



Course Summary:

The central theme behind The Answer® Recruitment Training Program is that recruiting is sales, and that the best Corporate Recruiters understand and follow a very definite sales process. Just as successful Sales Professionals need to develop a relationship with a prospect before selling, professional recruiters need to develop a relationship with their customers before selling. Just as professional salespeople take the time to understand the needs of their prospects, the best recruiters must take the time to understand the needs of their prospects as well. Recruiters must also come to terms with the fact that they have two customers: the Hiring Manager and the Candidate.

A program that teaches techniques to manage both, The Answer® Recruitment Training Program, is the step-by-step recruiting process that should be utilized to ensure success of recruiting candidates. Sales will increase and hires will increase when a proven sales process is followed. This program educates participants on the strategies, communication techniques, and sales methodologies through an interactive, hands-on discussion format. Recruiters will learn how to:

- Improve Internal & External Brand
- Become a Trusted Business Advisor with their Hiring Managers
- Source & Recruit Candidates
- Dramatically increase the number of Employee Referrals
- Utilize Sales Methodologies and Persuasion Communication Techniques
- Overcome the Objections of both Hiring Managers & Candidates
- Properly Present an Offer
- Navigate Post-Offer Landmines

Course Sections Include:

Recruiting: A Little Less HR and A Lot More Sales

Recruiters that evaluate applicants, plug them into a regulated process, and then manage that process are perfectly acceptable in a world of plentiful candidates. But in a world of scarce resources where talent is at a premium what do Professional Recruiters need to do to make certain their organizations remain strong by winning the “war for talent?” They need to sell.

The first section builds this case and is a sales primer, walking course Participants through all the steps necessary to “get to the win.”



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Building the Relationship: From Participant to Partner

Yes, Professional Recruiters need to sell externally, but what is often overlooked is the fact that they need to sell internally as well. Hiring Managers are our most important customers, and the first step with any customer is to develop trust, rapport & credibility.

It is critical that a Recruiter's brand must be that of a Business Partner. This section will help Recruiters see themselves as valuable partners, not simply participants in a process, and gives practical advice on how to build a brand that will be respected by Line Managers & Executives alike.

Qualifying/Needs Analysis: Taking the Job Order

Building on the "branding" of the Recruiter as a business colleague, Recruiters must gather complete information so that they know exactly what the Hiring Manager will "buy". We also need detailed information so we know exactly what we have to "sell" to candidates. Working from a well worn job description will not satisfy either of these fundamental goals. This section will teach the Recruiter not only what questions to ask, but how this step sets the stage for successful project completion.

Coaching Your Manager: The Candidate Behaviors

With their reputation as Business Partners established, Recruiters must know how to enlighten their internal customers as to the realities of the candidate behaviors. We must give our Managers counseling that will maximize the chances of recruiting success. Just as the best Sales Professionals are consultants to their customers, Recruiters must be valued consultants to their customers as well. Having been trained on sales methodologies, and applying them to our internal customers, the course now turns externally to the prospective candidate.

Sourcing the Candidates

Every Corporate Recruiter has excellent sources of the candidates at their fingertips. This section teaches where to go, and how to best utilize these sources-- including how to maximize employee referrals.

Voicemail Messages that Work

Here, participants will learn the nuts & bolts of "Relational Recruiting"; how to leave messages that get returned, what to say during the initial conversations, and, rather than "pitching a job", how to build a relationship for the future. In sales-speak, if a prospect doesn't want to buy today, what might they buy in the future? If Professional Recruiters approach prospective candidates relationally, they will build their candidate pipeline which leads to better candidates & faster hires.

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Speed Bumps vs. Road Blocks: Overcoming Objections

Applicable to candidates, considerable time is spent on how to overcome objections so that speed-bumps do not become deal-killers. Numerous scripts are provided concerning specific objections. General techniques are also discussed so that the Recruiters will be able to address any objection they ever face.

Managing the Interview Process

It is important that Recruiters remain involved, managing the process from the perspective of both the Candidate and Hiring Manager. As a subject matter expert, Recruiters need to be *engaged*, providing counsel that will bring the project to fruition. This section suggests practical tools that will keep deals moving forward—a much better option than constantly plugging additional candidates into the process.

