



Hunting and Farming in the Age of Social Media

Customized Sourcing Strategy and Tactics Training for Recruiters

- How to build a recruiting strategy/plan that focuses on the highest ROI sources.
- How to leverage social media, referrals, networking, and web mining to generate leads and candidates.
- How to approach leads and convert prospects to candidates over the phone and through email.

Tools: Customizable Sourcing Plan, Social Media Cheat Sheet, Template Ads and Networking Emails, Top 5 Sourcing Tips for Hiring Managers, Sample Cold/Warm Calling Scripts



Predicting Success

Customized Interview Training for Recruiters, Interviewers and Hiring Managers

- How to effectively, legally evaluate candidates against your hiring criteria (skills and knowledge, fit, track record, motivation) to predict on-the-job success.
- How to structure the interview team and process to be able to make a quality decision and create a "wow" candidate experience

Tools: Customizable Job Spec, Phone Screen, Interviewing, Reference Check, and Decision Guides, Customized Competency-Based Q&A Guides



Offer Accepted!

Customized Candidate Closing and Offer Training for Recruiters

- How to uncover and leverage a candidate's acceptance criteria (monetary and non-monetary motivators).
- How to pre-close candidates and hiring managers so that the offers you make are accepted.
- How to successfully negotiate the offer.

Tools: Candidate Closing Worksheet, Offer Prep Checklist, Offer Presentation Checklist



Consultative Recruiting

Customized Recruiter Client Management Training for Recruiters

- How to build a consultative, credible, confidence-building relationship with Hiring Managers and leverage SLA concepts to manage expectations around goals, roles, and timelines, and push back on unrealistic and low ROI requests.
- How to prepare for and lead the Hiring Manager kickoff/intake meeting.

Tools: Customizable Hiring Manager Kickoff Meeting Tool, Service Level Agreement (SLA) Tools (Responsibility Chart, Timeline Discussion Grid, Email Communication Templates)



Recruiting ROI

Customized Recruiting Metrics Training for Recruiters and Recruiting Managers

- How to capture critical data you need to effectively evaluate recruiting ROI.
- How to translate data into key metrics measuring productivity, progress, time, costs, quality, candidate experience, and hiring manager satisfaction.
- How to leverage metrics to show progress to the business and motivate Hiring Managers and Executives.

Tools: Customizable Recruiting Plans and Reports, Key Metrics Formulas



Strategic Recruiting Leadership

Customized Recruiting Leadership Training for Recruiting and HR Managers

- How to build, communicate and measure a quality recruiting strategy and plan.
- How build, manage, focus, and motivate your team.
- How to create a consultative recruiting culture, leverage SLAs, and communicate effectively with the business.
- How to leverage key metrics to plan, make quality decisions, and establish your credibility.

Tools: Recruiting Strategy Templates, Customizable Recruiting Plans and Reports, Key Metrics Formulas, Service Level Agreement (SLA) Tools