



Lunch and Learn Webinars

BUSINESS DEVELOPMENT WEBINARS

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All webinars include:

- Recording of the completed webinar
- Handout with resources & post webinar activities

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Recruiters Guide to Networking

"It's not what you know, it's who you know" – a phrase that has been popular for many years, and for good reason.

Some of the most successful recruiters aren't necessarily the best salespeople or the best at controlling process. They are simply the most networked. The sort of person who knows EVERYone. The name that everyone is familiar with.

So how do you become that person?

How do you build your own business circles and with it, build your leads, win over your prospects, gain referrals and generate more business?

It all comes down to networking.

But not just attending the events and posting on websites. Effective networking is an art. There are techniques for engaging and securing others into your business circle and becoming the "name" they will go to.

And we have an event where you can discover how

We will show you how to

- Increase your comfortability with face to face networking
- Be instantly likeable
- Quickly become known and trusted
- Gain leads and referrals
- Discover the best sites, forums and events
- Implement social media engagement strategies
- Build ongoing relationships from first encounters

Creating Better Target Lists

Is your target list in need of a refresh? Is it worn out? Are YOU worn out? Are you getting weary of chasing leads that lead nowhere?

Or perhaps you've smashed through your current list and the top of your pipeline is looking a bit bare?

Need inspiration for new opportunities to chase, ones that will be relevant and fruitful for your desk?

Come along to our webinar, dedicated entirely to your cause!

We will show you how to

- Analyse your market and industry
- Utilise the most up to date research tools
- Uncover where prospects are hiding
- Create a rounded portfolio
- Prioritise your targets
- Refill the pipeline

Winning the First Call

You've got the perfect prospect; the kind of client with a burning need for which you have the solution!

But you just can't get through the door - or entice them to listen long enough to realise you are their saviour!

Sound familiar?

While it might not seem like it, those resourceful and talented Gatekeepers are not the enemy. In fact... they are the key to winning over your prospect on the first call.

Don't believe it?

Then come along to our [Live Webinar](#)

You'll learn about:

- Working with, around and beyond the gatekeeper
- Research and information that leads to success
- The art of the 'BBQ Conversation'
- Avoiding "I'm not interested" and other early objections
- Achieving your desired outcome - in call #1

Mastering the First Meeting

Arguably one of the best parts of a recruiter's day is when we get out from behind the desk and get out in front of the clients.

Especially the ones we've been working with for a while, where the coffee conversation flows freely and we feel completely on top of where we need the meeting to go, and how to get there. We walk away with everything we need, a prosperous action plan in place and our client has more trust in us than ever before.

If only the very first meeting we have with a prospect client could be like that!

It CAN be!

We'll show you how in this webinar.

We'll be discussing:

- Effective planning and preparation for the very first meeting
- Building rapport – quickly!
- Conversation starters that really work
- How to gain information you actually need
- Features and benefits that get your client excited
- Handling early objections
- Building client centric action plans
- Creating a business relationship that works for you

Objection Handling Masterclass

You put in a lot of time and effort to ensure that your services are needed by your prospects, clients and candidates. However, no matter how compelling the need may be, you will almost always come across objections.

- Feel like you could progress further but aren't sure exactly how to?
- Would you like a way to measure up objections to assess the validity of them?

Then you need to attend this [Webinar](#)

It's essential to understand what goes into properly overcoming objections that we as recruiters are faced with every day. By mastering the techniques for professionally meeting and overcoming objections, you will experience a dramatic increase in sales effectiveness, including a significant reduction in sales cycle time.

In this webinar:

- A formula that will allow you to deal with ANY objection effectively
- How to identify the difference between 'real objections' and 'smoke screen objections'
- Questioning techniques to apply when exploring the objection
- The dangers of pitching against a smokescreen objection
- How to offer a solution to a 'real' objection and the importance of trial closes

Closing with a Yes

You've got your meeting with the prospect client, everything seems to be on track – you've qualified their needs, you've discussed the features and benefits, handled all their questions ... now it's time to ask for the business.

