

# SENIOR CONSULTANT PATHWAY



## KICK START

### Generate More Revenue From Existing Business

Discover your success ratios - 22.50  
Market your candidates - 6.09  
Uncover hidden job opportunities - 7.53  
Generate never-ending leads - 7.57  
Squeeze the juice out of your existing business - 8.17

### Personal Branding on Social Media

Personal branding on social media - 5.36  
Positive static branding - 6.52  
Tips to build your network - 3.31  
Positive active branding - 5.40

### Recruitment Relationships

Building connections - 7.23  
A personal brand - 4.37  
Happy clients - 9.48  
Happy candidates - 7.08  
Recruitment Relationships - Quiz



## POWER UP

### Advanced Negotiation & Influencing Skills

Advanced negotiation & influencing skills - 13.56

### Recruitment Strategy

Analyse your market - 9.03  
Create & implement a successful strategic plan - 8.08

### Smart Working

Planning for business growth - 9.06  
Effective time management - 8.21  
The ultimate mindset for maximum motivation - 6.22  
Advanced communication skills - 9.29

### Client & Candidate Control

Mastering candidate & client control - 10.44



## INVIGORATE

### Sales Juice: Full Programme

Find a mindset that delivers great results - 15.40  
With the right attitude you can become a 'super performer' - 14.18  
Get motivated from the inside out - 17.48  
For great results, look closely at your beliefs - 13.29  
Do your beliefs limit or empower you? - 9.15  
Sales superstars tell themselves, 'I can...' - 19.53  
Connect goals to your dreams - 13.18  
BIG goals inspire - 8.03  
Be ambitious & results orientated - 12.54  
The core mistakes sales people make part 1 - 11.39  
The core mistakes sales people make part 2 - 15.10  
The characteristics of sales superstars part 1 - 13.41  
The characteristics of sales superstars part 2 - 11.13  
Why don't I have enough time in the day? - 18.20  
Control your day to deliver great results - 12.49

### Jonathan Campbell's Expert Social Media Tips

Recruitment SEO - 5.12  
Sourcing on social - 5.38  
Using Twitter to recruit - 4.43  
Social business development - 5.43



## REFUEL & RECHARGE

### The Psychology of High Performance

Sales performance & psychology - 17.26  
Sales performance & psychology 2 - 15.03  
Peak performance techniques 1 - 3.18  
Peak performance techniques 2 - 7.21

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## Key Account Development

Business development & key account management - 3.24

Managing key accounts - 3.48

Key contacts - 2.56

Managing the early stages of a relationship - 3.17

## Client Meetings

Client meetings - 9.02

Mastering client meetings - 11.18



### ENRICH & NOURISH

## Effective Online Copywriting

Course introduction - 10.55

A winning recruitment advert - 12.03

What's my focus? - 7.47

The key to creating great copy - 7.16

Turn up the colour! - 0.21

Focus on the target - 12.11

Produce a great job advert - 11.58

Write your advert - 6.53

Course summary - 6.44

## Effective Searching on LinkedIn

Search overview - 15.12

Detailed & Boolean searching - 15.06

Connecting on LinkedIn - 10.45

Client sourcing - 11.58

Commercial search limit - 5.22

Searching beyond 3rd tier - 13.33



### INTENSIFY

## Finding the Best Candidates

Candidate sourcing - 12.06

Advanced candidate sourcing & management - 7.49

Pro-active candidate sourcing 1 - 6.24

Pro-active candidate sourcing 2 - 4.56

## Headhunting

The art of headhunting : an introduction 1 - 5.12

The art of headhunting : an introduction 2 - 6.54

The art of headhunting : an introduction 3 - 5.19

Headhunting that gets results - 9.14



### STRENGTHEN

## Greg Savage Consultant Series: Candidate Recruitment

The old game is over - 15.17

Where the fun & the money is - 8.18

Twitter tactics for social recruiting - 23.23

Quick tips for social recruiting - 19.39

The craft of candidate recruitment - 18.54

## Greg Savage Consultant Series: Managing Job Orders

Prioritise & qualify job orders - 14.16



### JUICE MASTER

## Greg Savage Social Media Series

Technology vs. human skills - 17.40

A talent sourcing evolution - 8.30

Social Media is about community & brand - 10.41

Invest in a digital & social media strategy - 15.12

A great candidate experience - 23.32

Make the recruiter the rock star - 7.36

Build a personal brand - 12.01

Competing with clients - 14.24

Cool tools for social media - 22.56

Social media for client cultivation - 22.20

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