Gaining Commitment: Presenting the Offer

Often times Recruiters experience turn-downs because *they* have concentrated on money, and have not given due consideration to the candidates true career motivators. Central to any sale is understanding a prospects needs, and then selling to those needs. This important section will train Recruiters on the proper way to prepare and present offers that will maximize positive replies.

The Resignation Process: Creating a Counteroffer Strategy

Once a Recruiter hears “yes,” the project is not over. In fact, the most difficult time for the candidate could still lie ahead. This critical section will train the Recruiter on how to counsel the candidate on the resignation process, and how to minimize the effects of counter-offers.

Metrics – Driving Real Performance and ROI

Utilizing the wrong metrics can have a disastrous impact on your recruiting ability and credibility with your hiring managers and other business leadership. This section will outline the real effect metrics have on recruiters, candidate quality, and business results. In addition, specific metrics aligned with specific business strategies will be reviewed in order to measure real ROI of the recruiting function.

The course designers have almost forty years of cumulative experience in corporate, executive, retained & contingency search. Participants in The Answer[®] Recruitment Training Program will learn techniques & methodologies developed during thousands of searches at every level, in dozens of industries, over several continents. If you have any questions don't hesitate to contact us.

Presented by:

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ATTENDEE TESTIMONIALS

From Companies like, Coca Cola, Shoe Carnival, Stone Resource Group and more whom have benefitted from The Answer® Recruitment Training Program.

"The overall presentation will help me communicate and educate to executives and field management, thank you for opening the line of communications in the future"

- Company Field Recruiter, Shoe Carnival, Inc

"You hit all of the areas I was looking to cover – awesome job! Very interactive and made a huge impact!"

- Principal, KRG Recruiting

"The information presented in the right way will empower the recruiters so they can be a partner rather than a paper pusher and all recruiters on my team will make sure to spend more time with the hiring managers"

- Sr. HR Manager, Chumash Casino Resort

"Thanks for the opportunity. Honestly put - that was the best training I have ever had in my 15 years of recruiting. Very eye opening. Thanks again!"

-Sr. Recruiter, Coca Cola Refreshments

"Good job please invite me or a representative of my organization back!"

-Corporate Recruiter, WorldPay

"Great seminar today - very useful for veterans and newbies"

-Technical Recruiter, STONE Resource Group



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recruit... or get out of the way

Stephen Lowisz

Author, Educator & International Speaker

With nearly two decades of experience in the recruitment industry, Stephen Lowisz is a highly sought after trainer and speaker on all things talent. After leading both sourcing and staffing engagements for companies located throughout the world, he has a unique perspective of the industry, its challenges, and its present and future opportunities.

Stephen's passion is to educate and equip recruitment professionals and hiring executives with the tools and techniques required to create effective recruitment functions and processes. His unique and sometimes unconventional delivery style is engaging, challenging and thought-provoking for recruiters new to the industry, to the seasoned CEO seeking the best talent.

Companies including Cisco Systems, Starbucks, Allscripts, Covance, CDW, Walgreens and many others have engaged Stephen to train, motivate, encourage and engage their talent acquisition and leadership teams.

As a highly rated speaker, Stephen is often requested by leading recruiting conferences to share his insight, trends and recommendations as a keynote speaker, workshop facilitator, and panel moderator. Stephen has appeared at regional and national SHRM Conferences, OnRec Expo/Kennedy Recruiting Conferences, ERE Expo Conferences, [The Recruitment Learning Conference](#), as well as local talent acquisitions meet-ups and international talent summits.

A regular contributor to the industry, Stephen has written several white papers as well as articles that are published regularly by recruiting media outlets and organizations including, HR.com, ERE.Net, Hrmarketer.com, RecruitingTrends.com and trade publications like HR Management and Fortune Magazine. In addition he shares his thoughts, rants, raves, and insights on his blog at www.stevelowisz.com.

Stephen is also the force behind The Answer® Recruitment Training Program, and The Recruitment Learning Conference.