Sometimes we don't even need to ask – the prospect just wants to sign up. Hooray for us!
More often than not, closing the sale takes a bit more effort than that.

Ever wondered why the fish got away?
Wish you could get more prospects to sign on the dotted line?

[Come to this webinar and find out how](#)

In this webinar we will: go through

- Crafting a meeting plan that will lead to a successful result
- The most powerful questions that sell a client on your product and service
- Identifying *true* client needs and using them to your advantage
- Uncovering hidden objections
- Selling on Implications and Impacts
- Converting with benefits a client *really* wants
- A variety of effective closing techniques to suit any personality
- Sample meeting plans and closing scripts

Growing, Retaining and Recovering Clients

Mmmm - existing business. The comforting warm glow of a successful recruiter's desk.

The danger with current clients, however, is that it can be easy to slip into a comfort zone where we no longer seek out new opportunities. Or we fear damaging our good relationships by pushing business development. Or we miss the warning signs that they might be about to fall off our books completely.

It's also an easy thing to avoid approaching our past clients - especially those with a bad experience - through fear of rejection, or repeated failure.

But the chances of selling to a past client has good odds - around 1 in 4.
The probability of selling more to a current client is 1 in 2.

And not only that – growing and reigniting your relationships is enjoyable. And rewarding. And not that difficult when you know how.

Join us on our next Lunch and Learn webinar to find out more.

We'll take you through:

- Investigating opportunities
- Growing a B (or C or D) client into an A client
- Opening doors and cross selling
- Ways to reconnect and mend old relationships
- Common objections and resolutions
- Assessing risk and ROI
- Client relationship plans that keep the fire burning

How to Win in Recruitment Without Cold Calls

The likelihood of making a sale off a cold call is less than 3%. In fact industry averages peg it at around 1%. And yet it features heavily in quite a lot of recruitment professional's business development plans.

How many of us could say they truly enjoyed cold calling?

How many managers have announced a Cold Calling Blitz to the uproarious cheer of their team?

If it's not enjoyable, if it takes a lot of effort for minimal return, can we find a better way to spend the precious time we have at our desk?

Wouldn't it be nice if:

- you could avoid awkward gatekeeper encounters
- when a prospect hears your name they smile and nod in recognition
- your target client truly enjoyed their first conversation with you
- your business development time was creative and enjoyable
- conversion statistics were significantly higher
- "you're the 10th person to call me about recruitment today" was something you no longer heard
- prospects approached YOU

All this is possible!

We'll show you how in this webinar.

We'll lead you through:

- Recruitment as a numbers game
- Target list research techniques
- Inbound marketing strategies
- Gaining referrals
- Networking online and off
- Ditching the pitch and connecting with conversations
- The latest social media trends for business development

Secrets of LinkedIn for Business Development

LinkedIn is an important part of a recruitment recruiter's tool box – many use it purely as a database of contacts. It can be so much more.

LinkedIn can be a great tool for driving business development: filling your pipeline with quality leads, genuine relationships and sales.

Join us in our live webinar to find out how

- including all the secrets LinkedIn don't want you to know!

This is the most up-to-date information, including all the many changes that have occurred with LinkedIn and corresponding tools over the past few months.

In this webinar:

- How to draw the clients to you
- Uncover contacts and networks, previously hidden from you
- Engage, connect and become a trusted industry authority
- A 3-step plan for client conversion
- LinkedIn's most effective marketing tools
- Common errors that lose credibility & have no ROI
- Applications to save you time and increase efficiency
- Tools, tips and secrets that LinkedIn doesn't want you to know about

Build a Referral Based Recruitment Business

Are you tired of the cold calling 1:10 conversion ratio?

Would you like to explore how to get more referrals - without even asking for them?

Then you need to join us on this live webinar

With clients becoming less and less responsive to cold calls and with the use of social media playing a bigger part in the sales world, building a referral based business strategy should be top priority for your recruitment business.

The conversion ratios from a referral can be as high as 80%.

