



Creating a great candidate base

Who should attend: All levels of recruitment consultants.
Outcome: Participants will gain a solid understanding of their role in the candidate part of the recruitment process.

1. **Sourcing Candidates**
 - Sourcing mechanisms other than advertising
 - The power of networks

2. **Headhunting techniques**
 - Researching your targets
 - Making a direct approach
 - Making an indirect approach
 - Marketing your role

3. **Effective pre-screening**
 - The importance of the pre-screen
 - Preparing a competency pre-screen from a job brief
 - Effective use of your voice
 - Role pays based on a job brief

4. **Gaining candidate commitment and loyalty**
 - At Pre-screen
 - At Interview
 - Asking for exclusivity
 - Asking for referrals
 - Candidate care and follow up
 - Turning candidates into clients

5. **When the client and candidate is the same person**
 - Turning clients into candidates
 - The approach
 - Asking for commitment
 - Follow up

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