

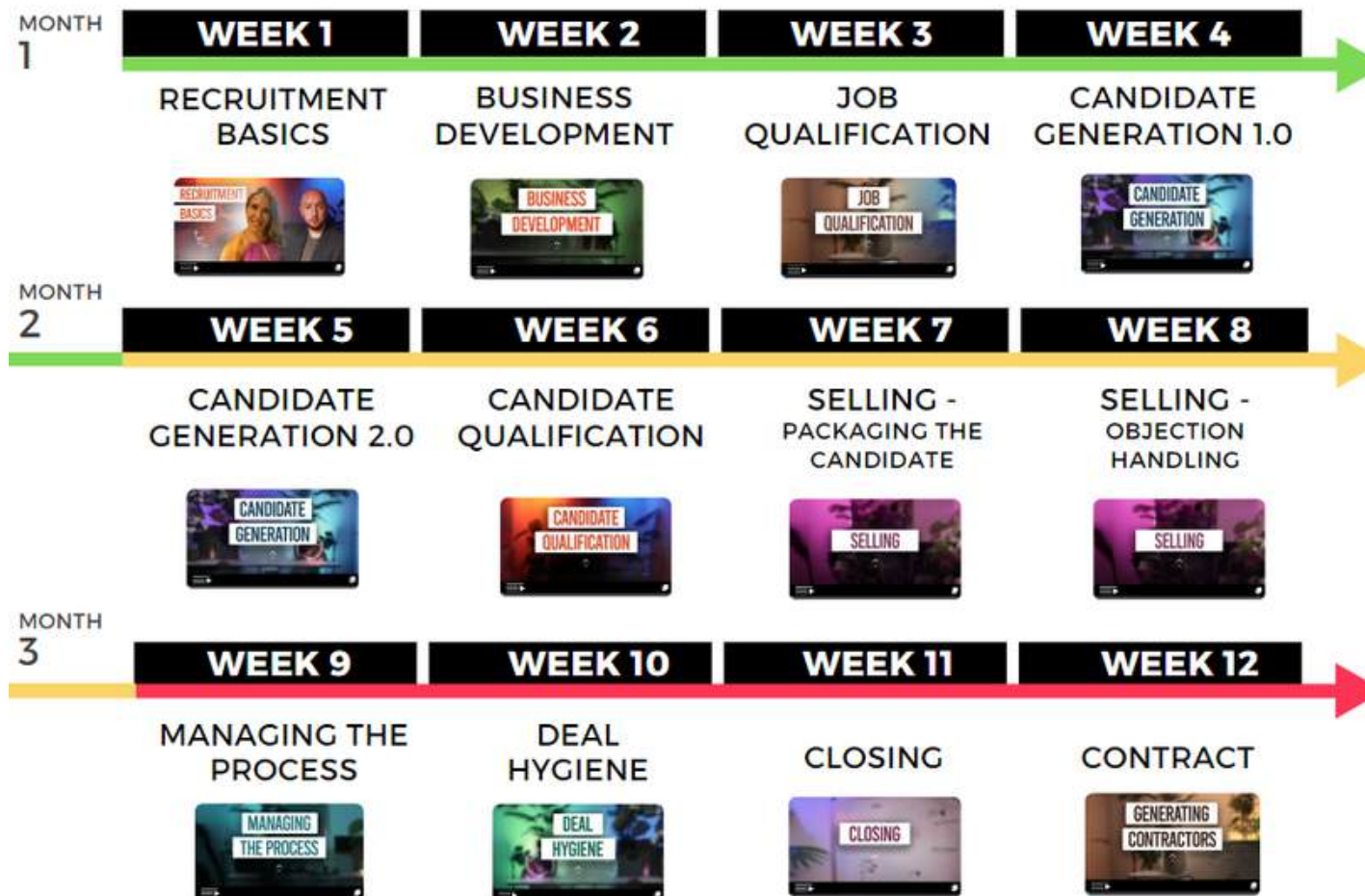
recwired+

RECRUITMENT TRAINING COLLECTION

PATH FROM GOOD
TO GREAT



12 WEEK ROOKIE TRAINING PROGRAM



WEEK 1

Recruitment Basics



Goal: Understanding the Core of Recruitment

Expected Outcome: Gain a comprehensive understanding of the recruitment process and the skills required to succeed.

