



## Excelling in Recruitment Sales

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Master the Skills of an Recruitment Sales Professional

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**Is your market overcrowded with recruiters?**

**How difficult is it to get engage a prospective decision maker into a sales conversation?**

**Do you wonder how to approach a prospect without sounding like 'another recruiter?'**

**Ever had a candidate rejected when you knew they were perfect for the role?**

**Our mission is to 'Inspire, Entertain and Make a Difference':**

**Excelling in Recruitment Sales** is a three day course focusing on the lucrative world of recruitment. We explore the challenges of competing in this sector, and the tricks of the trade that helped our training consultants perform at the highest level in recruitment sales. Whether you work in executive search, or contingency sales, we will ensure the material is bespoke to your business. The programme that will show you how to put into practice effective field sales techniques used by the world's top companies. It is based on our highly successful Excelling in Selling Programme, and is specifically designed to meet the needs of the recruitment professional.

**In the Excelling in Recruitment Sales programme you will:**

- Complement your natural selling style with a tried and tested sales structure used by the world's top recruitment companies
- Be able to overcome the PSL objection
- Differentiate your service (and/or candidates) from your competitors
- Know how to manage your time effectively to achieve the highest return possible
- Understand the buying process and know use referrals to gain access to key decision makers
- Explore ways of introducing yourself to a customer that creates interest and grabs their attention
- Develop your current sales presentations and make them more dynamic
- Be able to use sales collateral more effectively, using statistics (e.g. reach) more effectively
- Become more structured in how you handle customer objections

**Who are our training consultants?**

Our specialist recruitment training team has extensive experience in the recruitment sector. We have held senior management and sales positions and have sold at every level, including telesales, field sales and account manager.

Here are just a few comments from our delighted clients:

**YELL** "...produced the best ever set of results in the history of Yell."

**NHS** "Lammore met the specification and programme outcomes perfectly. Absolutely brilliant!"

**GOOGLE** "...an outstanding training experience."

**OPODO** "...training content very relevant and focused for delivering benefits in my role."

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### Who have we trained?

Client	Recruitment Sector	Lammore Training
Korn Ferry	Executive Search	Key Account Management
TopSource	Finance - Offshore	F2F & Telesales
Mastech	IT - contingency	Developed and trained sales process/induction
Enigma Resources	IT – executive search	Account Management
Ravello	IT - contingency	Telesales
Baldfox	Catering & Sales	F2F & Telesales
The Catering People	Catering Contracting	Presentation Skills

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**MASTERFOODS** “..more original and energising than any management book..”

**AUTOTRADER** “..fun style of training..coupled with in depth knowledge..”

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### Who should attend?

All salespeople, account managers, resourcers, sales managers and customer service representatives who work for new recruitment companies

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### Here are three great reasons for attending the Excelling in Recruitment Sales programme:

At Lammore Consulting, our mission is to provide training events that entertain, inspire and make a difference.

**Inspire:** Our delegates come away from our programmes feeling inspired and ready to meet their challenges head on. The material has been researched and written to meet key business needs in the real world.

**Entertain:** We promise to deliver our training events in an upbeat and fun way. Our speakers are professionally trained and experienced in the world of business and entertainment, and know how to engage an audience.

**Make a Difference:** A training workshop is only effective if the learning is implemented. All delegates attending a Lammore development programme are followed up through regular online contact to ensure that their personal development plans are being put into action. In addition we encourage ‘Action Learning’ events to take place within one month of the training being undertaken to re-enforce the key messages of the programme.

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