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| **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)** |