Lessons:

- What Recruitment is All About
- The Recruitment Cycle
- Recruitment Is Sales
- Attitude, Skills, and Knowledge
- Day Planning - What a Good Day Looks Like?
- Prepping the Night Before
- CV Stripping
- Working to KPIs and Goal Setting

Importance of This Week:

Recruitment Basics is the foundation upon which your entire career as a recruiter will be built.

Understanding the core principles of recruitment, the sales aspect of the job, and the importance of attitude, skills, and knowledge will set you up for success.

This week will help you develop the habits and skills necessary to manage your time effectively and approach each day with a clear plan, ensuring you start your journey on the right foot.

WEEK 2

Business Development



Goal: Building Relationships and Generating Leads

Expected Outcome: Learn how to effectively develop business relationships and generate new client leads.

Lessons:

- What is BD and Why is it Important?
- Business Development vs Account Management
- 6 Different Profiles of Clients
- Not Hiring? The Non-Selling Call
- BD Call Checklist
- The Different Ways to BD
- The Direct Approach Part 1
- Lead Generation
- Spec'ing Out MPC's for Success
- What is Hot Bossing?
- Why Reverse Headhunting is My Number 1 BD Tool
- How to Get Client Referrals?
- Thinking commercially
- Hunter vs Farmer
- ABC Clients
- Consultative vs. Transactional
- Reverse headhunting
- Marketing mapping - Clients
- Maintaining client contact
- Alternative ways to BD

Importance of This Week:

Business development is crucial for growing your client base and increasing revenue. Understanding the difference between business development and account management, recognizing different client profiles, and mastering the art of non-selling calls are all essential skills for a successful recruiter.

This week focuses on building the relationships and strategies needed to attract and retain clients, ensuring a steady flow of opportunities.

WEEK 3

Job Qualification



Goal: Mastering the Art of Understanding Job Requirements

Expected Outcome: Gain the skills to qualify job vacancies, ensuring the right match for clients and candidates.

Lessons:

- 7 Step Structure of a Job Spec
- 5 Quick Fire Questions for a Job Spec
- Qualifying the Vacancy
- Questions About the Role
- Questions About the Company
- Person MIT - Most Important Things
- The Package on Offer
- Understanding Your Client's Process
- Negotiating the Terms
- Closing the Job Qualification for Success
- Contingent, Exclusive, or Retained
- Exclusive - Increasing Your Odds
- Objection Handling
- Needs analysis
- Determining closability
- Managing multiple processes
- Repurposing candidates
- Pushing back on the package

Importance of This Week:

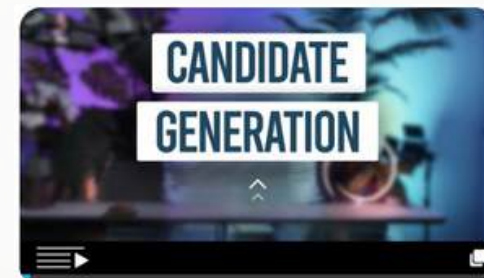
Job qualification is a critical step in the recruitment process. It ensures that you fully understand the job requirements and can accurately match candidates to the role.

This week will teach you how to ask the right questions, negotiate terms effectively, and handle objections.

Mastering these skills will increase your placement success rate and build trust with your clients by presenting well-qualified candidates.

WEEK 4

Candidate Generation 1.0



Goal: Sourcing and Identifying Top Talent

Expected Outcome: Develop effective strategies to find and attract the best candidates for your clients.

Lessons:

- Finding Candidates They Cannot
- The 3 Ways to Find Candidates
- Active Candidates - Part 1 • Passive Candidates - Part 1
- Future Prospects - Part 1 • Boolean Search
- Importance of Coding Candidates
- How to Make Money from Your CRM
- Using Job Boards Effectively
- LinkedIn Basics
- LinkedIn Messaging - DMs and Inmails
- Inmail Copywriting Tips
- From LI Messages to Getting on the Phone
- LinkedIn Automation - Should You Use It?

Importance of This Week:

This week focuses on the various methods to source candidates, including active, passive, and future prospects.

Learning how to use tools like Boolean search, job boards, and LinkedIn effectively will expand your reach and improve your chances of finding the perfect candidates.

Additionally, understanding the importance of coding candidates and leveraging your CRM will streamline your recruitment process.

