Learning Academy

Evolve Curriculum and Prospectus

socialtalent

Job Advertising

Job Advertising Fundamentals / Job Advertising for Agencies

Category: Job Advertising

Total Available Badges: 3

Job Advertising Fundamentals

Modules: 5 | **Total Duration:** 1:29:24

1.1 Recruitment SEO
1.2 Candidate Engagement
1.3 Sticky Ideas
1.4 Writing Your Job Ad
1.5 Job Ads on Indeed

Overview:

In this program, you will learn tactical skills to instantly improve how candidates find and engage with your job advertising efforts, like how they appear on search engines, through to how we sell our open jobs to candidates. Realise immediate improvements in application quality and volume, and improve your pipeline of candidates through inbound candidate attraction methods.

You will learn:
• The fundamentals of optimising job ads for search
• Tactics for overcoming application hurdles and poor ad engagement
• 6-step SUCCESs process for writing sticky job ads
• How to create visual job ads that grab candidate's attention

Job Advertising for Agencies

Modules: | **Total Duration:** 0:45:23

1.1 Copywriting Principles
1.2 Alignment
1.3 Writing for the Candidate

Overview:

As an agency recruiter, the job ads you write need to work hard to attract the right candidates. Too often this is an area of recruitment that's rushed through, without the necessary time been given to it. In some cases job ads are published that are really just job descriptions with a few minor tweaks. Job ads need to do two things - they firstly need to describe the job, and they secondly need to sell the job. In this course we're going to look at some principles that advertising professionals use to sell things to people like you and me every day. And we're going to look at how to write job ads with specific personality types in mind.

You will learn:

• Sell the opportunity and drive applicants to action.

• Frame the job and your client company.

• Understand the different personality types, when you should target each one, and how to write job ads to attract each one

Sourcing

Search Basics / LinkedIn Sourcing / Social Sourcing

Category: Sourcing

Total Available Badges: 3

Search Basics

Modules: 8 | **Total Duration:** 2:06:28

1.1 Boolean 101
1.2 Universal Search Method
1.3 Using Sourcehub
1.4 Location & Language Search
1.5 Searching in Xing
1.6 Searching in Monster
1.7 Searching in Indeed
1.8 Applying Search to your ATS (Avature)

Overview:

Starting with the Basics, learn how to build perfect Boolean strings using the Universal Search Method and apply them to any database. Even if you've taught yourself Boolean, you'll still learn useful tips on constructing Boolean search strings, and how to build search strings that are applicable to the vast majority of search engines. We'll show you how to apply them to some popular job boards and search engines too.

You will learn:

• Basics of Boolean search, from AND OR and NOT to Boolean modifiers and field commands
• The principles of the Universal Search Method and how to build Boolean search strings that can be applied to multiple databases
• How to use Boolean search automation builder, Sourcehub
• How to build comprehensive searches based around Location and Language requirements

LinkedIn Sourcing

Modules: 2 | **Total Duration:** 1:11:18

2.1 Searching LinkedIn.com
2.2 Searching LinkedIn Recruiter

Overview:

LinkedIn is a Recruiter's favourite home. In this program, learn how to use every aspect of search including best practices for applying our Universal Search, tactics for using different search fields within LinkedIn, and how to unearth the best candidates. This is one program you are likely to revisit often!

You will learn:

• How to navigate the LinkedIn.com search interface

• How to apply your Universal Search string to LinkedIn to get the best results

• How to filter search results to those that are most relevant and see fresh faces

• How to use the LinkedIn Recruiter search interface

Social Sourcing

Modules: 3 | **Total Duration:** 1:00:40

3.1 Sourcing on Twitter

3.2 Facebook Sourcing

Overview:

In this program, you'll learn how to source talent from a wide range of social networks where candidates live - Facebook, Twitter and Google+. From this, you'll gain a serious competitive advantage from sourcing candidates from the other main social networks, as they each dwarf LinkedIn's reach by several hundred million people!

You will learn:

• How to source candidates on Twitter by Bio/Profile information as well as tweet content and location

• How to source candidates on Facebook's Graph Search using About and demographic information, as well as Likes and Group membership

• How to source candidates on Google+ by profile information and relationship

Advanced Sourcing

Expert Sourcing

Category: Advanced Sourcing
Total Available Badges: 5

Expert Sourcing
Modules: 9 | **Total Duration:** 2:41:36

1.1 Advanced Boolean
1.2 X-Ray Searching LinkedIn
1.3 Advanced Search Blogs
1.4 Github
1.5 Stack Overflow
1.6 Recruiting on Pinterest
1.7 About.me
1.8 Angel List
1.9 Automation, CSE's & Alerts

Overview:
Here's how to find the most elusive of candidates – the purple squirrels that only expert sourcers can root out! In this program, we'll cover how to X-ray search Google to look at lots of social networks, including LinkedIn, Pinterest, AngelList, Stack Overflow, Github and blog sites. From here, you will have the tools to find just about anyone, a true expert sourcer!

You will learn:
• The fundamentals of Advanced Boolean operators and field commands, and how to search the web for CV's
• How to apply Advanced Boolean search to x-ray search websites like LinkedIn, blogs, Pinterest, About.Me and more
• How to search for Tech talent on Github, Stack Overflow and Angel List
• How to build a custom search engine and automate search results as they appear on the web

Contacting Candidates

Category: Contacting Candidates

Total Available Badges: 1

Engaging Talent

Modules: 3 | **Total Duration:** 1:25:39

1.1 Reaching the Talent
1.2 Pitching the Talent
1.3 Using the Phone

Overview:
In this program, you'll learn how to find contact details for candidates you find online, as well as what to say now that you're going to reach out to them. What will get them to answer your call, or open your email? What will encourage them to respond? We'll use behavioural psychology and proven sales tactics to get your response rate up and a positive experience all round.

You will learn:
• Tactical ways to find contact information for your sourced talent, from emails to phone numbers and social profiles
• Evidence-based messaging structure and content that achieves a (positive) response
• How to customise your approach to talent based on what motivates them to move

Engaging Talent for Agencies with Angie Verros

Modules: 1 | **Total Duration:** 0:20:00

1.1 Engaging Talent for Agencies

Overview:
Meet Angie Verros of Vaia Talent who, with her wealth of experience as a third-party Recruiter working both on contingency and staffing assignments over her Recruiting career, has developed a method of engaging talent that works. Agency outreach so often fails (much more than in-house approaches), we burn leads and tarnish our reputation through our dreadful messaging techniques

You will learn how to:
• Approach talent in a way that succeeds for you as an Agency Recruiter
• Increase your response rate
• Build better talent pools
• Protect your client's reputation while building your own

Interviewing Skills for Recruiters

Predicting Success for Recruiters with John Vlastelica

Category: Interviewing Skills for Recruiters

Total Available Badges: 1

Predicting Success for Recruiters with John Vlastelica

Modules: 6 | **Total Duration:** 1:53

1.1 - The Predicting Success Methodology

2.1 - Know Before You Go

2.2 - Leading the Interview Process as Talent Advisors

3.1 - Interviewing Techniques, Bias & Legal Issues

4.1 - The Recruiter Screen

4.2 - Recruiter Role in Interviewing & Hiring Decisions

Overview:

The most critical soft skill you can have in your arsenal as recruiters is the capability of Interviewing and assessing candidates, getting evidence that they meet or don't meet our hiring criteria, so that you can empower our Hiring Managers in making the best hiring decision.

