

Contract Consultant Pathway



1. KICKSTART

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.

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

2. 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

3. INVIGORATE

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

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
- 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

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4. REFUEL & RECHARGE

Recruitment Relationships

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

Jonathan Campbell's Expert Social Media Tips

- Recruitment SEO - 5.12
- Sourcing on social - 5.38
- Using Twitter to recruit - 4.43

5. ENERGISE

Prepare for a Great Result

- It's all in the spec - 13.49
- Calling to action - 17.14

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

6. POWER UP

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

Get Ahead in Finding the Best Talent

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

Greg Savage Consultant Series: Managing Job Orders

- Prioritise & qualify job orders - 14.16

7. REJUVENATE

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

8. 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

Build Valuable Candidate Communities

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

Identify Opportunities & Influence Outcomes

- The Sales Cycle - 4.19
- Identify Opportunities - 9.25
- Influence Outcomes - 6.39
- Keep the Cycle Spinning - 7.43

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9. INTENSIFY

Sales Juice: Full Programme

- Find a mindset 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 2 - 11.13
- Why don't I have enough time in the day? - 18.20
- Control your day to deliver great results - 12.49

10. STRENGTHEN

The Psychology of High Performance

- Sales performance & psychology 1 - 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

11. JUICE MASTER

How to Identify and Attract the Best Candidates

- Breaking New Ground - 8.26
- A Special Mission - 8.52
- 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 - 13.51