



# Land & Expand

## Course Overview

Elevate sales beyond the transactional to maximise every opportunity. This highly interactive course will enable experienced recruiters to penetrate accounts, increase business opportunities and create more rewarding client relationships.

This is a full day training course delivered in-person or over 2-four-hour sessions using Zoom Video conferencing.

### AGENDA HIGHLIGHTS:

- Make the first impression - stand out from the crowd
- Strategic account plan - map the opportunity
- Networking – recommendations & introductions
- Building the Organisation Chart
- Recognising the needs of different contact points
- Running great meetings
- Maintaining outstanding delivery
- Creating barriers – changing the contractual relationship
- Dealing with change – maximising your business opportunities

### TARGET AUDIENCE:

- Recruiters who want to move from a transactional selling approach to a consultative, solution-based option
- Senior recruiters/account managers who have a desire to maximise business opportunities within their existing accounts
- Ideally, those attending will be a consistent biller with at least 1-3 years recruitment experience

**TRAINER:** Tim Norton

### LEARNING OUTCOMES:

- Understand how company organisational structures work and utilise these to identify potential opportunities
- Better understand who their current and target clients are
- The ability to map an account – creating an account management plan with a focus on growth
- Know how to differentiate themselves from their competitors
- Know how to identify the buying motivations and differences when pitching to HR, business directors and hiring managers
- Have the confidence to turn a change of contact into a new business opportunity

### INVESTMENT:

#### OPEN COURSE – Cost per head:

Virtual £430.00 plus VAT

#### IN COMPANY COURSE –

prices are based on 8 delegates plus Trainer expenses

Virtual £1990.00 plus VAT

Face to Face £2540.00 plus VAT

For further information on the above programme or to discuss your talent development needs, please call **020 3117 0914** or email [talentdevelopment@apSCO.org](mailto:talentdevelopment@apSCO.org)

Courses are available to APSCO members and non-members alike. For non-member prices please contact APSCO Talent Development.