

ERE Workshop 2010

You Found Them, Now What.....

Today's candidate sourcing tools can provide us with access to a much deeper candidate pool than ever before. Thousands of recruiters are tweeting, linking, and facebooking on a daily basis to find the audiences they need and want to recruit. Thousands of dollars and hours are spent on learning how to use these tools, yet we are still struggling to fill our open positions. The truth is that although we can often find the right contact, we find it difficult to engage them, recruit them, and ultimately hire them.

If you want to understand how to effectively leverage the fruits of your sourcing labor, this is a must attend workshop. This highly interactive session will help you understand how to approach, engage, motivate and develop real candidate relationships, resulting in more qualified and interested candidates than ever before.

This workshop is built on the premise that as recruiters, we are sales professionals. Sourcing can be considered prospecting - Step 1 in the recruitment lifecycle. Step 2 is all about executing specific techniques that allow us as recruiters to develop relationships, identify/create candidate needs, fill those needs, and ultimately secure the best candidates for your organizations – closing the deal!

In particular, each attendee will:

- Learn the common mistakes made by recruiters at all levels of experience when approaching potential candidates – Active or Passive.
- Identify and commit to memory the five basic sales steps that are the foundation of every successful recruiter.
- Apply each of the five sales steps in the recruitment process through extensive role playing and interactive situational examples.
- Applying sales techniques, develop a strategy to identify the motivational drivers of each potential candidate without conducting an “interview”.
- Learn how to leverage objections to turn not interested contacts into interested and engaged candidates.
- Learn the common mistakes made when presenting offers to final candidates.
- Develop a road map to present compelling, emotionally based employment offers.
- Understand the key phrase – “Candidates buy emotionally and justify rationally”.
- Apply the proper offer presentation techniques through role playing exercises that will increase candidate acceptance rates and decrease the candidate focus on compensation.
- Understand how to counsel each candidate on the common responses experienced during a candidate's resignation.
- Learn how to apply simple relationship building techniques designed to encourage each candidate's emotional attachment.
- Apply the proper communication techniques through role playing exercises to address the two primary post offer objections – “buyer's remorse” and counter-offers.
- Develop a strategy to ensure that commitments made in the interviewing process are fulfilled in order to create raving employees and hiring managers.
- Apply 2 basic principals each recruiter can apply that is designed to emotionally engage each new employee as they join your organization