



## ADVERTISING

### Effective Online Copywriting

Course Introduction - 10.55  
A Winning Recruitment Advert - 12.03  
The Key to Creating Great Copy - 7.16  
Focus on the Target - 12.11  
Produce a Great Job Advert - 11.58  
Course Summary - 6.44

## CANDIDATE CARE & MANAGEMENT

### An Excellent Experience for Candidates

Productive Candidate Connections - 15.38  
A Great Experience for Candidates - 11.55

### Temp Candidate Care

Work with the Best Temps - 18.13  
Identifying a Good or Great Temp - 20.30  
A Candidate Care Plan - 12.23  
Working with your Candidates - 5.50

### Contractor Management

Running the Desk & Selling the Solution - 4.55  
Managing the Contractor through the Contract - 3.14  
Extending the Contract - 3.22  
Common Concerns for Contractor & Client - 3.18  
Tips from the Top 1 - 10.48

### The Craft of Candidate Recruitment & Management

The Craft of Candidate Recruitment - 18.54

### Build Valuable Candidate Communities

Candidate Communities - 7.43  
Deliver a Great Candidate Experience - 14.30  
The Candidate Service Chain - 9.50

## CANDIDATE INTERVIEWING & ASSESSMENT

### Interview & Assessment for Temps & Contractors

Work with the Best Temps - 18.13  
Identifying a Good or Great temp - 20.30

### 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

## CANDIDATE SOURCING

### Find the Best Temps

Work with the Best Temps - 18.13  
Identifying a Good or Great Temp - 20.30

Advanced Candidate Sourcing & Management - 7.49

### Prepare for a Great Result

It's All in the Spec - 13.49  
Calling to Action - 17.14

### 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

### Compelling Research: A Foundation for Recruitment Success

The Value of Research - 7.14  
Compelling Evidence - 10.08  
A Foundation for Recruitment Success - 11.23  
A Sturdy Summary - 9.08

## Jonathan Campbell's Expert Social Media Tips

Recruitment SEO - 5.12  
Sourcing on Social - 5.38  
Using Twitter to Recruit - 4.43  
**Strategic Recruiting on Social Media**  
Social Recruiting - 10.41  
Know your Socials - 10.45  
A Compelling Personal Brand - 12.41  
A Strategic Social Plan - 11.22  
Tips and Tricks to Find Great Candidates - 15.51

### How to Identify and Attract the Best Candidates

Breaking New Ground - 8.26  
A Special Mission - 8.52

### Get Ahead in Finding the Best Talent

Sourcing Strategies - 6.58  
Finding Hidden Candidates - 9.50  
Headhunting that Gets Results - 15.00

## DEVELOP EXISTING BUSINESS

### Temp Business Development

Build a Client Base - 16.20  
Creating Temp Opportunities - 15.00  
Get Organised for Sales - 14.07  
Develop Accounts - 17.02  
Sell the Temporary Solution - 22.45  
Creating Temp Starts & Handling Objections - 22.45  
Tracking Competitor Temps - 14.28

### Generate More Revenue from Existing Business

Discover your Success Ratios - 22.50  
Market your Candidates - 6.09  
Uncover Hidden Opportunities - 7.53  
Generate Never-ending Leads - 7.57  
Squeeze the Juice from your Existing Business - 8.17



## 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

## Recruitment Relationships

Building Connections - 7.23  
A Personal Brand - 4.37  
Happy Clients - 9.48  
Happy Candidates - 7.08





## DIVERSITY AND INCLUSION

Diversity and Inclusion - 11.25  
Skills, Knowledge and Attitude,- 14.31  
People Like Us - 35.33  
Prediction, Preference or Prejudice? - 13.53  
How we do things here - 9.57  
Taking Action - 7.55  
Commit to a Change - 0.49

## EFFECTIVE WORKING

### 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

### Recruitment Strategy

Analyse your Market - 9.03  
Create & Implement a Successful Strategic Plan - 8.08

### The Psychology of High Performance

Sales Psychology & Performance - Part 1 - 17.26  
Sales Psychology & Performance - Part 2 - 15.03  
Peak Performance Techniques - Part 1 - 3.18  
Peak Performance Techniques -Part 2 - 7.21

