

## Selling Permanent Placements

### FULL DAY WORKSHOP

#### Who should attend:

Designed for those companies that run a predominant casual/temp base and want to increase their permanent revenue. Ideal for blue collar and hospitality agencies who want to increase their permanent revenue base.

#### Outcome:

Participants will gain a solid understanding of the permanent recruitment process including how to sell permanent placements to existing and new clients.

1. Selling Permanent Placements
2. Canvassing
3. Objections
4. Closing
5. Discrimination
6. Overview of the permanent recruitment process
7. 30 steps in the permanent placement process
8. Placing temps vs. placing perms
9. Completing a job brief
10. Sourcing strategies
11. Common selection methods
12. Writing an effective advertisement
13. Testing as part of the screening process
14. Interviewing a permanent candidate
15. Preparing a shortlist
16. Candidate feedback after interview
17. How to gain candidate commitment
18. Closing the client
19. Negotiating the offer