Hiring Managers want speed and quality in Recruiting. This means recruiters must effectively screen candidates, lead the interviewing strategy and process, add value as a capable interviewer, and lead during decision-time to ensure that evidence-based recruiting decisions are made.

In tandem with our Talent Advisor program with John Vlastelica, John will bring you through the Basic Formula for interviewing, how to get evidence of past and present behaviour to predict future performance, validate achievements and a candidate's job fit.

You Will Learn How To:

• How to establish key hiring criteria and evaluate candidates against that criteria

• How to effectively screen and interview candidates using behavioural and situational-based questions

• The Power of Candidate Experience During Interviews on a Candidate's Decision to Accept our Offer

• How to Avoid Interviewing Bias and Illegal Questions

• Best Practice in Presenting our Shortlisted Candidates to Hiring Manager

Social Media

Social Networks

Category: Social Media

Total Available Badges: 6

Social Networks

Modules: 8 | **Total Duration:** 2:07:20

> **1.1 LinkedIn Groups**
> **1.2 Golden Rules for Posting Content to LinkedIn**
> **1.3 Twitter: The Basics**
> **1.4 Tweeting on Twitter**
> **1.5 Facebook Engagement**
> **1.6 Recruiting on Instagram**
> **1.7 Social Engagement**
> **1.8 Automation**

> **Overview:**
> Learn how to use social networks, like LinkedIn, Facebook, Instagram and Twitter, to market your jobs and build better relationships amongst the sector(s) that you hire within. Learn also how to build social engagement with your audience and automate many social activities to keep your community engaged while you're at work.

> **You will learn:**
> • How to utilise LinkedIn Groups for networking and engaging with talent, as well as best practices for posting content to LinkedIn to generate engagement amongst your network
> • How to use Twitter, from the basics of tweeting to how to use features like DM's, mentioning and hashtags
> • How to use Facebook for engaging with candidates and your talent network
> • How to search for talent on Instagram by hashtags and locations, as well as how to engage talent on Instagram with great images
> • The principles of your engagement strategy for social networks, including automation of content curation to keeping your network engaged

Personal Branding

Personal Branding: Being a Social Media Influencer

Category: Personal Branding

Total Available Badges: 1

Personal Branding: Being a Social Media Influencer

Modules: 8 | **Total Duration:** 2:03:48

1.1 Introduction to Personal Branding
1.2 Being an Influencer
1.3 Your LinkedIn Profile
1.4 Your LinkedIn Settings
1.5 Twitter: Your Profile

Overview:

In this program, learn how to represent yourself online to become an influencer in the space of recruiting, positioning yourself as the go-to person for sector information and careers. Hear from presenters like Bill Boorman and Johnny Campbell, and get practical tips on setting up your social media profiles to reflect your expertise and personality.

You will learn:

• The principles of Personal Branding, from how we frame our experience and how that can influence candidate's perception of you
• How to be an Influencer to candidates with legendary Bill Boorman
• How to set up your LinkedIn and professional network profiles that reflects your professional brand, rather than that of a job-seeker
• How to set up your Twitter profile that reflects both your personal and professional attributes

Employer Branding

Recruitment Agency Branding & Social Media

Category: Employer Branding

Total Available Badges: 1

Recruitment Agency Branding & Social Media

Modules: 1 | **Total Duration:** 0:30:00

1.1 The Social Strategy for Recruitment Agency Branding

Overview:

In this program, presented by Steve Ward, discover how the keys to successfully promoting your Recruiting Agency's thought leadership on social media begins with the CEO. Discover how as an Owner, Managing Director or Senior Executive, your voice not only drives more weight than individual contributor Recruitment Consultants, but you have the power to support your Consultants with original, thought leadership influencer content to drive market awareness and candidate advocacy.

You will learn:

• How to drive a referral and inbound-led Recruitment Agency business by demonstrating thought leadership on social media
• How you can change market perceptions of the staffing industry, and uncover candidate sentiment, as well as manage it
• Tactical strategy elements which you can drive in your Agency, allowing your Consultants to do their day-jobs — make placements!

Networking, Thought Leadership

Building Your Network

Category: Networking, Thought Leadership
Total Available Badges: 1

Building Your Network
Modules: 3 | **Total Duration:** 0:47:45

5.1 What is Networking?
5.2 Building Relationships
5.3 Networking Online & Offline

Overview:
In this Building Your Network program, we'll show you how to network like a pro and become a thought leader in your space. This program, presented by Bill Boorman, offers practical guidance and common sense tactics to networking away from our computer screens, and positioning yourself as a thought leader. First, we must have a thought**!**

You will learn:
- The art of Networking, whether in person or online, and how to bridge the two
- Connecting online after an in-person event, and how to leverage personal connections
- Managing digital connections and consciously networking to build meaningful contacts

Strategic Workforce Planning

Strategic Sourcing for Workforce Planning / Talent Pipelining Principles

Category: Strategic Workforce Planning

Total Available Badges: 2

Strategic Sourcing for Workforce Planning

Modules: 5 | **Total Duration:** 1:39:06

1.1 Tactical Workforce Planning, with Danny Hodgson, Foresight Forecast
1.2 Strategic Sourcing in Practice, with Thom Staight, Microsoft
1.3 Talent Transformation, with Ian Bailie, Cisco
1.4 Open Source HR, with Lars Schmidt, Amplify Talent
1.5 The IT Market Landscape in Europe, with Glen Farrell, SourceCode

Overview:

How do Strategic Sourcing functions play a role in the business? Learn from case studies by Microsoft and Cisco on its critical role in driving business decisions, as well as insight from Danny Hodgson of Foresight Forcast and Glen Farrell of SourceCode.

You will learn:

• The principle of Tactical Workforce Planning, crowdsourcing team information from through-out the business to get a short-term view of talent requirements around known and potential attrition

• Insights from Microsoft in how the Sourcing team actively support the strategic decisions of the business with big-picture market data

• Insights from Cisco on how Strategic Workforce Planning and sourcing for market insights helps to drive decisions at C-Level regarding where Cisco place talent and leverage market positioning

• Insights from SourceCode in the near-shoring and outsourcing markets in Europe for Tech talent

Talent Pipelining Principles

Modules: 1 | **Total Duration:** 0:30:00

3.1 Talent Pipelining

Overview:

With every new requisition, does it feel like you're starting from scratch each time with fresh candidates, having to start at the top of the funnel? If Sales org's make it a business priority to do Business Development, their can learn from their efforts in Recruiting, and do BD for talent.