But these numbers aren't just a given. They don't occur magically because you've simply decided to find more opportunities through referrals.

In this webinar you'll discover how to make referrals happen for you with

- The best sources, timing and places for gaining referred business
- Unusual networks to explore and increase introductions
- Gaining referrals - without asking for the
- The biggest mistakes that limit referrals
- The role of social media in referral sales
- Forming the connection and converting to a client
- Guide to planning and implementing your strategy

2018 Recruitment Success Plan

Hoping for better results? Something different in 2018? You'll need a strategy.

Whether you pick a niche, diversify, become more proficient with social media, increase your professional networks, client base, revenue, profit or work-life balance.

The truth is, whatever you need to do or change, you HAVE to have a strategy!

This is your opportunity to create a strategic sales plan.

At this webinar event you'll discover how to:

Create a clearly defined recruitment plan for 2016, including tips on

- An objective assessment of 2017
- Setting and (over)achieving your 2018 goals
- The future of candidate attraction
- Smarter sales activities for business development
- Creating a plan you will actually stick to
- Time management and work-life balance
- Budget friendly tools and online resources

Headhunting the Passive Market

The recruiting game has changed.

Our ability to fill critical positions quickly is still a key driver to our success - but the way in which we do this defines the competitive advantage which eludes recruiters who are still using a traditional recruitment strategy.

Job boards and LinkedIn searches simply aren't cutting it anymore. We need creativity in our recruitment strategies to attract the best talent... especially 'hidden' talent.

Job seeker reports tell us that the large majority of the Australian professionals (up to 80%) are open to a new job opportunity, however most of those (less than 30%) are actively looking for work.

Progressive Recruitment companies need to think strategically about how to tap into this growing passive job seeker network and equip their staff with the skills to engage in effective headhunting activities.

In this webinar, you'll discover

- Market mapping for passive candidate attraction
- Identifying key market segments
- Techniques to gather names and create a referral based candidate strategy
- Increasing your engagement on LinkedIn and other social media
- Building a 5 stage script for a head hunt cold call
- Formulating effective responses to candidate objections
- Building rapport, trust and commitment quickly

Become a Social Sourcerer

Recruiters are switched on people. We know that the success of sourcing candidates from job ads is on the decline, and reliance on our company database has always been perilous. We know that the key to finding the needle in the haystack is through sourcing passive candidates and building a "talent community".

You're not telling us anything new when you say that social media is one of the most valuable tools in the modern day recruiter's bag of tricks.

And yet, finding the time, knowledge and resources to build, implement and maintain an effective social sourcing strategy is not a luxury many of us feel we have available to us.

It doesn't have to be that hard.

In a 1 hour lunchtime webinar, Fusion Training will show you:

- Where your specific candidates can be found online
- How to play with the Big 3 : LinkedIn, Facebook and Twitter
- Other social platforms that are surprisingly good for sourcing talent
- Ways to connect and build relationships
- Automation tools that maximise effectiveness and save time

By the end of this webinar you will have the resources to transform multiple social platforms into talent databases and inbound marketing goldmines - and still have time for a lunch break.

Leading the Candidate Process

Recruitment is about people.

Unpredictable, mind-changing, back-peddling, selective-memory, volatile people.

How often have you dealt with the frustration of a candidate taking a counter offer, not showing for interview, taking a completely different role, being claimed by your competitor, or dropping off the radar completely?

If this sounds all too familiar, then you need to join us on our next webinar!

We can't control people – but we can lead them through a process managed by us on our terms. We can influence behaviours, identify the dangers and proactively avoid unfavourable outcomes.

In this webinar, we gain control over our process through:

- Understanding why placements fall over
- Identifying viable candidates
- Building relationships with trust
- Managing expectations
- Spotting the warning signs
- Gaining commitment

Leading the Client Process

We've said it before and we'll say it again - Recruitment is about people.
Unpredictable, mind-changing, back-peddling, selective-memory, volatile people.