WEEK 5

Candidate Generation 2.0



Goal: Enhancing Attraction Strategies and Personal Branding

Expected Outcome: Master the skills of creating compelling job adverts, personal branding, and targeted headhunting

Lessons:

- Advert vs. Job Spec
- 7 Tips for Writing a Killer Job Advert
- Personal Branding - The Truth
- Headhunting - Mapping Your Market
- Getting Past the Gatekeeper
- Candidate Headhunting Call
- Proactive sourcing and reactive sourcing
- Candidate referrals
- Standing out on LinkedIn
- Data scraping tools
- Messaging - how to create conversations
- Market Mapping - Candidates

Importance of This Week:

This week focuses on refining your candidate attraction strategies. Writing effective job adverts, understanding the nuances of personal branding, and mastering headhunting techniques are all critical skills for a successful recruiter.

These skills will help you attract high-quality candidates and navigate gatekeepers to reach top talent. By enhancing your branding and headhunting efforts, you'll position yourself as a top recruiter in your field.

WEEK 6

Candidate Qualification



Goal: Evaluating and Selecting the Best Candidates

Expected Outcome: Effectively assess and qualify candidates so they meet the job requirements and fit the company culture.

Lessons:

- Your Job is to Find Candidates... and Qualify Them!
- Second Line Questioning
- Will This Candidate Make Me Money?
- Candidate Call Introduction
- The Taxi Driver
- Qualifying: Timing & Situation
- Initial Rebuttals Continued
- Active Candidates - Part 2
- Passive Candidates - Part 2
- Future Prospects - Part 2
- Qualifying Their Current Position
- Making a Decision on the Candidate
- Qualifying Out
- 1-5 Scale
- Candidate MITs
- Probing questions
- How to drill down
- Identifying leads
- Giving feedback
- What are their main drivers?

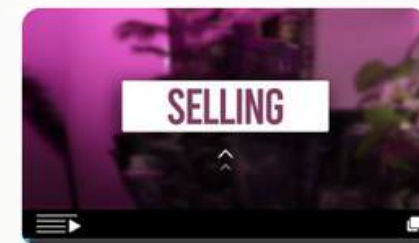
Importance of This Week:

Qualifying candidates ensures that the candidates you present to clients are not only qualified for the role but also a good fit for the company culture. This week covers various questioning techniques, assessment methods, and strategies for evaluating candidate potential.

Mastering these skills will improve your candidate selection process and increase client satisfaction.

WEEK 7

Selling 1.0



Goal: Building Confidence and Closing Deals

Expected Outcome: Develop the skills to confidently present candidates and close deals effectively.

Lessons:

- Difference Between an Order Taker and a Salesperson
- To Sell Well, You Must Qualify First
- Sales is a Transfer of Confidence
- Speaking with Certainty
- Candidate Hot Buttons
- Trial Closing
- They are Buying You
- Aligning with the candidates drivers
- Gaining committment and exclusivity
- Introducing the idea of counter offers

Importance of This Week:

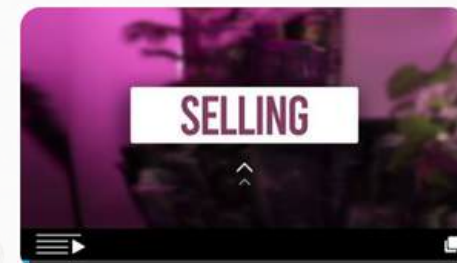
This week focuses on building your confidence and improving your ability to sell candidates to clients.

Understanding the difference between being an order taker and a salesperson, mastering the art of trial closing, and learning how to speak with certainty will help you close deals more effectively.

This week will also emphasize the importance of confidence in sales and how to transfer that confidence to your clients.

WEEK 8

Selling 2.0



Goal: Selling Techniques and Objection Handling

Expected Outcome: Gain skills in handling objections and effectively communicating the value of your candidates.

Lessons:

- Objection: Can You Send Me the Job Spec?
- Objection: What's the Salary?
- Objection: Sounds Interesting But...
- Objection: I Am Happy Where I Am
- Packaging the Candidate
- Selling the Candidate Over the Phone
- Objection: I'm Not Sure About the Candidate
- Objection: We Already Know Them
- Practice Your Pitch Based on These Scenarios

Importance of This Week:

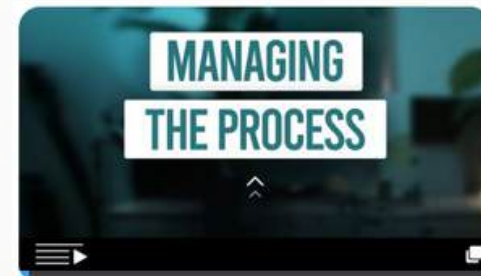
Handling objections is a critical skill for any recruiter. This week focuses on advanced selling techniques and effective communication strategies to overcome common objections.