You will learn:

• How to establish the ROI to get executive buy-in for dedicating Recruiting time and resources into pipelining talent
• How to align your Pipelining efforts with the organisation's Strategic Workforce Plan, and bring valuable insights from competitors who're similarly shifting to hire new talent that we also want to go after

Tech Sector Knowledge

Tech Recruiting: The Evolution of Corporate Networks / Recruiting Software Developers /
Recruiting Database Developers & DBA's / Key IT Projects, Transformation & Change /
An Overview of the IT Department / Database Recruiting Masterclass

Category: Tech Sector Knowledge

Total Available Badges: 6

Tech Recruiting: The Evolution of Corporate Networks

Modules: 3 | **Total Duration:** 0:42:32

1.1 Introduction to Tech Recruiter
1.2 Firm Foundations
1.3 How Corporate Hardware Evolved

Overview:
From early mainframes and PCs to Thin Client, this program from Ayub Shaikh will take you on a whirlwind tour of the changes made to corporate IT, and make sure you're comfortable when discussing IT architecture with hiring managers.

You will learn:
• A simple model for IT, in a three-layer model that will provide valuable resources and understanding for IT throughout your recruiting activities
• What the corporate IT landscape looks like today, and how its evolved, from "fat" clients to "thin" and networked infrastructure
• How to use this program as an ongoing tool for your IT recruiting

Recruiting Software Developers

Modules: 4 | **Total Duration:** 1:18:08

2.1 Software Development Principles: Back to Basics
2.2 Recruiting Front-End Developers
2.3 Recruiting Back-End Developers
2.4 Recruiting Web Developers

Overview:
In this program, presented by IT Recruiting expert Ayub Shaikh, you'll learn the in's and outs of all things Software Development, from the full stack to embedded and everything in between. We'll introduce you to the Three Layer Model that will be critical to our understanding of IT now and into the future.

You will learn:
• The fundamentals of Software Development and what Software Developers typically work on
• A general understanding of projects, from front end to back end and web development
• Real examples of how each Development principle is applied to the three-layer model

Recruiting Database Developers & DBA's

Modules: 3 | **Total Duration:** 0:41:34

3.1 Database Fundamentals
3.2 Enter the World of SQL
3.3 Recruiting Database Specialists

Overview:

In this program, presented by Ayub Shaikh, you'll learn everything you need to know about databases development, SQL and database administration, and evaluate candidates like a DBA pro!

You will learn:
• The fundamentals of Database development, including its evolution, model incarnations and programming languages required
• The duties of Database Developers, DBA's and Warehouse professionals, and how to identify skills on CV's/Resumes
• Good interview questions for assessing Database Developers

Key IT Projects, Transformation & Change

Modules: 5 | **Total Duration:** 1:26:32

4.1 Systems Integration & Migration
4.2 Understanding Cloud Based Technologies 4.3 The Era of BYOD
4.4 The World of Big Data
4.5 Key IT Players: Who's Who in IT?

Overview:

In this program, presented by Ayub Shaikh, you'll learn about some of the most popular large IT projects that businesses undertake, and the skills and experience that are required to execute them. Projects like systems integration, massive overhauls of a company's IT hardware and software, even M&A's have a part to play.

You will learn:
• How Corporate IT is changing, with critical projects currently underway in many organisations, forecast for talent and skills
• Understanding Cloud infrastructure and its place in the workplace, as well as Cloud providers
• How BYOD (Bring Your Own Device) is presenting new challenges to IT talent and how corporate organisations are overcoming security risks
• Big Data and its applications in much of our current IT development, as well as future skills and talent requirements

An Overview of the IT Department

Modules: 3 | **Total Duration:** 0:55:02

5.1 The IT Department & the IT Project Lifecycle
5.2 Agile and Other Anti-Waterfall Approaches
5.3 The End... and The Beginning!

Overview:
Critical to your understanding of the role you're recruiting for, in this program you will learn how IT departments are structured, how they organise and carry out their work (from Agile to Scrum and other methods).

You will learn:
 • How IT projects are completed, and where critical skills sit in the IT Department matrix
 • The evolution of project management and product management, and the main
  players who meet each need for the project's completion
 • Best practice when hiring Software and Database developers, testers and help-
  desk administrators
 • Agile and DevOps methodologies

Database Recruiting Masterclass

Modules: 10 | **Total Duration:** 3:51:39

6.1 Introduction to Database Recruiting
6.2 Database Concepts and Terminology
6.3 Building a Database: How the Roles Appear
6.4 Recruiting Database Analysts, Architects and Developers
6.5 Recruiting Production and Development DBA's
6.6 Data Warehouses Lakes and Marts
6.7 Understanding Database Security
6.8 Recruiting Oracle Candidates
6.9 Recruiting Microsoft & SQL Server Candidates
6.10 Recruiting NoSQL Candidates

Overview:
As consumers, database tech is probably not at the forefront of our minds. But it remains a simply massive sector, which has produced some of the world's biggest companies, and created some of the worlds richest individuals. In this mission, we look at the technologies and skills that drive this industry as well as the main players and their offerings.

You will learn:

• The technologies and innovation that drive database technologies, such as RDBMS, SQL and NoSQL.

• The individuals that make up the database industry and the skills they need, such as administrators and architects

• The main players in the industry, such as Oracle, IBM and Microsoft and the innovations that they brought to the sector

Regulation

GDPR & The Impact on Recruiting / OFCCP Compliance in Recruiting

Category: Regulation
Total Available Badges: 2

GDPR & The Impact on Recruiting
Modules: 2 | **Total Duration:** 0:40:00

1.1 What is GDPR?
1.2 Frequently Asked GDPR Questions

Overview:
From May 25, 2018, the European Union has implemented the most sweeping, person-centric data protection legislation in the world. But if you're not in the EU, should you care? Yes. Because if you're dealing with EU-citizen's data, despite not being in the EU, you're covered under GDPR. The fines alone for data protection breaches are enough to give any business cause for concern (4% of annual turnover, or €20million, whichever is greater!).

You will learn:
• The principles of GDPR, and how they apply to recruiting
• How Sourcing candidates will be affected by GDPR
• How to keep in line with GDPR as part of our application process, employment contracts, interview notes (yes, really!) and CV's we keep on file.

