

## ADVANCED RECRUITMENT SKILLS

**Who should attend:** Consultants and management who want to learn how to sell retained business, client paid advertising and formalise client relationships

**Outcome:** Participants will understand the concept of service within the recruitment industry and identify where value can be added at little or no cost to the business. They will also understand the benefits of formalising strong relationships and know how to sell retained business as well as client paid advertising.

1. **Service - what is it?**
  - Definitions
  - Identification of the principles of good service
2. **The Harvard 3-ringed service model**
  - Basic, acceptable and exceptional service
  - What are they
  - Who deliver them
3. **Service is about value**
  - What is value?
  - How do you align good service with value to the client
4. **Follow up - build the relationship gently**
  - Ideas for follow up
  - use of the phone, e-mail and other forms of follow up
5. **WIFM**
  - What's in it for me if I provide good service
6. **Continuous improvement**
  - Understanding the importance of continuous improvement
  - Why is it important
7. **Formal Service Reviews**
  - Benefits
  - How to do it
  - What to do with the results
8. **Formalising the relationship**
  - Introducing the concept of service level agreements to your clients
  - Identifying the benefits for you and your client
9. **The challenge and what to do with the results**
  - The TRTC challenge of surveying your top 5 clients
  - 'What to do with the results
  - Pushing the service boundary to provide exceptional service

## Selling Retainers/Client Paid Advertising

### 1. Introduction to retainers & Client Paid

- ❑ What is retained business?
- ❑ What are the benefits?
- ❑ In what instances are retainers appropriate
- ❑ What is client paid advertising?
- ❑ What are the benefits?
- ❑ In what instances is client paid advertising appropriate?

### 2. Concepts

- ❑ Overcoming negativity
- ❑ The fee for service concept

### 3. Structure

- ❑ Introducing the concept
- ❑ Overcoming objections

### 4. How to close

- ❑ Asking for the retainer/advert
- ❑ When, why and how

### 5. Role Plays to build confidence