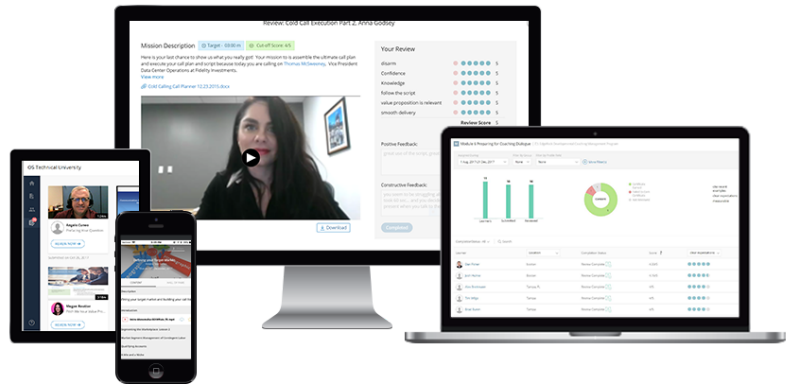


RECRUITER TRAINING COURSE SYLLABUS

The Menemsha Group recruiter training program is rooted in the belief that in order to be an effective recruiter, one must first understand how candidates think and how candidates make decisions.

Our training curriculum has been designed to align with the candidate journey including the steps and activities candidates must complete and the decisions they must make when evaluating recruiters, career opportunities and eventually accepting a new job with a new employer.



 140 TRAINING VIDEOS

 112 QUIZ QUESTIONS

 27 TRAINING HOURS

 45 MISSIONS

Maximizing Recruiting Results

 11 VIDEOS  1 MISSION  1.5 HOURS

In this course you will learn the cause and effect relationship between recruiter activities, recruiter objectives, and recruiter results. We will cover how to apply our recruiter activity goal planning worksheet for planning recruiter activity and improving recruiter effectiveness.

Understanding Client Job Descriptions

 12 VIDEOS  2 MISSIONS  1.5 HOURS

In this course you will learn how to read and understand job descriptions. We will cover how and why high emotional intelligence is the key to creating an unfair competitive advantage. You will learn the 8 key data points to capture in order to understand client job requirements.

Candidate Sourcing

 11 VIDEOS  2 MISSION  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. You will 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

 5 VIDEOS  5 MISSION  2.25 HOURS

In this course you will develop the key skills for effective rapport building. You will learn how to replace close-ended questions with open-ended questions; using communication skills and tactics of disarming, prefacing, checking, pacing, flipping and asking open-ended questions.

Recruiter Call Planning

 6 VIDEOS  2 MISSIONS  1.5 HOURS

In this course you will 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 as well as how to convert your call plan into personalized and tailored messaging.

Introductory Candidate Call and Phone Screen

 12 VIDEOS  4 MISSION  2.5 HOURS

In this course we cover goals and best possible outcomes for the introductory candidate call. You will learn how to effectively disarm candidates and make them feel comfortable, transitioning the introductory conversation into the phone screen; as well as how to handle the four most probable outcomes of the introductory candidate call.

Recruiter Objection Handling

 10 VIDEOS  5 MISSION  2 HOURS

This course covers the two most common types of objections and how to overcome each. You will 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

In this course you will 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 MISSION  1.5 HOURS

This course covers the difference between candidate pipelining, resume databases, candidate tear-sheets and candidate pools. You will learn how to identify and segment candidates in your candidate pipeline, including the four stages of the candidate journey and how to align your 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 MISSION  1.5 HOURS

This course covers how to overcome common candidate objections when asking for references. You will learn 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 MISSIONS  1 HOURS

In this course you will learn 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. Course also includes proven strategies for improving candidate submittal-to-interview ratios.

Candidate Interview Preparation

 10 VIDEOS  1 MISSION  1.25 HOURS

This course covers 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 handle salary related questions.

Pre-Closing and Closing Candidates

 8 VIDEOS  3 MISSION  1.5 HOURS

In this course you will learn how to manage & nurture candidates actively engaged in the client interview process. We will cover how to prepare for and execute the candidate interview feedback call, how to anticipate candidate concerns and objections and prepare credible rebuttals as well as when and how to prepare for and ask pre-closing and closing questions.

Candidate Negotiation

 7 VIDEOS  3 MISSIONS  1.25 HOURS

Participants will 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 MISSION  2 HOURS

Participants will learn how to generate sales leads from candidates currently placed, 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.