OFCCP Compliance in Recruiting
Modules: 6 | **Total Duration:** 1:54

1.1 Compliance to Recruitment
1.2 Affirmative Action Planning 101
1.3 Carrying Out Your AAP
1.4 Posting vs Listing Jobs for Protected Veterans
1.5 Strategies for Successful OFCCP Audits
1.6 Focused Reviews

Overview:
If your organization is a supplier of goods or services to the US Federal Government, you will need to comply with the Office of Federal Contractors Compliance Programs, or OFCCP, regulations. These regulations are to ensure a fair and distributive process when recruiting and throughout employment, to ensure that minorities, women, protected veterans and individuals with disabilities are represented in the workplace of any federal contractor. With OFCCP audits potentially costing billions of dollars if found to be in breach of the regulations, it's time that we in Recruiting learn the keys to compliance. We've teamed up with DirectEmployers Association, the leading OFCCP Compliance education organization in the United States, to help you go beyond your obligations as a federal contractor. This program is delivered by DirectEmployers Executive Director Candee J. Chambers, and recognized employment law expert and attorney John C. Fox of Fox, Wang & Morgan P.C.

What Will I Learn?

• The role of Recruiting when complying with OFCCP, and understand the compliance obligations we've to operate under

• Understand and form your organization's Affirmative Action Plan (AAP), as well as must-do's for implementing your AAP

• Tips for completing a successful OFCCP evaluation when it arises

Social Selling

Category: Social Selling
Total Available Badges: 11

Sales & Influence

Modules: 2 | **Total Duration:** 0:39:32

1.1 Becoming a Sales Ninja: An Introduction
1.2 Social Influence

Overview:
Get an introduction to the Black Belt in Social Selling course, where you will learn how the 6 Principles of Influence have shaped how we sell, and will further influence how we sell in a socially connected world.

You will learn:
• Cialdini's 6 Principles of Influence, and how they apply to modern-day selling
• An introduction to The Medici Effect, and how a mixture of disciplines like neuroscience, psychology, economics, marketing and others can give us a greater background in selling than a traditional sales course

Finding the Right People

Modules: 3 | **Total Duration:** 2:03:40

2.1 How Search Works
2.2 Outbound BD: Finding Companies
2.3 Outbound BD: Finding People

Overview:
Learn how to build a qualified prospect list using techniques perfected by headhunters and in-vestigators, like adding refining criteria like persona type and buying signals, saving you critical time and getting you to your leads faster.

You will learn:
 • The fundamentals of Boolean search, the method of search that head-hunters and investiga-tors use to effectively track down highly specific results
• A new way of searching for prospective companies by designing prospect criteria and build-ing a Boolean search string to only surface ideal prospects
• How to pinpoint the particular person in your prospect company that is ideal to speak to, using LinkedIn, LinkedIn Sales Navigator, and the open web

Your Prof-ersonal Brand

Modules: 3 | **Total Duration:** 0:58:10

3.1 Prof-ersonal: Where Professional Meets Personal
3.2 LinkedIn Profile Essentials
3.3 Your Twitter Profile

Overview:
You have a professional life and a personal life, but you're only one person. Believe it or not, using social media for work does not mean that you should split your social presence between personal and professional, and hope your clients don't see the wrong profile. Be one whole person! In this mission, professional meets personal. Learn how to set up your professional online presence in a way that brings your personal side into it and help you build rapport with your clients.

You will learn:
• How to frame your profiles online so that you influence others, develop authority and social capital
• The essentials of building your LinkedIn profile, best practice in describing your experience and skills to attract clients and establish credibility
• How to develop your Twitter presence, how to present your bio and what to tweet about as both a professional and a real person

Engaging Prospects

Modules: 3 | **Total Duration:** 0:52:05

4.1 Cold Approaches 101
4.2 Getting In touch
4.3 Subject & Message Optimisation

Overview:
In this program, you will learn how to craft the perfect first message to a prospect and what to do to maximise the chances of receiving a positive response.

You will learn:
• Tactical ways to find contact information for your prospective customer, from email and phone numbers to social profiles
• Evidence-based messaging structure and content that achieves a (positive) response
• How to customise your approach to prospects based on critical buying signals and what will motivate them

Discovery

Modules: 3 | **Total Duration:** 1:04:39

5.1 The Essentials of Inbound Sales
5.2 Discovery
5.3 To Sell is Human

Overview:

In this program, you'll learn the essentials of inbound sales, starting with Discovery. Learn why discovery is king, how the '3 Fs' can help your inbound sales efforts, and some essential tips from legendary behavioural economist and author, Dan Pink.

You will learn:

• The fundamentals of Discovery with your prospect, uncovering the reasons why this prospect is engaging your pitch
• The WWWH Method, an alternative to BANT, which outlines the Why, What, When and How of this prospect's reason for engaging with you and how to respond to their needs
• From author and behavioural economist Daniel Pink, why To Sell is Human and the new ABC's of selling (Attunement, Buoyancy, Clarity)

Making the Deal

Modules: 2 | **Total Duration:** 1:11:05

6.1 Making the Deal
6.2 Pricing

Overview:

Pricing is tricky, and sending a proposal to a customer who has perhaps never bought recruitment services before can result in "sticker shock". In this program, learn how you can use psychology and smart pricing to make the deal happen!

You will learn:

• The psychology of pricing and expectation, and why our minds are wired to accept certain prices and reject others
• How to position our proposition and pricing in a way that maximises revenue, margin and success

Engaging with Insights
Modules: 7 | **Total Duration:** 1:33:54

7.1 Engaging on Social
7.2 Your LinkedIn Network
7.3 Engaging Content
7.4 Posting Content
7.5 Engaging on LinkedIn
7.6 Twitter 101
7.7 Facebook Networking

Overview:
Building a robust network of contacts is highly useful in sales - as is nurturing a following of engaged connections who see you as a trusted advisor, thought leader and source of insights for their business. In this programme, learn how to engage with social content and connections across social media platforms like Facebook, Twitter and LinkedIn, and post engaging content that is ultimately helpful to your clients and contacts.

You will learn:
• Trackable ways to measure your social selling presence across the 4 quadrants on LinkedIn's index
• How to build and nurture your network on LinkedIn
• How to find and share engaging, share-worthy content that your network loves
• How to bring your network across to other platforms like Twitter and Facebook

The Disruption Sale
Modules: 7 | **Total Duration:** 1:40:18

8.1 The End of Solution Sales
8.2 Finding Insights
8.3 Target Mobilizers, Not Advocates
8.4 Coach Customers on How to Buy
8.5 Emotional Selling

Overview:
This program is ideal for salespeople who sell complex services/solutions. It demonstrates how to weave out of the trap of established demand (essentially just providing what the customer asked for, rather than what you believe they need/full suite available), supporting your approach with external insights and expertise, coaching customers on the purchase process, and lastly providing an emotional, gut- sense reason to buy from you.