Learning how to package your candidates, sell them over the phone, and practice your pitch will enhance your ability to close deals.

Mastering these skills will help you navigate challenging situations and improve your overall sales performance.

WEEK 9

Managing the Process



Goal: Ensuring a Smooth and Successful Recruitment Process

Expected Outcome: Learn to manage the entire recruitment process effectively, from interview preparation to feedback collection.

Lessons:

- Taking Ownership of the Interview Process
- 10 Steps of Interview Confirmation
- Interview Confirmation Email
- Pre & Post Interview Advice for Your Candidates
- Why Candidate Preparation is So Important
- Interview Week Timeline
- Interview Prep Call with Your Candidate
- Pre Interview G Up Call
- Feedback Call - One of the Most Important
- Client Interview Feedback
- Candidate control
- Interview preparation
- Creating urgency in a candidate
- Client control
- Giving bad news
- Increasing your odds (working candidates, not clients)

Importance of This Week:

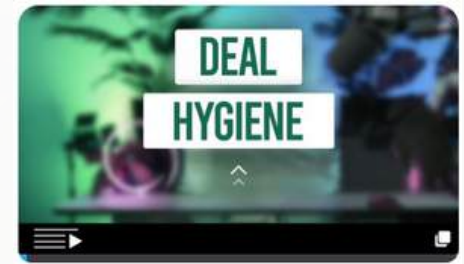
Managing the recruitment process effectively ensures that both clients and candidates have a positive experience.

Learning how to take ownership of the process, provide valuable advice to candidates, and collect feedback will help you ensure a smooth and successful recruitment journey.

This week will also emphasize the importance of candidate preparation and feedback calls.

WEEK 10

Deal Hygiene



Goal: Maintaining Professionalism and Control

Expected Outcome: Learn how to maintain deal hygiene, manage competitive landscapes, and control candidate decisions.

Lessons:

- Deal Hygiene
- Competitive Landscape
- Decision Making Criteria
- Decision Making Process
- Deep Package Qualification
- Candidate Control
- Counteroffers
- Focus on Strategies for Maintaining Candidate Control and Navigating Counteroffer Situations Effectively

Importance of This Week:

Maintaining deal hygiene and controlling the recruitment process is crucial for successful placements.

This week focuses on strategies for managing competitive landscapes, understanding decision-making criteria, and maintaining control over candidate decisions.

Learning how to handle counteroffers and ensure deep package qualification will help you navigate complex situations and close deals effectively.

WEEK 11

Closing



Goal: Learn the Final Steps to Secure Placements

Expected Outcome: Develop the skills to effectively close deals and secure successful placements.

Lessons:

- Soft Close
- ABC - Always Be Closing
- You Don't Score Until You Score
- Pre Closing
- Delivering a Positive Offer
- Delivering a Negative Offer
- Coaching Handing in Their Notice
- Post Placement Aftercare
- Pre-closure engagement
- Delivering an offer
- Resignations and counter offers
- Getting testimonials
- Written businesses vs. invoiced business
- Continued Candidate support

Importance of This Week:

Closing is the final and most crucial step in the recruitment process. This week focuses on techniques for effectively closing deals and securing successful placements.

Learning how to handle soft closes, pre-closing strategies, and delivering offers will enhance your ability to finalize placements.

This week will also cover coaching candidates on handing in their notice and providing post-placement aftercare to ensure long-term success and satisfaction.

WEEK 12

Contract Recruitment Basics



Goal: Expanding Your Recruitment Services

Expected Outcome: Gain a comprehensive understanding of contract recruitment and develop strategies for business development in this area.

Lessons:

- Contract Recruitment Basics
- Business Development for Contract Recruitment
 - Intermediary networking
 - Consultancy networking
 - Marketing your Contractors
 - Lead gathering
 - How to identify the Need, Authority & Money
 - Generating Contractors
 - Tracking Contractors
 - Negotiating hourly and day rates with contractors
 - Market mapping
 - Registering a contractor
 - 1, 2, 3 Call



Importance of This Week:

Contract recruitment offers a valuable opportunity to expand your services and increase revenue. This week focuses on the basics of contract recruitment, including business development strategies and techniques for generating contractors.