### Commercial Prospects for Recruitment

Commercial Prospects for Recruitment - 17.21  
The Market & Employment Models - 19.26  
Carve out a Winning Career - 20.08  
Critical Support - 7.59

## MENTAL HEALTH IN RECRUITMENT

### Mental Health- Awareness, Management and Self Care

A Spotlight on Mental Health in Recruitment - 3.44  
Emotional Fitness - 6.42  
My Values - 3.33  
Who We Are - 4.54  
The Big Five - 13.26  
Taking Control -6.34  
Emotional Awareness - 3.26  
A Mental Health MOT - 5.49  
Practical Tools to Master and Manage Mindset - 15.07  
Communication and Team Wellbeing - 5.05  
Rest, Recharge, Replenish - 15.26  
Recruiter's Tips for Working from Home - 3.21

## SALES

### The Juicy New Business Challenge

Content includes interactive episodes\* and a final assessment:  
A Formula for Success  
Get your Head in the Game  
Plan to Win  
Bash the Door Down  
Make an Impact  
Get Attention  
Hold Attention  
Find Your Client's Pain  
Win Hearts & Minds  
Launch Your Future Success  
The Final Learning Challenge  
The Juicy New Business Challenge Assessment

*\*With plenty of video input and the opportunity to reflect, review and recap along the way, each episode takes between 20 and*

*30 minutes to complete.*

### Client Meetings

Client Visits - 9.02  
Mastering Client Meetings - 11.18

### Identify Opportunities and Influence Outcomes

The Sales Cycle - 4.19  
Identify Opportunities - 9.25  
Influence Outcomes - 6.37  
Keep the Cycle Splnning - 7.43

### Sales Juice: Full Programme

Find a Mind-set that Delivers Great Results -14.01  
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 1 -11.39  
The Core Mistakes Sales People Make 2- 15.10  
The Characteristics of Sales Superstars 1 - 13.41  
The Characteristics of Sales Superstars - 11.13  
Why Don't I Have Enough Time in the Day? - 18.20  
Control your Day to Deliver Great Results - 12.49

### Sales Juice: Mastering Mind-set & Motivation

Find a Mind-set that Delivers Great Results - 14.01  
With the Right Attitude, you can Become a 'Super Performer' - 14.18  
Get Motivated from the Inside Out - 17.48

### Sales Juice: Superior Beliefs & Behaviour

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

### Sales Juice: The Psychology of Successful Goal Setting

Connect Goals to your Dreams -13.18  
BIG Goals Inspire - 8.03  
Be Ambitious & Results-orientated - 12.54

### Sales Juice: The New Rules of Selling

The Core Mistakes Sales People Make 1 -11.39  
The Core Mistakes Sales People Make 2- 15.10  
The Characteristics of Sales Superstars 1 - 13.41  
The Characteristics of Sales Superstars - 11.13

### Sales Juice: The Secrets of Effective Sales Activity

Why Don't I Have Enough Time in the Day? - 18.20  
Control your Day to Deliver Great Results -12.49

### Winning High Value Business

Identify & Win Retained Business - 8.39  
Winning PSL Pitches - 7.59  
Winning Exclusive Business - 9.11





