Your Student information Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |
| --- | --- |
|  Contact name |  |
|  Title |  |
|  Phone number |  |
|  E-mail address |  |
|  Company |  |
|  Address |  |
|  Post Code |  |

|  |
| --- |
| **RPK 2-4: Understanding the sales techniques and processes used by recruiters** |
| **Learning outcomes:**1. Understand the sales cycle used in recruitment.
2. Understand how to identify sales opportunities.
3. Understand how recruiters close the sale.
 |
| 1. ***Understand the sales cycle used in recruitment:***
	1. *Describe the characteristics of the sales cycle used in recruitment.*
	2. *Explain how the different stages of the sales cycle affect the approach to recruitment.*
	3. *Describe the uses of the sales cycle in structuring and progressing sales contacts.*

**Mini Case Study N°11:****Provide an example of how you have helped contribute to bringing the sales cycle to life with a key client.****[WORD COUNT GUIDELINE APPROX 100 – 200 MAX]****Your Study Coach Feedback (for study coach use only)**1. ***Understand how to identify sales opportunities:***
	1. *Explain how to segment candidates and clients.*
	2. *Explain how to target candidates and clients.*
	3. *Describe how to source and gather information about potential candidates and clients.*
	4. *Explain methods and reasons for qualifying the sales opportunities.*
	5. *Explain the importance of accurate record keeping.*

**Mini Case Study N°12:****Taking one of the Assessment Criteria above, identify how a key piece of learning has helped you in your job role. (For example, use of Key Selling Proposition/Unique Selling Proposition, use of your organisation’s CRM system, research, or perhaps the use of SWOT techniques.)****[WORD COUNT GUIDELINE APPROX 100 – 200 MAX]****Your Study Coach Feedback (for study coach use only)**1. ***Understand how recruiters close the sale***
	1. *Explain how recruiters overcome objections to close the sale.*
	2. *Explain how to identify verbal and nonverbal buying signals.*
	3. *Explain how to overcome barriers to closing the sale.*
	4. *Explain how to identify further potential add-on, up-selling or cross-selling opportunities prior to closing the sale.*
	5. *Describe different methods that recruiters use to close the sale.*

**Mini Case Study N°13:****Provide an example of a sale you have been involved with personally or seen one of your colleagues deal with. How were some of the techniques in this unit used?****[WORD COUNT GUIDELINE APPROX 100 – 200 MAX]****Your Study Coach Feedback (for study coach use only)** |