



Selling Strategic Recruitment Solutions- how to win contracted “annuity deals” that will transform your business

Brief Overview

This course covers how to identify opportunities for RPO, Statement of Works and Managed Service Recruitment that provide regular repeat income. You will learn how the sales process differs from “spot” or contingency recruitment and how to sell persuasively at the most senior levels.

Benefits and Learning Outcomes

- Why “annuity business” transforms your P&L
- Why most recruiters are at risk of losing their best clients
- How to identify potential clients
- Gathering stakeholder support
- Understanding buyer issues
- Costing and pricing
- Minimising business risk
- What a professional proposal and SLA look like
- Presenting your solution in a compelling way

Why choose “in company”?

A new service offering requires the involvement of sales and delivery staff, compliance, marketing and finance to be successful. By involving the whole team, you can take a granular look at what service you can deliver, to whom and how. Our trainer will tailor the content to your sector and capabilities so the learning is specific and readily transferred to real life scenarios.

Who is it for?

- Leadership team
- Experienced sales staff
- Finance, business support and marketing staff

Learning options

This one-day course can be delivered at your premises if suitable, or a hired room, or via Zoom. A plasma screen or projector and screen are required.