

PERM CONSULTANT PATHWAY



KICK START

Juicy New Business

Get ready for new business - 12.35
Let's get going - 15.31
Prepare for your calls - 14.59
Plan to make an impact - 11.05
Bashing the door down - 10.39
Make great sales calls - 14.37
Stop, look, listen - 13.18
Objections & closing - 23.34
The sales pipeline - 15.39
Making it all happen - 12.37

Commercial Prospects for the Recruitment Industry

Commercial prospects for the recruitment industry - 18.30
Employment models & the market - 20.21
Carve out a winning career - 20.01
Critical support - 7.49



POWER UP

Juicy Recruitment Process

The average duration for episodes in the following courses is 25 minutes, which includes video content and time required to complete other input and reflective elements.

It's called recruitment consultancy for a reason
With a plan - you can!
They're out there somewhere
Qualifying candidates
Getting to know you
'STAR' candidates
Well I never!
Selection Box
Prized possessions

Clients know best - Or So They Say!

Coming up for air
He said, she said
An offer you can't refuse
Close encounters
Eyes on the prize

The Principles of Assessment

The Science of Assessment - 8.05
The Art of Assessment - 7.15
An Objective View - 7.44
Legal & Moral Obligations - 8.15



INVIGORATE

Perm Candidate Care

A great candidate experience - 23.32
The craft of candidate management - 18.54
Mastering candidate & client control - 10.44

Candidate Sourcing & Management

Advanced candidate sourcing & management - 7.49

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

Recruitment Relationships

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

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REFUEL & RECHARGE

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

The Legal Stuff

The legal stuff you need to know - 6.33
Advertising & the law - 5.00

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

Prepare for a Great Result

It's all in the spec - 13.49
Calling to action - 17.14
Prepare for a great result - Quiz



REVITALISE

Client Meetings

Client meetings - 9.02
Mastering client meetings - 11.18

Advanced Negotiation & Influencing Skills

Advanced negotiation & influencing skills - 13.56

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

The Where, What & How of Online Advertising

The purpose of a job advert - 4.25
What media? - 11.40
Managing & monitoring responses - 11.31
Top tips for online candidate attraction - 6.12



ENRICH & NOURISH

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

A Strategy for Sales Success

Finding the Right Opportunities - 10.50
A Strategy for Success - 18.20
The Full Sales Cycle - 13.26
The Final Deal - 4.17

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BRAIN BOOST

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



INTENSIFY

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



STRENGTHEN

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

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



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