You will learn:

• How to identify the different personas in your buying team, and how to influence each of them
 • Best practice in how to coach your customer on how to buy your solution, speeding up the sales process and getting buy in from all departments which may derail procurement of your solution at the last minute
 • How to get emotional buy-in from your customer, further enhancing their buying decision to go with your bid, rather than rely on rational arguments.

Your 10-Stage Sales Process

Modules: 5 | **Total Duration:** 1:43:11

9.1 Stages 1 & 2: Prospecting & Qualifying
9.2 Stages 3 & 4: Sponsorship & Indicative Pricing
9.3 Stages 5 & 6: Trial/Referral & Value Acceptance
9.4 Stages 7 & 8: Bid & Negotiation
9.5 Stages 9 & 10: Closure & Win/Lose

Overview:

A rigorous sales process is key to successfully working your leads from prospects to customers signing on the dotted line. Not only does it support the customer the whole way through the purchase process, but it also helps you to accurately forecast your revenue and deals. In this programme, you'll learn how to structure your process as well as the specific, binary exit criteria to make sure that you proceed through each stage without leaving anything out and reach your end goal.

You will learn:

• The top-of-the-funnel stages of Prospecting, Qualifying and finding Sponsorship for your lead, and how to graduate through each stage with binary exit criteria
 • The mid-funnel stages of Indicative Pricing, Trial/Referral, Value Acceptance and Bidding, and how to progress through each stage without skipping any critical factors
 • The bottom-of-the-funnel stages of Negotiation, Closure and Win/Lose, and to progress to a Win with binary exit criteria

Account Management Principles

Modules: 5 | **Total Duration:** 1:40:00

10.1 Establishing the Relationship
10.2 Becoming a Trusted Advisor
10.3 Mapping for Stakeholders
10.4 Mapping the Customer Journey
10.5 Opportunity Management

Overview:

When managing clients, it's often the case that you can become an operational order- taker when servicing their needs. However, astute account management, which builds trusted relationships and advisory functions between vendor and client result in increased customer lifecycle value, expansion of opportunities and successful cross- selling.

You will learn:
• How to build relationships with your client, aligning your values and demonstrating team strength
• How to become the Trusted Advisor to your client, whether you're in an operational account management role or sales position
• How to map the organization to get to know each stakeholder and develop those relationships
• How to identify and pitch expansion opportunities to your client

Bringing It All Together

Modules: 2 | **Total Duration:** 0:18:25

11.1 Your Social Selling Process
11.2 Your Prospecting Process

Overview:

In this short programme, we bring the Sales and Prospecting Processes together into an easy framework and manageable workload, setting up initiatives that will bear fruit while you work on more labour-intensive activities. This recap mission will reinforce your learning and give you useful tips on how to incorporate everything into a reasonable workflow that you can live with.

Professional Development

Planning & Preparation for Negotiation / Developing Your Concessions Strategy /
Competitive Negotiation Tactics & Counter-Measures / The Personal Gear: Relationships in Negotiation /
The Collaborative Gear: Win Win Negotiations / The Role of Persuasion in Negotiation

Category: Professional Development
Total Available Badges: 6

Planning & Preparation for Negotiation
Modules: 2 | **Total Duration:** 1:18:00

1.1 The Four Gears of Negotiation
1.2 Planning & Preparing for Negotiation

Overview:
Negotiation is risky, competitive, and some tactics can feel deceptive or nasty. It is not a skill we are born with, but more one we must learn and develop to be effective. 80% of organizations have no formal negotiation strategy, and yet we negotiate every day – whether internally with stakeholders, externally with customers or candidates, and personally. It's time to make learning about negotiation a priority. Learn from Tony Perzow, a veteran negotiation expert, about all things negotiation.

What Will I Learn?
• The four gears of negotiation that drive specific behaviour (either in us or our counterparts): competitive; personal; organizational; and collaborative
• The golden rule of negotiation
• The three steps to planning negotiations
• Quick and immediate tactics to uncover leverage and information to shape your negotiations

Developing Your Concessions Strategy
Modules: 1 | **Total Duration:** 0:50:00

2.1 Negotiating "Price": Developing a Concession-Making Strategy

Overview:
Negotiating about money is one of the most uncomfortable parts of negotiation, and because it's uncomfortable we often go with our gut, back out of holding our position to remain friendly, or take advantage of our adversary's clear discomfort. The back and forth when negotiating price is about conceding in order to bridge the gap between our two positions, but a concession-making strategy needs to be formalized and prepared in advance.

What Will I Learn?
• Understanding our opening position and clearly articulating our "walk away" price
• Defining which concessions we would like the other party to give to us in exchange
• The rule of Anchoring, and its potent power
• Quick tactics around conceding without losing face, power or credibility

Competitive Negotiation Tactics & Counter-Measures
Modules: 3 | **Total Duration:** 1:14:00

3.1 The Flinch & The Squeeze
3.2 The Nibble & Competitive Leverage Tactics
3.3 Reverse Auctions (Request for Proposals)

Overview:
Building your negotiation skill is about understanding how to use specific tactics, as well as understanding when tactics are being used on you and how to counter them. In this mission, you'll come to recognize many tactics that have been used on you in the past, as well as how you may have instinctually reacted (whether for better or worse). Now, you'll be able to negotiate better by diffusing tactics, and leveraging power and pressure.

What Will I Learn?
• Fun negotiation tactics that, now you see them in action, you will instantly recognize as having been used on you in the past
• How to counter-measure each of these tactics, protecting your position, your organization and your credibility
• The negatives of RFP's, Requests for Proposals, as a negotiation headache, and how to counter-measure them

The Personal Gear: Relationships in Negotiation
Modules: 2 | **Total Duration:** 0:50:00

4.1 Negotiation with Important Work Relationships
4.2 Personality Profiling with DISC

Overview:
Relationships are incredibly important in our personal and professional lives, but negotiations can break relationships, particularly when negotiations become bitter, hard-fought and bite our ego. While you will learn easy tactics to protect your relationships throughout your negotiations, you will also learn how to speed-read your adversary in order to ensure to appeal to their personality type and build a relationship that makes "win win" a reality.

What Will I Learn?
• Tactics for protecting relationships throughout negotiations, specifically focused on how we can cause relationship break-down
• How to speed-read your adversary, using the popular DISC profile personality types
• How to influence and "sell" to each DISC type

The Collaborative Gear: Win Win Negotiations
Modules: 1 | Total Duration: 0:20:00

5.1 Win Win Negotiations

Overview:
Negotiations should not ever have a "loser", no one should have to win at the expense of the other. In fact, collaborative negotiation is proven to increase deal satisfaction, deepen relationships and lengthen customer tenure. Our instinct may be to act competitively in a negotiation, but Tony will show you simple ways to ensure both sides "win" in this negotiation.

