



Land & Expand

Course Overview

In the fast-paced world of recruitment, recruiters tend to get caught in the ‘transactional trap’ of working on one-off job vacancies. Building long-term client relationships and developing account opportunities requires skill, experience, and patience. This Land and Expand workshop aims to elevate recruiters beyond the quick wins of a vacancy to vacancy approach. Assimilating the traits of top recruiters, our expert trainer will highlight the tactics, tools and techniques required to successfully penetrate accounts, maximise existing contacts and ultimately build lasting and profitable client relationships.

Delegates will join the course with their previous 3-months figures and the expert trainers will perform a deep dive to fully analyse areas for improvement. Upon leaving the course all delegates will be tasked with producing a 3-month strategic sales plan for their desk.

This workshop is led by a highly skilled trainer and consists of 2 four-hour sessions using Zoom Video conferencing, or, in the case of face-to-face training, a one-day training centre-based session.

AGENDA HIGHLIGHTS:

- Make the first impression - stand out from the crowd
- Strategic account plan - map the opportunity
- Networking – recommendations & introductions
- Building the Organisation Chart
- Recognising the needs of different contact points
- Running great meetings
- Maintaining outstanding delivery
- Creating barriers – changing the contractual relationship
- Dealing with change – maximising your business opportunities

TARGET AUDIENCE:

- Recruiters who want to move from a transactional selling approach to a consultative, solution-based option
- Senior recruiters/account managers who have a desire to maximise business opportunities within their existing accounts
- Ideally, those attending will be a consistent biller with at least 1-3 years recruitment experience

TRAINER: Tim Norton

LEARNING OUTCOMES:

- This course is designed to be part of the Advance Recruiter courses which includes Strategic Sales – Enabling consultants to build a 3-month strategic sales plan for their desk
- Understand how company organisational structures work and utilise these to identify potential opportunities
- Better understand who their current and target clients are
- The ability to map an account – creating an account management plan with a focus on growth
- Know how to differentiate themselves from their competitors
- Know how to identify the buying motivations and differences when pitching to HR, business directors and hiring managers
- Have the confidence to turn a change of contact into a new business opportunity

INVESTMENT:

OPEN COURSE – Cost per head:

Virtual £395.00 plus VAT

IN COMPANY COURSE – prices are based on 8 delegates*

Virtual £1850.00 plus VAT

Face to Face £2370.00 plus VAT

* Prices are based on eight delegates, plus trainer expenses

For further information on the above programme or to discuss your talent development needs, please call **020 3117 0910** or email teri.etherington@apsco.org

Courses are available to APSCo members and non-members alike. For non-member prices please contact APSCo Talent Development.