



Advanced Recruiting Techniques Program

Recruiting department consulting and training is Kelly's specialty. On the first day of this event, he conducts an analysis of the department policies, procedures, and workflow process. As a result of the analysis, he makes recommendations for streamlining the recruiting process. On the second day, Kelly conducts his conversational recruiting sales techniques seminar.

Kelly believes Recruiting is a sales job. But unlike most sales jobs, it requires Recruiters to be able to qualify applicants, build relationships, and close the deal on the first contact. Additionally, recruiters need to track their advertising and manage their follow-up system to make the most out of every lead they receive.

Kelly Anderson Group's Recruiter Training is second to none. It has been developed over the last 30+ years and is continually updated based on the latest sources, technologies, and techniques. It is made up of a multiple-stage process:

- 1. Preparation**
(Analysis of Web Presence)
- 2. On-site Consulting (day 1)**
(Analyze Recruiting Department Policies and Procedures and make appropriate recommendations for streamlining the process)
- 3. Recruiter Training Seminar (day 2)**
(A full-day seminar involving heavy group involvement – See Training points below)
- 4. Personal Coaching (optional day 3)**
(Following the seminar, Kelly is available to sit with each recruiter while he works live leads. This enables him to demonstrate the conversational techniques he teaches during the class.)

The following outlines the training points of the Recruiter Training Seminar.

- Creating a Recruiting Mindset of Urgency
- 10 Strategies for Improving your Close Rate
- Increasing the Quality of the Drivers you Recruit
- Utilizing Conversational Recruiting Techniques to get Completed Applications
- Internet Recruiting Techniques
- Improving Your Close and Show Rate to Orientation
- Systemized Follow-up Techniques
- Retention Starts with Recruiting

This comprehensive, customized training agenda gives recruiters the tools and insight they need to supply quality drivers to the company. Furthermore, as a result of the on-site consulting day, Kelly offers pertinent suggestions for streamlining the recruiting and on-boarding process.

Recruiters learn how to shorten the “recruiting cycle” and improve the “show rate” of the drivers they recruit. Most of all, they learn how to identify and recruit the drivers they want rather than the drivers who want them.