## Advanced Negotiation & Influencing Skills

Advanced Negotiation & Influencing Skills - 13.56

## Sales Strategies

Intelligence Led Recruitment - 3.45

## 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

## 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

## A Business Development Blast

Business Development is the Answer - 9.44

Getting 'BD Fit' - 7.29

What Makes Clients Buy? - 18.35

Hot Bosses & How to Meet Them - 16.14

Not Just Another Reference Call - 18.04

Swimming the Supply Chain - 11.54

Unlock Opportunities with Great Candidates - 4.04

## Obliterate Objections

I Know What You're Going to Say - 7.15

Techniques to Get You to the Other Side - 8.30

You're Not on our Preferred Supplier List - 6.05

We Don't Use Agencies - 5.22

Too Expensive - 12.15

Take The Lead - 2.08

## Jonathan Campbell's Expert Social Media Tips

Social Business Development - 5.43

## THE PERMANENT RECRUITMENT CYCLE

### 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

### Greg Savage Consultant Series:

#### Managing Job Orders

Prioritise & Qualify Job Orders - 14.16

## THE TEMPORARY RECRUITMENT CYCLE

### The Juice Temp Programme: Full Cycle

The Personal Qualities you Need to Succeed - 12.23

Work with the Best Temps - 18.13

Identifying a Good or Great Temp - 20.30

A Candidate Care Plan - 12.23

Build a Client Base - 16.20

Creating Temp Opportunities - 15.00

Get Organised for Sales - 14.07

Develop Accounts - 17.02

Sell the Temporary Solution - 22.45

Creating Temp Starts & Handling

Objections - 13.54

The Art of Placing Temps - 24.20

Taking a Job Brief & Closing it to a Start - 17.01

Tracking Competitor Temps - 14.28

Managing your Existing Business for Maximum Return - 8.50

When Things go Wrong - 13.57

Measure & Plan for Future Success - 12.44

### The Juice Temp Programme: Focus on Candidates

Work with the Best Temps - 18.13

Identifying a Good or Great Temp - 20.30

A Candidate Care Plan - 12.23

Working with your Candidates - 5.50

### The Juice Temp Programme: Business Development

Creating Temp Opportunities - 15.00

Get Organised for Sales - 14.07

Develop Accounts - 17.02

Sell the Temporary Solution - 22.45

Tracking Competitor Temps - 14.28

### The Juice Temp Programme: Creating & Closing Temp Starts

Creating Temp Starts & Handling

Objections - 13.54

The Art of Placing Temps - 24.20

Taking a Job Brief & Closing it to a Start - 17.01

### The Juice Temp Programme: Managing your Existing Temp Business

Managing your Existing Business for

Maximum Return - 8.50

When Things go Wrong - 13.57

Measure & Plan for Future Success - 12.44

### Expert Tips for Temp Recruiters

Working with your Clients - 4.06

Working with your Candidates - 5.50

The Temp Process - 3.20

Being Commercial - 3.22

Tips from the Top 2 - 11.28





## LEADERSHIP

### Expert Reflections on Leadership

Challenges of a Billing Manager - 10.13  
Change is Good - 5.41  
Standing out from the Crowd - 8.29  
Motivating your Team - 4.41

### Greg Savage Leadership Series:

#### Communication & Effective Working

10 Golden Rules of Communication 1 - 13.21  
10 Golden Rules of Communication 2 - 11.30

Building a Team that Enhances

Productivity - 13.08

Personal Organisation - 13.52

Coaching on the Job - 13.01

Meetings that Add Value - 5.53

Effective Public Speaking 1 - 8.24

Effective Public Speaking 2 - 6.33

### Fiona Lander Leadership Series

Engage your Team 6.48

Setting Standards 5.22

Focus on Performance - 2.59

Management Communication Impacts

Performance - 3.18

Managing Underperformance - 5.45

Leadership Styles - 5.20

### Greg Savage Leadership Series:

#### Achieving High Performance

Shift your Attitude & Strategy - 23.34

Create a Social Recruitment Company - 12.04

Reach Performance Potential - 17.58

Managing Underperformance - 13.29

Performance & Manager Reward - 7.48

Common Mistakes in People

Management - 18.21

How to Invest your Time as a Leader - 17.52

Manage KPIs & Train People - 14.53

The Advantage of Technology - 8.35

### Training & Coaching

Mentoring: When & Why to Use it - 3.10

Nurturing Talent - 4.05

Coaching: When & Why to Use it - 3.10

Delivering Excellent Training - 3.48

Coaching on the Job - 13.01

### Greg Savage Social Media Series: Hiring Talent

Recruiting in the Future - 16.38

Hiring Talent - 10.46

A Future Strategy - 10.56

### The Savage Business Growth Accelerator

Creating a Sustainable Business - 18.36

Grow your Business - 13.03

Planning - 10.02

Positioning - 12.35

People - 25.29

Product - 11.07

Leadership is Action - 21.00

Pleasing - 19.30

Promotion - 22.25

Prospecting, Performance & Persistence - 21.11

### Advice for Owner Managed Businesses

Advice for Owner Managed Businesses - 14.14

*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.*

### Self-Awareness for Leaders

An Introduction to Self-Awareness

Learning Styles

Understanding Yourself

Emotional Intelligence

Personal Effectiveness

Unconscious Bias

Avoiding Bias

### Self-Management for Leaders

Management of Self: Introduction

Time Management

The Importance of Personal

Development

My Personal Development

### Building Relationships & Trust for Leaders

Building Relationships & Trust

My Trust Accounts (Video link)

