for the retainer
- When, why and how

5. Role Plays to build confidence

How to contact us:

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