



# Senior Consultant Pathway



## 1. KICKSTART

### 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 from 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

## 2. 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

## 3. INVIGORATE

### 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

### Jonathan Campbell's Expert Social Media Tips

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

## 4. 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

### 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

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## 5. ENRICH & NOURISH

### 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

### Build Valuable Candidate Communities

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

## 6. INTENSIFY

### Get Ahead in Finding the Best Talent

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

## 7. STRENGTHEN

### Greg Savage Consultant Series: Managing Job Orders

- Prioritise & qualify job orders - 14.16

### 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

## 8. 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