



Recruit

- ☑ **Do your managers know how to:**
 - **attract good people?**
 - **screen the applicants?**
 - **hire the best?**
 - **retain them?**

- ☑ **Do your managers understand the real costs of a bad hiring decision?**

- ☑ **Once you have hired, are your new staff set on a course for success?**

Most of the managers that we deal with have a common problem...to attract, hire, motivate and retain good people - especially in sales. Since all companies are seeking the same vital resource, your managers must be better at this than their competitors! **Recruit** is aimed at helping your managers become excellent at their task.

Active participation is guaranteed by group workshops. Trial interviews of candidates who have submitted resumes are used to test the managers' ability to probe and question likely candidates.

During the workshop, the managers are shown how to:

- ☑ Define a job specification for the next sales professional to be hired
- ☑ Source candidates
- ☑ Conduct effective interviews
- ☑ Hire the RIGHT candidates
- ☑ Get them started the RIGHT way.

Target Audience: 1st and 2nd line sales managers (maximum 12).

Pre-Requisites: Each manager must bring the key characteristics of successful professionals who work for him/her.

Agenda:

Introductions & Welcome

People - The Critical Resource

Business Results from Good/Bad People
Factors Affecting Success

Establishing the Need

Job Specification
Critical Success Factors
Group Workshop

Sources of Candidates

Internal; External
Recruiters
YOUR Pipeline

Resume Evaluations

Sample Evaluations
Group Workshop
Evaluation & Discussion

The Interview

How to Handle
Role Play by Instructor
Individual Role Plays
Selection Criteria

The Hiring

Selling YOUR Company & YOU
The Offer
Multiple Interviews

The First Few Days!

Job Evaluation & Performance Criteria

Debrief and Conclusions

Wrap Up

Our associated consulting firms can provide consulting services to assist you in modifying or adding to the standard workshop to make it truly reflective of your company's environment.

TYPICAL COMMENTS FROM SPONSORS AND PARTICIPANTS INCLUDE:

"Why didn't someone give me this before?"

"Excellent program of great value."

"The most practical and pragmatic approach to significantly improve sales effectiveness & results"

"The Country level management experience of the consultants was vital."

"Never seen such an approach before."