Standing Out from the Crowd

Giving Valuable Feedback

A Corrective Coaching Framework

Common Mistakes in People

Management

Manage KPIs & Train People

Active Delegation

### Decision Making & Problem Solving for Leaders

Decision Making Introduction

Personality & Decision Making

Problem Solving

Rational & Organic Approaches to

Problem Solving

The Fishbone Diagram Tool for Problem Solving

Flawed Decision Making is Dangerous

Decision Making

### Effective Communication for Leaders

An Introduction to Communication

The Power of Questioning & Listening

Team Briefings

Conflict Resolution

Leadership Approaches

### Leading Change & Driving Development

An Introduction to Leading People

Purposeful Development

Driving Development

Leading Change



Accelerated Recruitment Learning

### Leading High Performance

Motivating Others

A Motivation Theory

What's the Goal?

Balancing Team & Task

### Commercial Planning & Management

A Clear Direction

Getting the House in Order

The Allocation Factor

### Project Delivery & Management

Project Management

A Solid Start

A Project Powerhouse

Peak Performance

A Final Word







## GROUP LEARNING

*Our Group Learning adds another dimension to the Juice platform by providing structured session plans for you to run your own one hour face to face or remote sessions with your team. All the hard work is done for you to confidently expand on a range of topics. Content includes videos, questions, exercises, role plays and action plans.*

### Business Development

An Opportunity Mindset Short Training Session

Business Development Short Training Session

Client Visits Short Training Session

### Candidate Sourcing & Care

Engage with the Best Taken Short Training Session

Social Recruiting Short Training Session

Interviewing & Assessing Temps Short Training Session

### Recruitment Process & Account Management

Fee Negotiation Short Training Session

Client Account Management Short Training

Actively Manage your Temp Business Short Training Session

### Personal Effectiveness

Control & Closing Short Training Session

Time Management Short Training Session

Communicating with Different

Personalities Short Training Session

## MINI MODULES - EXTRA BITE SIZED LEARNING

*Mini modules provide 5 minute bursts of interactive and animated learning in all aspects of recruitment and management – perfect when time is tight.*

### Candidate Recruitment & Management

A Great Candidate Experience

Body Language - Make it Work for You

Creative Sourcing Strategies

Generating Leads From Your Candidates

Good and Great Temps

Handling Counter Offers

Headhunting - The Basics

Influencing Candidate Outcomes

Interviewing To Win

Monitoring and Managing Advert

Responses

Overcoming Objections

Research and Win

The Best Candidates - Straight To Your Inbox

The Boolean Challenge

### Effective Working

Banish Your Limiting Beliefs

Building Trust

Goal Setting - Dream Big

Personal Branding

Personal Success Ratios

Self Awareness

Time Management

### Leadership

Action-Centred Leadership

Coaching One-to-One

Communicating At All Levels

Conflict Management

Decision Making And Problem Solving

Goal Setting - Bringing The Team On Board

Leading Change

Let Go And Delegate

Managing A Billing Team

Motivation Techniques

Strategic Thinking

The Impact of Change

### Sales & Business Development

Body Language - Watch for the Signs

Client Visits - Set Yourself Apart

Combating Criticism

Consultative Relationships

Fighting Phone Phobia

Get Clients To Buy - Step By Step

Getting Past The Gatekeeper

Lapsed Clients - It's Never Too Late

Managing Performance

Meeting Clients - Are You Ready?

Negotiating Fees

The Betari Box Approach to Selling

The Sales Cycle - Identifying Needs