What Will I Learn?
• The difference between "Win Win" and competitive negotiations
• Tactics for Win Win, including "The Bogey" "Fuzzy Money" and collaborative concession-making

The Role of Persuasion in Negotiation
Modules: 2 | **Total Duration:** 0:53:00

6.1 The Organizational Gear: Persuasion
6.2 The Challenger Method in Negotiation

Overview:
Aristotle identified how we are persuaded by others long before Cialdini's 6 Principles, but are you playing to each of these pillars to truly persuade others? No one likes being "sold" to, but we are always buying and selling. In this mission, we'll focus on the Organizational Gear of negotiation, using persuasion to negotiate and "sell" to our counterparts.

What Will I Learn?
• Aristotle's 3 pillars of Persuasion (Ethos, Logos and Pathos), as well as modern technological ways to use this in our daily negotiations
• The Challenger Method to "sell" – challenging the viewpoint of our counterpart to teach them something new to persuade them

Recruitment Agency

The Future of Agency Recruitment / Client Control: Leading Clients Through the Recruiting Process /
Prospect Sales Meeting Masterclass / Fee Negotiation Masterclass /
The Craft of Candidate Management / Social Selling Masterclass for Agency Recruiters /
Developing Your Career as an Agency Recruiter /
Making VMS Systems Work – with Tim Sackett (Vendor Management Systems) /
Building a Temp Business

Category: Recruitment Agency
Total Available Badges: 9

The Future of Agency Recruitment
Modules: 1 | **Total Duration:** 0:50:00

1.1 The Future of Agency Recruitment

Overview:
With the acceleration of new technology displacing core parts of our day job as Recruitment Consultants (automated sourcing, candidate matching, assessment, automated marketing), what's left for a recruiter to do? Your future as a Recruitment Consultant will only be secure if you focus on doing what only humans can do, and let computers do the rest.

You Will Learn:
• What truly human skills we possess, and how to leverage them to deepen our relationships with clients and candidates
• How to start your career as an Agency Recruiter with 18 small tips that make all the difference – whether you're starting your role as a recruiter, or you're on-boarding new team members

Client Control: Leading Clients Through the Recruiting Process
Modules: 4 | **Total Duration:** 2:12:00

2.1 What the Recruiting Dark Ages Can Teach Us
2.2 The Critical Skill of Job Order Qualification
2.3 Job Order Exclusivity
2.4 Shortlist Presentation & Interview Essentials

Overview:
Presented by the renowned Greg Savage, the art of Client Control is explained in step by step detail, from how to guide your client through the Recruiting process to maximise success, to getting this job order exclusively against your competitors, and how to present your candidates back to the Client to optimise their chances of success.

You Will Learn:
• How to leverage old-style techniques of relationship building and face to face communication
• How to conduct a successful intake briefing from your client, both to qualify the role but also to set expectations
• How to secure exclusivity on this role, giving you time to do your best work for this client
• How to present your shortlist to the client and prepare them for interviewing your star candidates, improving their chances of getting hired and the client's satisfaction they have the best talent.

Prospect Sales Meeting Masterclass

Modules: 2 | **Total Duration:** 0:50:00

3.1 Preparing for Prospect Sales Meetings
3.2 The Meeting: Step by Step

Overview:
Face to Face meetings are notoriously difficult in this day and age, where we use our phones or email as a crutch. We neglect the core purpose of face-to-face meetings – to build a relationship and rapport! In this module, Greg Savage walks you through your F2F meeting from the moment you walk through the door to leaving again, common pitfalls and preparation, to small moments of truth that will secure the sale.

You Will Learn:
• What often goes wrong in prospect face-to-face meetings, and what you can do to prevent it
• Each stage of the prospect sales meeting, and little extras that help you to secure the contract (but not at any cost).

Fee Negotiation Masterclass

Modules: 1 | **Total Duration:** 0:32:00

4.1 Negotiating Perm & Temp Fees

Overview:
Especially when competing with other agencies, we often race to the bottom. We drop our rate or concede silly discounts that hurt our bottom line without securing anything in return. In this course, Greg Savage describes how the rate you negotiate with our clients impacts our profit margins, and how to sell the rate to our client or candidate.

You Will Learn:
• How to sell the value of the work you really do, rather than what the client perceives you do (Sell the Iceberg!)
• How to negotiate concessions between you and your client
• When selling Temp rates to the client, how a small re-framing of the rate can make all the difference
• How to price long-term contracts

The Craft of Candidate Management
Modules: 3 | **Total Duration:** 1:32:00

5.1 Key Interview Craft Essentials (The Most Recruiters Miss)
5.2 Preparation & Debrief for First Interviews
5.3 Candidate Care: Getting to Yes!

Overview:
Your job as an Agency Recruiter is not simply to double-check that this candidate isn't going to embarrass us when we put them in front of our client. Your interview process and candidate care must work hard to qualify the candidate for your client (skills, fit and motivation), continually prepare them for doing their best interview, and say "Yes!" to an offer. After all, how many amazing candidates have slipped through your fingers from counter-offers, or made a poor first impression on your client? Don't let that happen!

You Will Learn:
• The nuances of great Interviewing technique for candidates that assesses and qualifies their wish to move, get commitment and even exclusivity
• How to pre-close the candidate throughout your interactions so that when an offer comes down the line, it's easy to get to yes
• How to prepare and debrief candidates for interview with your client, as well as pre-close them throughout
• How to position the offer to get the candidate excited, eliminate counter-offers and take up their new job

Social Selling Masterclass for Agency Recruiters
Modules: 3 | **Total Duration:** 1:26:00

6.1 Building Your Brand as an Agency Recruiter
6.2 Social Selling in Action
6.3 Candidate Sourcing

Overview:
You recognise the need for all recruiters to have an online, digital presence that amplifies the brand of the Agency, their clients and their candidates. In this course, delivered by Greg Savage, we make personal branding specific for Recruitment Consultants and look at ways to leverage social media and digital relationships to gain new clients, new candidates and notoriety.

You Will Learn:
• How and why to build your brand online, including daily practices for always filling your well before your thirsty.
• How to relate social selling in an Agency context – how do clients see you and your Agency, do they see you as thought leaders? Do they trust you to look after their critical hiring needs?
• How to use social selling to engage candidates, more than just finding them. Are you seducing them to consider your client's role?

Developing Your Career as an Agency Recruiter
Modules: 1 | **Total Duration:** 0:25:00

7.1 Being "Senior"

Overview:
No one cares about your career or development as much as you do. Your boss doesn't own it, your manager doesn't drive it. You do! Whether you wish to progress up the hierarchy of your Agency to a management position, or simply wish to be the best performing Recruitment Consultant in the business, Greg Savage has some wise words to part with you about how you can drive your career.

You Will Learn:
• What "seniority" really means, and why often great recruiters make poor recruiting managers
• Ways to leverage and nourish your professional relationships to bring about positive outcomes
• What is the difference between a Manager and a Leader
• Leadership is Action!

