



For Immediate Release:

January 2008

Advanced Recruiting Trends Announces New Training Offerings For 2008

Advanced Recruiting Trends is pleased to announce the launch of several new recruitment training programs, which will serve to broaden the company's training portfolio, and provide customers with additional content delivery options.

"High Impact Recruiting Webinar"©: Beginning in February 2008, Advanced Recruiting Trends will launch a recurring, four-part, instructor-led webinar that comprehensively addresses the same outstanding content presented in our live "High Impact Recruiting"© Public Seminar Training Program. The "High Impact Recruiting Webinar"© program will be presented once a week, over four consecutive weeks. Each weekly installment will consist of a live two-hour training session. Each session will cover distinct subject matter areas that are critical to effective recruiting in today's competitive marketplace. At the conclusion of the Webinar Series, attendees will have received approximately 8 hours of high quality recruitment sales training focused on proactive recruiting best practices. In commenting on the Webinar series, Advanced Recruiting Trend's Founder, Paul Siker, said, "We've gotten many calls from recruiters who either can't travel to one of our live Public Seminar presentations, or who want a robust training program that incrementally covers content in more easily digested segments. I'm very excited about the Webinar series and think that program participants are really going to appreciate the format, as well as the ability to immediately deploy specific methods and techniques on a week-to-week basis." As the facilitator for the "High Impact Recruiting Webinar"©, Siker said, "The Webinar format is obviously a different delivery medium, but I fully expect the program to be just as interactive and engaging as the live presentations we deliver – it should be a lot of fun." For details on the "High Impact Recruiting Webinar"© Series, [click here](#).

"Advanced Introductory Calls"©: Beginning in January 2008, Advanced Recruiting Trends will present a 1.5 hour, Instructor-led Webinar program entitled, "Advanced Introductory Calls"©. This program will provide detailed instruction on how recruiters can optimally and successfully execute advanced introductory calls (aka "Cold Calls") to passive candidate prospects. This program will specifically cover the mechanics and selling tactics behind these critical sales calls. Additionally, the program will address: Cold Call Schematics (Focused Vs. Unfocused Calls), Designing Effective Word Tracks, Cold Call Psychology & Call Reluctance, Establishing & Building Rapport, and Ascertaining Candidate Motivators. "A number of recruiters really dislike making cold calls," stated Paul Siker, "but I think that for many of these individuals the predominant challenge is that they have never been equipped with a cold call approach that minimizes candidate objections, or outright rejection." Siker went on to say that, "Many recruiters are great at making position specific cold calls, but this program highlights the relative strength of making non-position specific or unfocused calls, an approach that typically provides an array

of advantages, particularly when contacting passive candidate prospects.” If you are looking to dramatically optimize your ability to positively engage candidates, you will definitely want to attend the “Advanced Introductory Calls” program. For details on “Advanced Introductory Calls”©, click [here](#).

“Crafting Compelling Job Postings”©: Also in January 2008, Advanced Recruiting Trends will present a 1.0 hour, Instructor-led Webinar entitled, “Crafting Compelling Job Postings”©. The fundamental intent of this program is to help recruiters do a better job of projecting job opportunities in a manner that actively elicits a greater degree of response from qualified applicants. “With all of the advertising stimuli that candidates are subjected to, recruiters must be more attuned to the manner in which their opportunities are being presented, and must be adept at incorporating thoughtful selling messages within job postings – messages that will more effectively resonate with prospects,” said Paul Siker. “While job postings will remain a passive recruitment mechanism, this program is really intended to help recruiters rethink the construct and content of the job postings they are deploying.” If you are interested in elevating the content and construct of your organization’s job postings, and wish to make your job postings function as a more viable marketing tool, you will want to register for this engaging webinar presentation. For details on “Crafting Compelling Job Postings”©, click [here](#).

Advanced Recruiting Trends
15636 Britenbush Court, Suite 200
Waterford, VA 20197
540-882-9077
www.artofrecruiting.com