

HIRING WINNERS

A Recruiting and Selection Workshop

FOR LEADERS, MANAGERS AND RECRUITERS

From the book, "Selecting Sales Professionals" By Dr. John Marshall & Bob McHardy

OVERVIEW

A practical workshop designed to improve an organization's effectiveness and results in attracting, selecting, hiring and retaining top sales performers. This workshop will help the manager develop a streamlined, customized selection system that is efficient, effective and that integrates with existing systems, corporate culture and work environment. It focuses on helping the manager understand and develop a systematic selection process rather than relying on manager personality or sales strengths. This will make the manager more efficient and effective.

BENEFITS

- increased quality and quantity of potential recruits
- improved selection and retention
- significant reduction in cost per hire and cost of performance
- reduced time to hire through on-line screening
- creates a recruiting culture in the organization
- creates a systematic approach to recruiting, selection and retention

"BEING SYSTEMATIC IMPROVES ABILITY TO PREDICT."

OUTCOMES

- develop pro-active strategies to create a flow of qualified candidates
- use the Internet to increase flow and quality of applicants
- learn and understand the 6 step integrated recruiting and selection process
- learn techniques for predicting performance
- learn how to develop all employees into centers of influence
- learn the 3 critical components of an effective selection system
- become effective with the structured (behavioral-based) interview
- learn strategies for assessing effort history and commitment

PRE COURSE RECOMMENDATIONS

- complete "Career Directions" or "Management Pro" profile
- read "Selecting Sales Professionals" book

AVAILABLE

- in 2 formats: facilitated workshops, train the trainer
- modular design in ½, 1 and 2 day programs