Making VMS Systems Work – with Tim Sackett (Vendor Management Systems)
Modules: 2 | **Total Duration:** 0:45:00

8.1 Intro to VMS Systems
8.2 Making VMS Systems Work

Overview:
If you want to engage in high volume recruitment for major companies, then VMS systems are something you can't avoid. As president of HRU Tech, a major staffing firm, Tim Sackett knows everything there is to know about VMS systems. In this course he talks about how to make your use of VMS systems a success and how to avoid the potential pitfalls.

You Will Learn How To:
• Structure an agency for VMS success
• Build the talent pools you need to operate in a VMS environment
• Avoid wasting time with VMS systems that won't give any return
• Develop the mindset you need to be a successful VMS recruiter

Building a Temp Business
Modules: 7 | **Total Duration:** 2:30:00

1.1 Service
1.2 Sales
1.3 Face to Face Sales
1.4 Metrics
1.5 Management
1.6 Performance Management 1.7 People Management

Overview:
Learn from Bill Boorman, who prior to running the Recruiting Unconference worldwide events for recruiters, was a 20-year Temporary Agency Recruiter. His in-depth mission on running a Temp Business as an Agency Staffing recruiter will bring you through the specifics of Service Delivery, sales practices to clients, key metrics that drive performance and margin of your desk, as well as core management principles for managing Temp Recruiters.

What Will I Learn?
• How to run a Temp Desk through excellence in service delivery
• Structuring your sales activity to win and grow business
• How to run effective client meetings
• What exactly are the metrics used to measure performance, and how to work to those numbers
• A guide to managing a temp business and people in unison, driving performance of people and business growth

Recruitment Agency Management

Managing Recruiting Teams / Leadership in Recruitment /
Running a Recruitment Agency / The Recruitment Director /
Planning for Exit

Category: Recruitment

Agency Management Total Available Badges: 6

Managing Recruiting Teams

Modules: 4 | **Total Duration:** 1:01:00

1.1 Productivity & Key Time Priorities as a Team Leader
1.2 Your Standing in the Team as Leader
1.3 Team Meetings That Add Value
1.4 The Coaching Premise

Overview:
As a Team Leader, where you're also responsible for bringing in a number each month, your priorities can be mixed and your focus is stretched. How do you best develop your team and act senior where perhaps several months ago, you were "one of them"? Delivered by Greg Savage and especially useful to team leaders who are billing team leaders, ensure you don't become one of the statistics of great performing recruiters who fails at management.

You Will Learn:
• How to manage and balance your priorities as a Team Leader, as well as start to build out your own team
• How your standing in the team is now different, and why that's not a bad thing!
• What meetings add value and what meetings can you go about, since your time is stretched between team leadership and working with clients
• The benefits of great coaching, and how you should coach all team members for success

Leadership in Recruitment

Modules: 2 | **Total Duration:** 1:00:00

3.1 Leadership is Action!
3.2 The Savage 6 C's of Leadership

Overview:
Designed for Management and Recruitment Agency Leaders, this program from Greg Savage is a no-nonsense view of how your job is to lead your business to success, using strategy, embracing disruption and developing great people.

You Will Learn:
• How the business you want is going to change over the next five years, and how you can stay ahead of the curve
• How the Savage 6 C's of leadership will bring you high performance from your people

Running a Recruitment Agency
Modules: 3 | **Total Duration:** 1:17:00

4.1 Promotion, Brand & Marketing 4.2 Financial Performance
4.3 Leading in a Downturn

Overview:
Designed for Management and Recruitment Agency Leaders, this program from Greg Savage will give you clarity on the priorities, consumer behaviour and financial indicators that will give you success in your Recruitment Agency, as well as shoring up your business to ensure you're not vulnerable to market volatility or downturns.

You Will Learn:
• The essential mindset for your business's promotion and marketing, leveraging social media and disruption to get the attention of great candidates and clients
• How to calculate the cost of each recruiter in your business, and at what point do they start impacting the bottom line – and how to get them there, faster
• The key metrics you should watch out for when guiding the ship
• How to lead your business through a downturn, or protect it from one.

The Recruitment Director
Modules: 2 | **Total Duration:** 0:31:00

5.1 Thriving in a New World of Recruitment
5.2 Five Common Mistakes of Recruitment Agencies

Overview:
Designed for Recruitment Agency Directors and Owners, this program from Greg Savage positions your Agency in today's world of continuous disruption and change how do you thrive? What mistakes have other failed agencies made before you, and what can you do to not go down that same path?

You Will Learn:
• What is you and your consultants' Change Quotient, and can you adapt to the continuous disruption in our market?
• Growth is hard, but you can thrive in your market and expand your business by keeping financial and recruiter performance high
• The common mistakes that failed (or failing) Recruitment Agencies have made, and what you can do to avoid making the same ones

Planning for Exit

Modules: 1 | **Total Duration:** 0:37:00

6.1 Planning for Exit

Overview:

Designed for Recruitment Agency Owners and Directors, this program from Greg Savage examines how you can prepare your business for sale, acquisition or your exit. Even if you're not ever planning on selling your business, running your business in this way is best practice for sustainability and high profits.

You Will Learn:

• An outline Action Plan for preparing to sell your Recruitment Agency business, reverse-engineering your actions to achieve the price you want
• How to become "Sale Ready", and identify prospective buyers or the buyer profile
• How to use this Sale Ready stance to build sustainability and best practice throughout the organisation
• The process of sale, negotiation and factors that affect your valuation

Leadership

Turning Struggling Recruiters Around

Category: Leadership Total

Available Badges: 4

Turning Struggling Recruiters Around

Modules: 1 | **Total Duration:** 0:25:00

2.1 Turning Struggling Recruiters Around

Overview:

There are a number of reasons you can find yourself with a recruiter who's just not billing. They just might not be right for the job, their training could be inadequate, or they could be distracted with all the aspects of the job that just aren't important. In this course, Peter Cosgrove takes us through remedies to each of the causes of this common problem.

You Will Learn How To:
• Make sure you hire the right recruiters
• Give your recruiters the start they'll need to succeed
• How to best manage the time of a struggling recruiter
• Motivate your recruiters to succeed by simplifying the game

Understanding Financial Services

An Introduction to Fund Management / An Introduction to Banking

Category: Understanding Financial Services
Total Available Badges: 6

An Introduction to Fund Management

Modules: 5 | **Total Duration:** 2:45

1.1 - Introduction to Financial Services 1.2 - Fund Management
1.3 - Types of Funds
1.4 - Fund Management Professionals 1.5 - Fund Administration

Overview:
Dominic Carthy, a leading Financial Services recruitment consultant with over 20 year's experience, joins us to deliver this masterclass on recruiting within the massive financial services industry. With dozens of sectors, each requiring their own specific skills knowledge and expertise to fulfil the countless roles within them - recruiting in the financial services industry can be a daunting task for even the most experienced recruiters. We're here to help demystify it for you.