How painful is it when a client fills the role internally, fills it with a competitor, fails to get back to you fast enough to secure a hot candidate, refuses to negotiate a reasonable offer or announces the budget has fallen through/change of mind/the role wasn't signed off and there's no longer a vacancy?

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- Building relationships with trust
- Mastering the job order
- Managing expectations
- Spotting the warning signs
- Gaining commitment

Controlling Temp Desk Chaos

The life of a Temp Consultant is an exciting one. Every day is something different, few days end as you expected they would when you first arrived at your desk. The perfect job for the "people person" who loves fast paced living and new challenges.

But the reactive nature of running a temp desk can be stressful, no matter who you are.

"How do I manage such a large workload where everything seems urgent?"

"Will I ever get on top of all this paperwork and data entry?"

"How do I fit in business development amongst all this chaos?"

"Is the effort I'm putting in giving me the appropriate amount of reward?"

"Will it ever be possible to leave the office on time AND take a lunch break?"

If any of these phrases sound familiar, you need to join us on our next live webinar.

We'll be looking at:

- Habits of Successful Temp Consultants
- Balancing Quality, Quantity and Urgency
- Assessing Viability and ROI
- Candidate Care and Process Control
- Business Development in Reactive Conditions
- Building Resilience
- Planning for the Unplanned
- Time Management Tips for Work Life Balance

Cultivating a Sales Mindset for Recruitment

Your thoughts, attitude and beliefs are incredibly powerful.

Many a talented and successful recruiter has been struck down by call reluctance, lost motivation, lack of focus and that little voice of negativity that whispers all the reasons you're not going to succeed.

That little voice stops now.

In this webinar you'll discover:

- Characteristics of high performing recruiters
- True drivers of success
- The balance of Skill vs Mindset
- How your brain deletes, distorts and generalises

You'll achieve breakthrough sales results through our six cornerstones of success:

- Self-critical analysis
- Identifying problematic thinking patterns
- Conditioning new patterns
- Resilience building techniques
- Preparing your goals
- A 21 day New Thinking Plan!

Less Stress : More Time

Do you feel overwhelmed by the many activities you need to do?
Want to take control and achieve more in the time you have available?
Would you like to explore how to have a better work/life balance, whilst still making sales?
Or perhaps you want to notch it up a gear this year and become a big biller?

Then this live webinar is for you!

The thing with time is we all have the same amount of it. Same days in a month, hours in a day, and minutes in an hour for everyone. It just seems to work better for some than others.

High performers apply sound time management skills and optimise their efforts to ensure that they concentrate as much of their time and energy as possible on the high payoff tasks. This ensures that they achieve the greatest benefit possible with the limited amount of time available to them.

In This Webinar Learn

- How to shift your time and energy on the activities that contribute to higher performance
- Identifying and dealing with biggest 'Time Bandits'
- A selection of time management techniques that will improve your billings
- The best activities that will advance you towards your goals - fast!
- The latest automation tools and "recruitment hacks"

There will also be some takeaway exercises that will allow you to:

- Analyse and evaluate your activities
- Create a motivational, high performance, weekly plan.

Finding Motivation

Struggling with motivation?

Finding it hard to get yourself, or your team, fired up and kicking some goals?

The thing about motivation - is that we're all different. Even if we're all focusing on meeting our KPI's and reaching bonus, it doesn't mean that we're all motivated by achieving those goals or making more money. Or that those 2 goals are the only ones that are going to keep us inspired and motivated by what we do.

The other fact, is that we don't live and die by the same motivators, week-in, week-out. The things that drive us have the tendency to change, as the world around us and our lifestyle changes.

So what's the answer then?

How do we keep ourselves (or our teams) motivated?

In our next webinar we raise these questions and thoughts and answer them with a [Values-Based Motivation Strategy](#) that you can complete for yourself, or with your team.

This is an activity that identifies for each individual:

- what their key drivers are
- how they relate to recruitment
- how to make changes that will
- promote energy and enthusiasm in their role

Suitable for individuals looking to inspire themselves, or managers wanting a take-away activity to do with their team.