

## **“High Impact Recruiting Webinar”©**



### **The “High Impact Recruiting Webinar”© Training Program**

Defined by the same great content that comprises our live Public Seminar and In-House training programs, the “High Impact Recruiting Webinar”© packages top-flight recruitment training content into a series of live, instructor-led, web-based training sessions – all accessible from the convenience of your office. This program is broadly oriented to proactive recruitment of professionals in virtually all skill categories/industry sectors (i.e.: IT, Engineering, Accounting/Finance, Allied Health, Biotech, Energy, Legal, Administrative, etc.).

#### **How it works:**

The “High Impact Recruiting Webinar”© is partitioned into two-hour segments that are presented in succession, over four or five consecutive weeks. Once you purchase the program, ART, LLC will provide you with a comprehensive program workbook, as well as program access instructions. The program is hosted online by GoToWebinar. After installing a simple User Interface on your computer (installation takes about 1 minute), you will be able to seamlessly view all of the PowerPoint slides that are used to facilitate the program. Additionally, we will provide you with conference call instructions so that you can access and participate in the audio portion of each program session. Again, each program segment is presented live and runs for approximately two hours.

#### **Why it works:**

Because the training program is parsed into two-hour segments, a finite amount of subject matter is addressed during each session. More significantly, when a given training module is done, program participants have the opportunity to go back to work where they can immediately begin to implement concepts and techniques that they have learned. Furthermore, course attendees can highlight successes or address challenges during the following week’s session. This format enables program participants to more readily apply core methodologies incrementally, reduces the possibility of information overload, and enhances the likelihood that material will be retained and applied.

### **What topics are addressed within the “High Impact Recruiting Webinar”©?**

Like our other training offerings, the “High Impact Recruiting Webinar”© is designed to comprehensively address critical facets of the recruitment life-cycle and sales process. The program is predominantly oriented to proactive recruitment methodologies and techniques. If you are looking to learn best practices that will allow you to directly engage passive candidate prospects using proven market tested selling approaches, keep reading; if you are looking to optimize your utilization of job boards – this program is probably *not* for you. From an instruction standpoint, topic areas are addressed in a top-down format that highlights the strategic aspects of how recruiters are best poised to approach various components of the recruiting process, and then drills down on tactical best practices that can be deployed immediately. (See Page 3 for a list of topics addressed within the program).

### **What if I miss one of the sessions?**

No problem. While session dates are announced in advance, and while our expectation is that each program participant will proactively allocate time to participate in each of the consecutive sessions, we recognize that sometimes “life” interferes with even the best laid plans. If you have to miss a particular session, we will coordinate a make-up class.

### **Who facilitates the “High Impact Recruiting Webinar” © Training Program?**

Paul Siker directly facilitates each session of the program ([See Biography](#)).

### **How does the program flow? Is it interactive?**

The “High Impact Recruiting Webinar”© program is best characterized as “fast paced.” As is the case with all ART,LLC programs, this course is facilitated in a manner that allows for a broad-based, energized, and highly interactive dialogue about key components of the recruiting process. The “High Impact Recruiting Webinar”© is deliberately facilitated to optimize participation, in the firm belief that every program participant has something of substance to contribute to the discussion. Regardless of whether you are a seasoned recruiting veteran or are relatively new to the recruiting profession, the “High Impact Recruiting Webinar”© program will equip you with proactive strategies and methodologies that flat out work. Finally, the “High Impact Recruiting Webinar”© program has been designed to be “fun.” Paul Siker’s facilitation style ensures that you will not only have the opportunity to learn an array of ideas and concepts that can tangibly and favorably impact your performance, but you’ll have an enjoyable time doing it.

### **How is the "High Impact Recruiting Webinar"© Training Program Priced?**

The "High Impact Recruiting Webinar"© is priced at \$479.00 per participant. Organizations that elect to have 3 or more individuals participate are eligible for a multiple attendee discount. (Contact us for details).

### **What else do I need to know?**

You should know that class size is limited. You should also know that the program is HRCI Certified and that participants are eligible to receive CEUs towards maintaining PHR and SPHR designations. Also, upon program completion, each participant will receive a personalized Course Certificate of Achievement.

The program is typically facilitated between 10:00 AM – 12 Noon (EST), but accommodations can be made for groups wishing to conduct training in alternate timeframes.

### **"High Impact Recruiting Webinar"© Representative Subject Matter Areas:**

- **Understanding Market Dynamics & Trends**
- **Building & Enhancing Strategic Partnerships With Hiring Authorities**
- **Recruiting Frameworks & Holistic Recruitment (Proactive Vs. Passive Approaches)**
- **Passive Candidate Sourcing & Acquisition Techniques**
- **Consultative Recruitment & Selling Methodologies - Projecting Your "Brand" Identity**
- **Call Psychology & Avoiding Call Reluctance**
- **Voicemail Strategies – Approaches That Elicit More Callbacks**
- **Advanced Candidate Introductory Calls & Cold Calling Best Practices**
- **Advanced Candidate Networking & Referral Acquisition Strategies**
- **Daily Planning, Goal Setting & Performance Measurement**
- **Qualifying, Interviewing, and Evaluating Candidates**
- **Establishing & Maintaining Actionable Candidate Relationships**
- **Understanding, Appreciating & Appropriately Leveraging Candidate Motivators**
- **Mitigating Counter-Offer Scenarios & Avoiding Offer Turn-Downs**
- **Salary/Offer Negotiation & Closing Strategies**
- **And Much, Much More!**



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