Understanding the nuances of contract recruitment will help you diversify your offerings and meet the diverse needs of your clients. This week will provide you with the knowledge and skills needed to succeed in this specialized area of recruitment.

SENIOR TRAINING COURSES



EACH COURSE CONTAINS
MULTIPLE **FOCUS
LESSONS**, EACH ONE
DISCUSSED IN WEEKLY
LIVE COACHING SESSIONS

COURSE TOPICS

- TONALITY
- MINDFULNESS
- HYPNOTIC LANGUAGE
- ADVANCED OBJECTION HANDLING
- MINDSET
- 8 KEYS TO GREATNESS
- RECRUITMENT LEVEL 2.0
- ADVANCED BD
- BILLING MANAGER
- UTILIZING RECRUITMENT TECH



- CONTRACT RECRUITMENT 2.0
- MANAGEMENT 101
- MANAGER MINDSET
- PERFORMANCE MANAGEMENT
- HIRING
- THE 7 LEVELS
- NLP FOR RECRUITERS
- LANGUAGE PATTERNS
- FRAMING
- STATES
- ROUTINES
- PERSONAL BRANDING
- EXECUTIVE SEARCH



MODULES & LESSONS



Module: Recruitment Level 2.0

Goal: Advanced techniques and considerations of the recruitment cycle.

Lessons:

- Job specific interview/ career consultation
- Exclusivity - Candidates
- Make tech your friend
- Talent Pooling
- Talent Management
- Nurturing Candidates with Technology
- Advanced sourcing techniques
- Advanced interviewing techniques
- Advanced candidate control
- Importance of note taking
- Coding
- Follow ups - canvassing, set up, interviews and job process, post placement aftercare



Module: Advanced BD

Goal: Conduct successful client meetings and handle objections to drive business growth.

Lessons:

- Land and expand (opening up other areas of the business)
- After placement meetings - business picked up in
- Cross-selling contract as a perm recruiter
- How to MPC
- Adding value - taking a long-term BD approach
- Content-driven BD
- Importance of staying up to date with news in your market
- Reverse engineering leads on LinkedIn
- When to identify an upselling opportunity
- Multi-channel approaches to BD

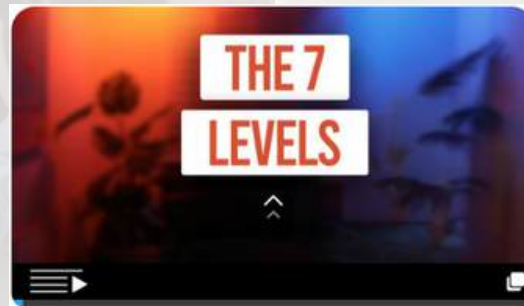
MODULES & LESSONS

Module: The 7 Levels

Goal: Enhanced self-awareness and emotional intelligence.

Lessons:

- The Origins of High Performance Coaching
- Good vs Great - What do Elite performers do differently?
- All Behaviors are driven by Belief
- Subsurface - The 7 Levels
- Level 1 - Environment
- Level 2 - Behaviour
- Level 3 - Skills & Capabilities
- Level 4 - Values
- Level 5 - Beliefs
- Level 6 - Identity
- Level 7 - Purpose
- How to use the 7 levels
- It's the Chef



Module: NLP for Recruiters

Goal: Apply NLP techniques in recruitment and improve communication and influence skills.

Lessons:

- Introduction
- 6 Useful Presuppositions
- Map Vs Territory
- How we experience the world
- Coding our experience
- Labels and Language
- Deletions, Distortions & Generalisations
- Surface Structure
- Communication and Transactions

MODULES & LESSONS

Module: Framing

Goal: Utilize framing techniques to shape perceptions and decisions effectively.

Lessons:

- What is a Frame, why are they important and how it makes you more money?
- PreFrame
- ReFrame
- Different Types of Frame

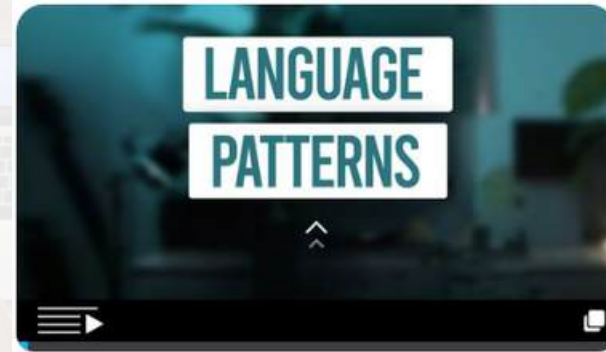


Module: Language Patterns

Goal: Master effective language patterns. Strategic use of language to engage candidates and clients.

