



THE BUSINESS DEVELOPMENT BOUNCE BACK PROGRAMME

Seven, leading industry experts guide you in creating a robust plan for business development, a ten-step plan focused on activities that will accelerate your recovery and bounce back. As they offer their wisdom, you create your personal plan – steered by advice on how to navigate the challenges and change ahead, build resilience, explore new ways of working and establish yourself as a credible recruitment expert that wins market share.

CONTENT:

Where Are We Now? (Episode - 18.52)

The current market - how it might evolve and recover.

Get Your Head Straight (Episode - 21.47)

Pearls of wisdom on how to stay positive in the toughest market you've ever seen.

Sales Superstars tell themselves, 'I can' (Download)

A summary of strategies to overcome limiting beliefs and develop supportive and empowering ones.

Find Your Market Opportunity (Episode - 22.21)

Resuming 'activity as normal' is not what's needed to re-build your business pipeline.

Analyse your market (Download)

Understand more about conducting a RESPECT and SWOT analysis for your business.

Advanced sales (Download)

A back to basics overview to help your business development strategy.

Get Active to Win Business (Episode- 33.25)

If what you do defines you, how you do it sets you apart.

Generate never ending leads (Download)

Tops tips to get commercial - networking and lead chasing to gain new business.

Candidates Leading the Way (Episode - 15.29)

If you want to know where the jobs are, talk to your candidates.

Candidate marketing (Download)

Find out how to plan your approach, engage target clients and find opportunities for candidates.

Prepare for Objections (Episode - 15.25)

Take objections from shut down to opportunity.

Build Personal Resilience (Episode - 20.23)

You're going to get rejected so you need to know how to handle it.

Remember You're Worth It (Episode - 27.34)

Value what you offer and make sure clients do too.

Advanced negotiation & influencing skills (Download)

Effective negotiation is central to business success.

Sell a Flexible Solution (Episode - 14.21)

Help clients manage uncertainty with flexible, short-term staffing solutions.

Creating temp opportunities (Download)

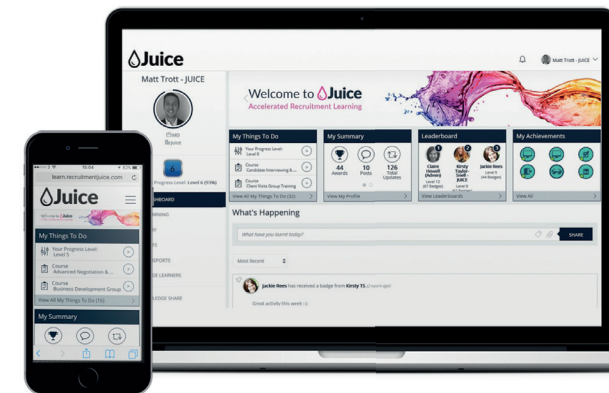
Create temp opportunities by adjusting your focus.

Bounce Back – A Business Development Plan (Episode - 15.30)

Pull your plan together – do it, review it, repeat, and celebrate every 'mini win'!

Bounce Back Skill Building - Get More of What You Need to Succeed (Quiz)

A questionnaire to identify the learning content you need next.





CORONAVIRUS: CANDIDATE CARE ESSENTIALS

Without the commitment of great candidates, a recruiter has little to offer and they need your support in this exceptionally challenging market.

CONTENT:

A Great Candidate Experience (Download)

There's an opportunity to build trusting candidate relationships, whatever the market.

Keep Candidate Connections Strong (Episode - 15.38)

Keep your candidate connections strong with regular calls and face-to-face meetings online.

Make the Interview Count (Episode - 7.15)

A good pipeline of candidate registration interviews remains critical to your success.

Top Tips for Successful Online Interviewing (Download)

Take charge of the situation and make online interviews a great experience for all parties.

Staying Objective (Episode - 13.00)

Staying objective when assessing candidates drives the best selection decisions.

Building Candidate Loyalty (Episode - 11.55)

Invest time in your candidates and you'll get a significant return in the long run.

Actively Market Your Candidates (Episode - 6.09)

Focus on markets where there is demand and actively promote candidates with relevant skills.

CORONAVIRUS: CLIENT RELATIONSHIP ESSENTIALS

The value of a great recruiter has meaning now more than ever and to support you, we've considered the best way to approach your clients to keep the partnership strong.

