

# Recruiter Training Course Syllabus

At the Menemsha Group, we understand that quality recruiters need to possess a keen understanding of what it takes for candidates to make career decisions.

That's why our recruiter training program mirrors the candidate journey every step of the way—from evaluating career opportunities and recruiters all the way up until they accept their new role with ease.



140 Training Videos



112 Quiz Questions



27 Training Hours



45 Missions

SCHEDULE A DEMO

## Maximizing Recruiter Results



11 Videos



1 Mission



1.5 Hours

Instead of focusing exclusively on increasing recruiter activity as the only means for success, recruiting professionals need to work on achieving better results from the time and effort they're already investing. Participants will learn the key performance indicators (KPIs) to track, measure, and manage for improving recruiting effectiveness and optimizing recruiter results.

## Understanding Client Job Descriptions



12 Videos



2 Missions



1.5 Hours

Knowing how to read and understand job descriptions is critical. In this course, we cover how and why high emotional intelligence is the key to creating an unfair competitive advantage. You will learn the eight key data points to capture in order to understand client job requirements.

## Candidate Sourcing



11 Videos



2 Missions



2 Hours

In this course, you will learn how to deploy active and passive sourcing strategies. We will cover Boolean search and Boolean operators, including how to write masterful Boolean search strings. Discover best practices for sourcing candidates on LinkedIn using Maximum Search Inclusion, Implicit Search, Semantic/Natural Language Search Strategies for Diversity Sourcing and Recruiting Expats, as well as the ten best practices for developing strategic sourcing strategies.

## Recruiter Communication Skills



10 Videos



5 Missions



2.5 Hours

Develop the key skills for effective rapport building. Learn how to use communication skills and tactics of disarming, prefacing, checking, pacing, flipping, and how to replace closed-ended with open-ended questions. Recruiters can also focus on critical thinking, collaboration, intelligent positioning, questioning, presence, and credibility building.

## Recruiter Call Planning



6 Videos



2 Missions



1.5 Hours

Learn how to convert “cold candidate calls” into warm calls. We will cover how to incorporate the key elements of a candidate’s profile into your call plan and how to convert your call plan into personalized and tailored messaging.

## Introductory Candidate Call and Phone Screen



12 Videos



4 Missions



2.5 Hours

During this course, we’ll provide insight on how you can best set yourself up for success with introductory candidate calls. We’ll show you tips and tricks to make candidates feel right at home while transitioning the conversation into a phone screen, as well as exploring strategies ideal for each of the most common outcomes.

## Recruiter Objection Handling



10 Videos



5 Missions



2 Hours

This course covers the two most common types of objections and how to overcome them. Learn how to prevent objections, and a proven four-step objection resolution model for overcoming objections. You will also receive our 15-page Rebuttal Book for overcoming common candidate objections.

## Conducting the Candidate Interview



16 Videos



6 Missions



4 Hours

Learn how to open and frame the candidate interview and set candidate expectations. We will cover how to screen and qualify your candidate's current situation, how to apply Contextual Use Case Scenario Interviewing methodology, how to screen and qualify your candidate's pay rate and salary expectations, and how to screen and qualify your candidate's compelling event and decision-making process.

## Candidate Pipelining



9 Videos



4 Missions



1.5 Hours

This course covers the difference between candidate pipelining, resume databases, candidate tear sheets, and candidate pools. Learn how to identify and segment candidates in your candidate pipeline, including the four stages of the candidate journey and how to align messaging to each stage. We will describe how to build and execute a 12-month candidate nurturing campaign.

## Conducting Candidate Reference Checks



7 Videos



2 Missions



1.5 Hours

Learn how to overcome common candidate objections when asking for references. We also cover how to properly structure and sequence candidate reference questions, including the 12 most impactful candidate reference check questions to ask.

## Pitching Your Candidate



7 Videos



1 Mission



1 Hour

Master the best practices for pitching candidates to hiring managers and account managers. We cover our proven 7-step framework for planning and executing the candidate pitch to hiring managers. The course also includes proven strategies for improving candidate submittal-to-interview ratios.

## Candidate Interview Preparation



10 Videos



1 Mission



1.25 Hours

Understand the what, why, and how of running mock candidate interviews. Participants will learn how to prepare and coach their candidates through the client interview process, including how to coach a candidate to close a client interview and how to handle salary-related questions.

## Pre-Closing and Closing Candidates



8 Videos



3 Missions



1.5 Hours

Maximize the success of each client interview by understanding how to effectively manage and nurture candidates during every step of the process. Prepare for critical moments such as delivering feedback, anticipating objections, and asking thought-provoking closing questions. Learn ways to increase your chances at securing top talent.

## Candidate Negotiation



7 Videos



3 Missions



1.25 Hours

Gain insight into how smart candidates think, act, and approach salary negotiations. You will learn Menemsha Group's six rules for candidate negotiation, including how to prepare for and execute win-win candidate negotiations by following our negotiation trade-off framework.

## Generating Sales Leads



11 Videos



3 Missions



2 Hours

Learn how to generate sales leads from candidates currently placed and who are actively billing. We provide the framework and scripts for converting candidate reference calls into sales leads, including how to overcome common objections when asking candidates for sales leads.

## See the Menemsha Group Platform In Action

Schedule a free demo to see how our revenue enablement solution supports your growth.

[SCHEDULE A DEMO](#)