Lessons:

- Presupposition Vs MindRead
- Meta Modeling
- Hypnotic Language - 101



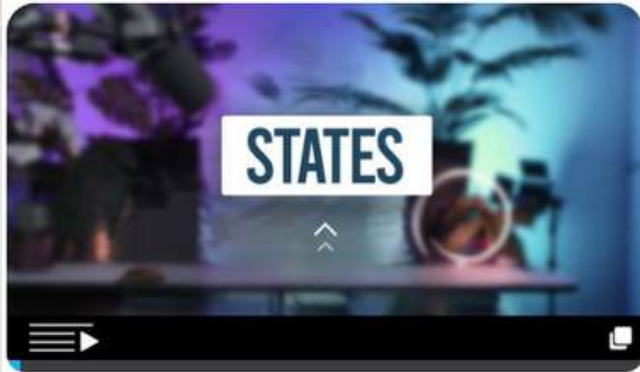
MODULES & LESSONS

Module: States

Goal: Optimize emotional and mental states.
Maintain focus and productivity.

Lessons:

- What are States
- Chain of Excellence
- Anchoring

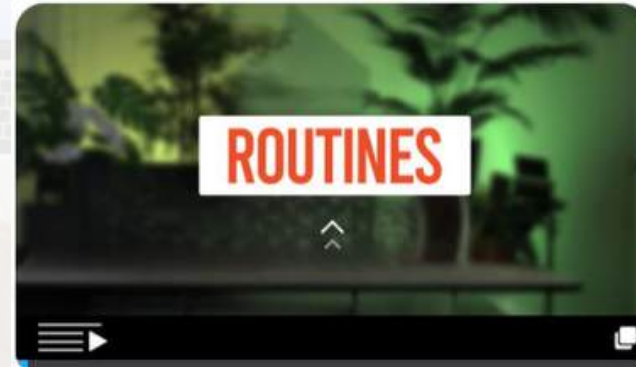


Module: Routines

Goal: Establish effective routines for consistent high-level performance.

Lessons:

- Perfect Day
- Night time
- Morning
- Affirmations



MODULES & LESSONS

Module: Tonality

Goal: Use tonality effectively. Enhance communication with confidence.

Lessons:

- What is Tonality and why does it matter?
- Pitch
- Tempo
- Volume
- Cadance
- Timbre



Module: Mindfulness

Goal: Incorporate practices to improve focus, reduce stress, and better decision-making.

Lessons:

- The Power of Now
- Perspective



MODULES & LESSONS

Module: Hypnotic Language

Goal: Apply hypnotic language patterns to engage and influence candidates and clients effectively.

Lessons:

- Rapport = Attention + Agreement
- Trance
- Consious VS Subconscious
- Pattern 1 - Mind Read
- Pattern 2 - Lost Performative
- Pattern 3 - Cause Effect
- Pattern 4 - Implied Causative
- Pattern 5 - Complex Equivalence
- Pattern 6 - Presupposition
- Pattern 7 - Universal Quantifier
- Pattern 8 - Modal Operator
- Pattern 9 - Lack of Referential Index
- Pattern 10 - Comparative Deletion
- Pattern 11 - Tag Question
- Pattern 12 - Pace Current Experience
- Pattern 13 - Truism
- Pattern 14 - Embedded Command
- Pattern 15 - Negative Suggestion
- Pattern 17 - Double Bind
- Pattern 18 - Conjunction
- Pattern 19 - Unspecified Verb
- Pattern 20 - Metaphor
- Putting it all together

MODULES & LESSONS

Module: Advanced Objection Handling

Goal: Reframe objections to maintain control of conversations and higher conversion rates.

Lessons:

- All Objections are Beliefs
- All Beliefs Have the Same Structure
- Technique 1 - Model of the World
- Technique 2 - Consequence
- Technique 3 - Counter Example
- Technique 4 - Redefine
- Technique 5 - Reality Pattern
- Technique 6 - Intent
- Technique 7 - Alternative Outcome
- Technique 8 - MetaFrame
- Technique 9 - Heirarchy of Importance
- Putting it all together



MODULES & LESSONS

Module: Executive search

Goal: Master the skills and strategies necessary to identify, attract, and secure top executive talent in competitive industries.

