



Virtual Classroom  
Training Workshops

# Business Development Post Covid



**enabling** recruiters remotely





# Business Development Post Covid

## Overview

Business development has always been a key skill for recruiters, but getting your BD right in the post Covid world of recruitment will now be critical. Split over either two 3 hour or 3 two hour Zoom sessions, these training workshops are a motivational and informative combination of powerful business development techniques combined with specific tips and ideas to ensure you stand out from the crowd with your BD at this unusual time.



## Part One - Positioning

In this first session, we will work through a number of concepts that will help to position yourself, your offerings, your value and your calls. We will start with techniques that will help create a suitable plan that reflects the post Covid landscape, before discussing the wide variety of engagement channels that can be used. We will then work through the importance of keeping track of the numbers behind any BD activity before covering high impact introductions. Finally we will discuss the importance of developing engaging

- The recovery plan
- Routes to market
- Measuring results
- Impactful intros
- Value propositions



## Part Two - Performing

The second session will now take a more focused approach towards some of the key components of Business Development engagements. Maintain control of a call without being pushy, aggressive or overtly salesy requires an understanding of what might motivate a prospect and being able to sell with empathy to their situation is a critical skill to develop. Having effective techniques to manage any objections not only means that more objections will be successfully dealt with, but also boosts confidence. Finally we will ensure that opportunities identified during calls are turned into committed business.

- Understanding client & candidate motivations
- Ego-less selling
- Objection management
- Calls to action



# enabling actions



By the end of these two sessions, delegates will be able to:

- ✓ Create a meaningful plan for their BD by utilising a range of potential channels.
- ✓ Create immediate engagement by using attention grabbing introductions and powerful value propositions.
- ✓ Sell with empathy by understanding prospect's motivations.
- ✓ Have effective ways of managing likely objections and be able to close professionally.



These sessions are suitable:

- ✓ For all levels of recruiters and managers who need to approach prospective contacts in their market using channels, techniques and style that are appropriate in the post Covid environment.
- ✓ For small groups of up to 10 delegates. The two parts are roughly 3 hours each including a break. If preferred, the parts can be spread spilt across 3, 2 hour sessions.
- ✓ For delivery via Zoom with delegates joining remotely from home or work. They are interactive workshops which include breakout rooms and delegates are expected to contribute.

## change behaviours