What Will I Learn?:
• How to hold your own in conversations with hiring managers about their industry and about their hiring needs
• How to tell whether "Investment analyst A" or "Investment analyst B" is right for your client, in an industry where job titles reveal very little about the skills and knowledge of the individual.
• How to develop a deep level of knowledge across all the sectors within the industry, including Fund Management and Fund Administration.
• How to solve the recruiting problems of any clients recruiting from within the financial services industry

An Introduction to Banking

Modules: 6 | **Total Duration:** 1:45

2.1 Investment Banking
2.2 Banking and Money
2.3 Traditional Banking
2.4 Regulations and Acronyms
2.5 Departments within Banking
2.6 Banking Professionals

Overview:

Dominic Carthy returns to us to for the second instalment of our content dealing with the financial services sector. This time we're focussing on the not so small area of banking. We'll take an in-depth look at investment banking, as well as the three pillars of traditional; banking, corporate, commercial and retail banking and see how and why they operate and look at the people that make them tick.

What will I Learn?:

• The relationship between banking and money and how central banks seek to control the economies that they serve

• The structure, operations and professionals working within the investment banking industry

• The customers, aims and operations of each of the three pillars of traditional banking

• How to recruit the different professionals working within the banking industry

Understanding Life Sciences

An Introduction to Healthcare / An Introduction to Pharma /
An Introduction to Digital Health

Category: Understanding Life Sciences
Total Available Badges: 3

An Introduction to Healthcare

Modules: 2 | **Total Duration:** 0:25

1.1 An Overview of the Healthcare sector
1.2 Clinical Professionals in Healthcare

Overview:
Learn to how use data from the World Health Organisation to explore your market, discover and predict hiring needs, what skills are required for clinical roles and what the healthcare workforce of the future looks like.

What Will I Learn?
• What relevant data I can find in the World Health Organisation website, to predict hiring demands and markets behaviours.
• What Universal Health Coverage is and the impact it has on people's lives
• The Pros and Cons of the private Healthcare system.
• The different clinical roles and the skills and education required for each.

An Introduction to Pharma

Modules: 5 | **Total Duration:** 2:00

2.1 An Overview of the Pharmaceutical sector
2.2 How R&D Shapes our Health
2.3 Production / Manufacturing of Drugs & Medical Devices
2.4 Quality Roles in the Pharmaceutical Sector
2.5 Operation Roles in the Pharmaceutical Sector

Overview:
Deep dive into a shockingly growing market and learn its behaviours, regulations, production processes and the roles needed to fill roles in this industry

What Will I Learn?
• A broad overview of the pharma sector, what companies and types of drugs are now shaping the trends in the market
• The medical device and drug development processes and market regulators
• The structure in a pharmaceutical company and its staffing needs
• The different roles and skills in every department

An Introduction to Digital Health

Modules: 1 | **Total Duration:** 0:30

3.1 Digital Health & The Future of Health

Overview:

Digital devices, applications and systems are pulverizing the limits of Healthcare. Innovative solutions are now improving diagnosis and treatments and empowering the general population to track their own health patterns.

What Will I Learn?

• What is Digital health and the future of Healthcare

• How wearable tech and medical devices are now available to both healthcare professionals as well as the general public for the purposes of diagnosis and treatment

• The importance of Ethics in Digital Health

Recruiting Technology

Recruiting Technology

Category: Recruiting Technology

Total Available Badges: 1

Recruiting Technology

Modules: 1 | **Total Duration:** 0:31:44

1. AI in Recruiting

Overview:

When we see the technology landscape within recruiting, part of it is worrying (are our jobs safe from automation?) and much of it is exciting. Recruiting technology falls behind MarkTech, SalesTech, and eCommerce and Consumer technology, but we can learn a lot from general technology and adopt it into our tech portfolio and toolkit to augment and optimise our recruiting efforts.

You will learn:

- How AI has developed, and how it will augment recruiting to drive better experience
- What other technologies and solutions we can avail of to fast-track our recruiting efforts

Understanding Marketing

An Introduction to Marketing

Category: Understanding Marketing
Total Available Badges: 1

An Introduction to Marketing

Modules: 4 | **Total Duration:** 2:35:00

1.1 An Overview of Core Marketing Principles
1.2 Product Marketing
1.3 Promotion

1.4 Digital Marketing

Overview:
If you're recruiting marketing and advertising roles, whether for in-house functions or creative or marketing agencies, this sectoral knowledge mission will give you the underpinnings of marketing and advertising so that you can confidently recruit in this field.

You will learn:
• The history of marketing, its evolution and its present-day disruption
• Future trends in marketing and advertising, and where the opportunities lie for recruiting
• The core marketing functions, what they do and how they are central to the success of any organisation's revenue
• How the advertising industry evolved, and how advertising professionals (whether on the account- or creative-side) work today
• A deep dive on Digital Marketing and how it is the foundation of every marketing campaign today, trends in digital marketing and brand-building.

Recruiting Sales Professionals

Category: Recruiting Sales Professionals

Recruiting Retail and B2C Salespeople NEW!

Modules: 2 | **Total Duration:** 1:30

    1.1 Retail and Consumer Sales
    1.2 Non-Retail Consumer Sales

Overview:
As a consumer of goods ourselves, we are very familiar with the places of work that are retail stores - grocery, fashion, household and everything in between. But do you know how these stores run? Do you know who works in them, and the different roles in the stores?

You will learn:
• An overview of the retail environment, working hours and conditions of employment
• The roles inside retail organisations, from shop floors to management structures
• Non-retail consumer sales, including professional and regulated sales environments like financial products and realty
• Trends in retail and consumer sales, what's growing and declining, and what to expect in these markets.

Recruiting Business to Business Salespeople NEW!

Modules: 5 | **Total Duration:** 2:01:45

    1.1 How B2B Works
    1.2 B2B Sales Processes
    1.3 Enterprise Sales
    1.4 Understanding the Opportunity
    1.5 Tailoring the Job Ad
    1.6 Finding the Candidate

Overview:
We all have some experience of sales and salespeople from our experience as consumers. But selling to businesses is an entirely different proposition to selling consumers, sales are more complex, they take much longer to close and they require sign off from multiple people within the buying organisation. This calls for a different type of salesperson with different skills and different attributes. In this mission we look at what great B2B salespeople look like and how to hire them.

You will learn:

• An overview of the retail environment, working hours and conditions of employment

• The roles inside retail organisations, from shop floors to management structures

• Non-retail consumer sales, including professional and regulated sales environments like financial products and realty

• Trends in retail and consumer sales, what's growing and declining, and what to expect in these markets.