Lessons:

- Retained Search - Different payment plans
- Cancellation fee, reverse retainers
- Headhunting vs. Broadening the searching
- Researching
- Boolean searching
- Company profiles
- Business development
- Overcoming objections
- Objection examples
- Adding value
- Discovery - Call 1
- Pitch - Call 2
- Attraction
- Assessment
- Selling a process
- Steering calls
- Job Briefing

MODULES & LESSONS

Module: Utilizing tech in recruitment

Goal: Equip recruiters with the knowledge and skills to leverage cutting-edge technology tools to enhance recruitment efficiency and effectiveness. Learn to use AI tools and automation software to streamline the recruitment process, engage candidates more effectively, and optimize sourcing strategies.

Lessons:

- How to use Chat GPT as a Recruiter
- How to use Dripify
- Tips & Trick for Sourcwhale
- How to use Gamma Ai

Module: Personal branding

Goal: Develop and enhance your unique professional identity to stand out and build trust with clients and candidates.

Lessons:

- What is Personal Branding?
- Identifying Your Audience: Candidates and Clients
- Tailoring Your Brand to Your Audience
- Setting Goals in Recruitment
- Crafting your brand
- Social Media Branding
- Podcasting
- Using Chat GPT for personal branding
- Influence and Thought Leadership

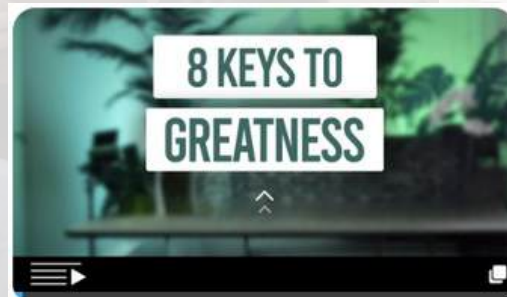
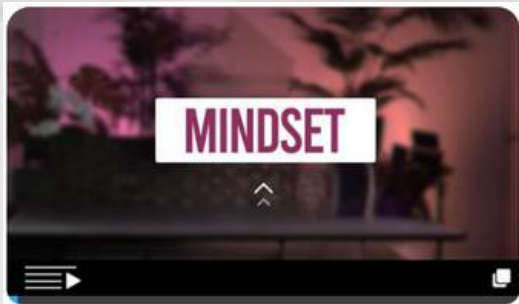
MODULES & LESSONS

Module: Mindset

Goal: Cultivate a success-oriented mindset.

Lessons:

- Developing a Growth Mindset
- Dealing with a Scarcity Mindset
- Developing a Winning Mindset
- Black Box Thinking



Module: 8 Keys to greatness

Goal: Implement key principles of success and excellence.

Lessons:

- The 8 Keys to greatness
- 1 - Clarity
- 2 - Focus
- 3 - Time
- 4 - Death by 1000 Cuts
- 5 - Dream Big
- 6 - Sharpen your Tools
- 7 - Stack the Odds
- Become Massimo

MODULES & LESSONS

Module: Billing Manager

Goal: Enhance billing management skills for Improved revenue management and financial performance.

Lessons:

- Understanding your teams ratios
- Understanding your teams pipeline values and likelihood to close
- Sewing up clients - Service Level Agreements, Exclusivity
- Client review meetings
- Honing the service you are providing - service delivery - touch points (project plan, progress reports, end of project report)
- Learning how to performance management
- Analysing poor performance
- Succession planning
- How to onboard people to your team
- Team Reporting to Upper Management - Metrics, stats, revenue, sales opp, hiring updates and associate updates, and what is going well and what is a concern.
- KPI glossary



MODULES & LESSONS

Module: Management 101

Goal: Efficient team leadership, communication, and problem-solving skills.

Lessons:

- The Role of a Billing Manager
- The difference between Leading and Managing
- The 'Balancing Act' of the Billing Manager

Module: Performance Management

Goal: Implement effective performance management practices.

Lessons:

- The only 2 Levers you can pull: Opportunity & Conversion
- Engaging your Team
- Setting and managing KPI's
- Managing Poor Performers

Module: Manager Mindset

Goal: Cultivate a growth-oriented managerial mindset. Enhanced motivation, resilience, and goal achievement.