CONTENT:

Stay Close to Your Clients (Download)

Staying connected to your clients is an obvious priority and how you do it will set you apart.

Tackle Limiting Beliefs (Episode - 11.06)

When you're facing significant challenges, limiting beliefs can reduce your resourcefulness and make the toughest market seem even tougher.

Build Beliefs That Empower You (Episode - 11.00)

Build supporting and empowering beliefs in the value you're adding in the market.

A Sales Strategy (Episode - 17.03)

Keep working with your clients when they're not hiring.

Betari Box Positive Behaviour Model (Download)

Learn how our frame of mind plays a large role in the behaviour we exhibit.

Be Consultative & Add Value (Episode - 5.45)

Stick with your clients through the tough times, take a consultative approach and add value.

Add Value to Clients (Download)

Reflect on how you can add value to your clients.

Personal Brand (Episode - 4.37)

Keep your profile high with the right information.





The Temp Opportunity (Episode - 6.08)

As businesses work through this crisis, a need for flexible staffing solutions is likely to emerge.

CORONAVIRUS: LEADERSHIP ESSENTIALS

It's hard not to feel defeated when faced with such significant challenges in this exceptional market, but the value of a great leader has more meaning now than ever. To support you, we've collated some content that considers fundamental principles of leadership that will help you navigate the next few weeks with your team and be your best self.

CONTENT:

Leading in Challenging Times (Download)

Explore fundamental leadership principles that will help you and your team through tough times.

Leadership Trust (Episode - 2.12)

Inspire your team by actively working to build trust.

Behaviours of High Trust™ (Stephen R Covey) (Download)

A summary of Stephen R Covey's 13 Behaviours of High Trust™.

Emotion Balance Sheet (Download)

Self-Awareness & Management (Episode - 2.08)

Before you can lead effectively, you need to understand yourself, your responses under pressure and the impact you have on others.

The Circles of Response (Episode - 1.27)

The Circles of Response model helps you to maintain a constructive focus when managing your responsibilities.

Decision Making & Problem Solving (Episode - 3.04)

The ability to solve problems and make good decisions is a core quality for a leader.

Goal Setting (Episode - 2.37)

Adopt a crystal-clear process to keep everyone focused whilst working remotely.

Leading Through Change (Episode - 6.19)

Support your team through rapid change.

Inspiring Leadership on Film (Game)

Engage in some important light relief - check your film knowledge and hone your bubble blasting skills, whilst learning more about the key qualities of inspiring leadership.

BUSINESS DEVELOPMENT BLAST

In this course we're encouraging you to ramp up your new business development activity for a four-week period. The aim is to embed a refreshed and consistent business development habit and create a much-needed pipeline of future opportunities.

CONTENT:

Business Development is the Answer (Episode - 9.44)

A reminder that what you do now to develop future business is critical - you have very little to lose and a lot to gain! (Features Gavin Ingham)

Getting 'BD Fit' (Episode - 7.29)

Some time management and prioritisation tips to help you line up an enviable new business pipeline and not future regrets! (Features Johnny Campbell)

What Makes Clients Buy? (Episode - 18.35)

Consider the buying motivations of potential clients and how to tailor your approaches accordingly. (Sarah-Jayne Church)

A Business Development Fitness Plan (Download)

Check out this summary of the 'who', 'why', 'what' and 'when' of business development fitness.

Hot Bosses & How to Meet Them (Episode - 16.14)

Why approaching 'Hot Bosses' is great business development approach, how to do it and what will set you apart. (Jeremy Snell)





OBLITERATE OBJECTIONS

Learn to apply the techniques that deliver success in getting past client objections and help you move forward to hold a meaningful business conversation.

CONTENT:

I Know What You're Going to Say (Episode - 7.15)

Focus on managing your initial reaction to objections and view them as an opportunity.

Techniques to Get You to the Other Side (Episode - 8.30)

Review these techniques that will help you to move a conversation forward, beyond a client's objection.

The Betari Box Behaviour Model (Download)

You're Not on our Preferred Supplier List (Episode - 6.05)

Master the art of acknowledging objections and asking great questions to get clarity and understanding.

We Don't Use Agencies (Episode - 5.22)

Set the scene with clients and make them realise the opportunity cost of not working with you.

Too Expensive (Episode - 12.15)

Make the 'you're too expensive' objection disappear by demonstrating the value you add.

Take The Lead (Episode - 2.08)

Check out some final top tips and recap on what you've learnt.

