



Fully Engaged Ltd
Developing the Individual

The Academy

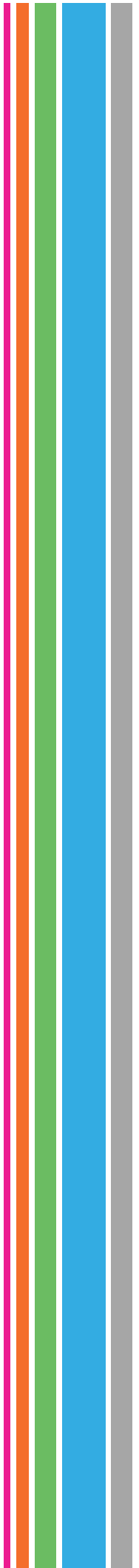
Week 4

Selling your talent

Workbook

Name:

From the RecruitMentation series of workshops





Introductions

Please introduce yourself to the rest of the group. Mention:

Your name, your company, what you recruit for, how long you've been in recruitment, where you've travelled from today and what has been your biggest fee to date

A large, empty rounded rectangular box with a pink border, intended for participants to write their introductions.

Agenda

By the end of the day, you will have:

- Defined what makes a business development call
- Explored the benefits and objectives of BD
- Undertaken an analysis of your personal performance
- Explored different preparation required for a BD session
- Determined valid reasons for calling clients
- Identified techniques for getting passed the gatekeeper
- Explored a structure for a sales call
- Established questions for information gathering
- Identified your company USP's and how to sell them
- Demonstrated closing techniques

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My personal learning objectives are:



Defining business development

What is a business development call?

Part one:

What does the person on the other end of the phone need to have in order to be defined as a decision maker?

M -

A -

N -

Why phone and not email?

Part two:

What is sold?

Part three:

Why request their business?

Benefits and objectives of business development

In groups, brainstorm the benefits of us making BD calls for us, our candidates and our clients:

Us	Candidates	Clients
1	1	1
2	2	2
3	3	3

When we're making a business development call there are 2 types of objectives we are looking to achieve; primary and secondary.

Primary definition:

Secondary definition:

Sort through the cards to separate the primary objectives from the secondary objectives:

Primary	Secondary



How should we use these objectives?

Analysis of personal performance

Now we know what we're trying to achieve, let's look at an example of how we could analyse our performance.

My fee target is:	
Ave. margin per week / Ave. perm fee:	
No. workers / placements to hit target:	
Average hit rate:	
No. jobs required to hit target:	
No. BD calls to reg. a job:	
No. BD calls to hit target:	

What can we do to improve these metrics?

Update the back of your book with what you personally need to do