Lessons:

- Getting the right mindset for management
- Leadership & Management styles
- How to set the tone for team success
- What's really in your control?
- Management is a sales Job
- The 7 Levels - 'Management Edition'
- Building Identity - Management Edition

MODULES & LESSONS

Module: Contract Recruitment 2.0

Goal: Proficiency in leveraging events, building networks, maintaining contractor databases, and ensuring compliance.

Lessons:

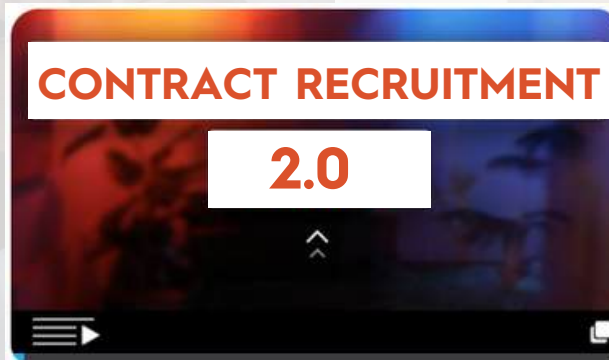
- Industry events
- Networking/Referrals
- Maintaining a long term Contractor Book
- Staying compliant
- Staying compliant
- Niche - grey dress
- Job brief call

Module: Hiring

Goal: Improved identification, attraction, and hiring of candidates.

Lessons:

- Hiring for your team - Making the right Selection
- Hiring Juniors for your team - asking the right questions
- Hiring Seniors for your team - asking the right questions



MODULES & LESSONS IN DEVELOPMENT

Module: Management 101

Goal: Efficient team leadership, communication, and problem-solving skills.

Lessons:

- The Role of a Billing Manager (*AVAILABLE*)
- The difference between Leading and Managing (*AVAILABLE*)
- The 'Balancing Act' of the Billing Manager

Module: Performance Management

Goal: Implement effective performance management practices.

Lessons:

- The only 2 Levers you can pull: Opportunity & Conversion
- Engaging your Team (*AVAILABLE*)
- Setting and managing KPI's (*AVAILABLE*)
- Managing Poor Performers (*AVAILABLE*)

Module: Manager Mindset

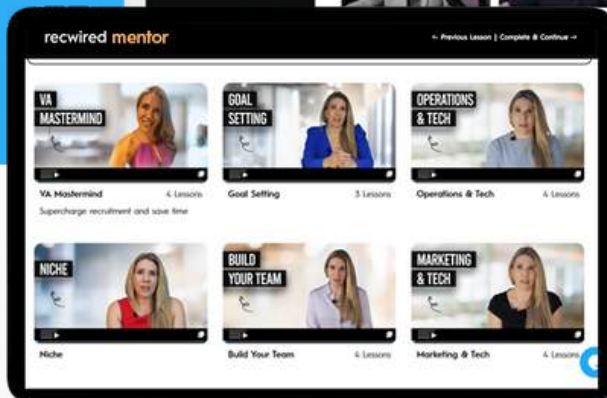
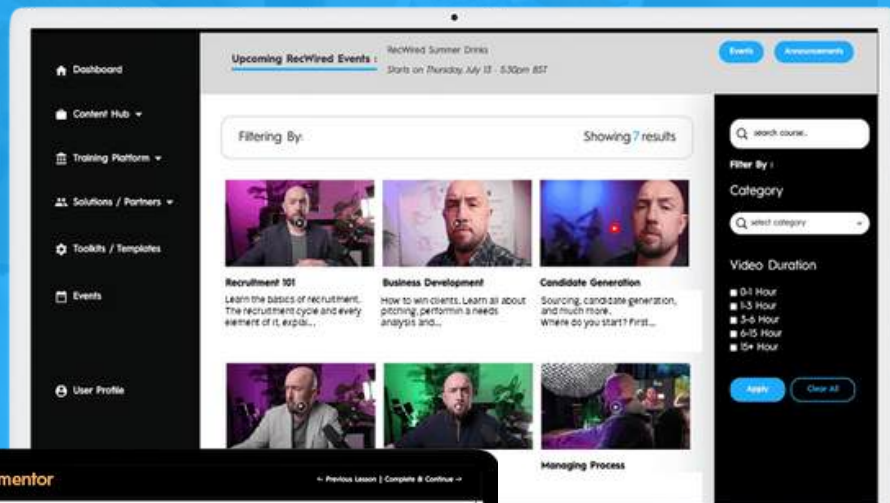
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