



Recruitment Sales Course Overview

Building a sales strategy is critical if you want to fuel your future growth. Understanding how to develop credibility from the first interaction, control the client throughout the sales process and ultimately close the deal to win new business and achieve your personal and professional goals. This course provides practical recruitment sales skills to professionals wanting to build a sustainable desk.

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

AGENDA HIGHLIGHTS:

- Generate ideas to maintain consistent leads, overcome your client objections and close the deal.
- Understand the importance of powerful questioning techniques to control the entire recruitment process.
- Evaluate existing client relationships and identify ways to develop long-lasting partnerships.
- Create a clear structure for client relationships and identify ways to develop long-lasting partnerships.
- Gain the confidence and methods to present yourself and your services to the highest standards.

TARGET AUDIENCE:

- Sales Consultants that are new to the industry
- Sales Consultants without formal training or those seeking a 'back to basics' refresher
- Mentors/Team leaders/Managers that are supporting employees in sales delivery roles who require new training/coaching ideas.

TRAINERS:

Tracy Whiting-Iqbal, Sara Alvarez Tim Norton & Charlotte Clark

LEARNING OUTCOMES:

- This course is part of the APSCo Foundation programme which includes Resourcing and Candidate Management and Growing Client Relationships
- Develop an understanding of the complete sales structure
- Generate ideas to maintain consistent leads to feed your sales funnel
- Understand how to build a strong narrative to support client development
- Have a clear structure to client engagement to identify sales opportunities
- Be confident in presenting yourself and your service
- Understand the importance of effective questioning techniques, in order to meet/exceed customer requirements
- Develop methods to present relevant solutions

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

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