



# Juice Talent Development Platform

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# Learning with the Juice Talent Development Platform



Presenters	Topic/course	Content	Learning objectives
<p>Roy Ripper</p> <p><i>with industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Helen Curry – The Spencer Group</li> <li>◆ Ben Doltis – The SJB Group</li> <li>◆ Angela Ashwell – Ashwell Forbes</li> <li>◆ Kayode Dauda – Hanson Search</li> <li>◆ Richard Bloom – Purple Consultancy</li> <li>◆ Lloyd Moore – Creation Recruitment</li> </ul>	<p><b>Juicy New Business</b></p>	<p><b>Get ready for new business</b></p> <ul style="list-style-type: none"> <li>• Reasons why people fail in recruitment/new business</li> <li>• The benefits of doing new business</li> <li>• Setting personal goals/daily targets</li> </ul> <p><b>Let's get going</b></p> <ul style="list-style-type: none"> <li>• The impact of physical and mental state</li> <li>• Staying motivated</li> <li>• Dealing with rejection</li> </ul> <p><b>Prepare and plan</b></p> <ul style="list-style-type: none"> <li>• Knowing your industry/your own company/your prospect's company</li> <li>• Daily &amp; weekly call planning</li> <li>• Who to target - identifying your prospect</li> <li>• Long term strategic planning</li> <li>• Setting objectives for EVERY call</li> <li>• The danger of PROCRASTINATION!</li> </ul> <p><b>Bashing the door down</b></p> <ul style="list-style-type: none"> <li>• Getting past the gatekeeper</li> <li>• Introducing yourself with confidence</li> </ul> <p><b>Be a Conan when you're phoning'</b></p> <ul style="list-style-type: none"> <li>• Utilising VBRs (Valid Business Reasons) for every call</li> <li>• Marketing your MPC (Most Placeable Candidate)</li> </ul> <p><b>Stop, look, listen</b></p> <ul style="list-style-type: none"> <li>• The most successful questions in recruitment</li> <li>• Problem creating questions' - your most powerful tool</li> <li>• How to practice 'active listening'</li> <li>• Learn to build rapport with ease</li> <li>• Selling solutions to your client</li> </ul> <p><b>Objections &amp; closing</b></p> <ul style="list-style-type: none"> <li>• How to overcome any objection ever thrown at you</li> <li>• Seeing objections as buying signals</li> <li>• The different types of 'close' used in recruitment</li> <li>• Strategies for closing effectively</li> <li>• Actions following a call</li> </ul> <p><b>The sales pipeline</b></p> <ul style="list-style-type: none"> <li>• Generate an avalanche of leads without cold calling</li> <li>• Phone calls vs. email Innovative ways to generate new business</li> <li>• <b>Premium strategies from the 'recruitment experts' to explode your new business generation!</b></li> </ul> <p><b>Making it happen</b></p> <ul style="list-style-type: none"> <li>• A selection of top juicy tips</li> </ul>	<p>These episodes will provide all the knowledge and skills necessary for a recruiter to be able to win new business on a consistent basis with a confident and consultative approach.</p> <p>By the end of this programme you will be able to:</p> <ul style="list-style-type: none"> <li>• Increase confidence in selling</li> <li>• Enhance your consultative selling skills</li> <li>• Ask more powerful questions to win new business</li> <li>• Set goals &amp; objectives</li> <li>• Reduce fee negotiations</li> <li>• Create desire and match to client/candidate needs</li> <li>• Close for commitment</li> </ul>

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<p>Roy Ripper</p> <p><i>with industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Ann Swain, CEO of the Association of Professional Staffing Companies</li> <li>◆ Gavin Ingham, Sales psychologist, author &amp; motivational speaker</li> <li>◆ Dan McGuire, ex MD of Broadbean Technology</li> <li>◆ Matt Trott, co-founder and director of Recruitment Juice</li> </ul>	<p><b>Juicy Recruitment Process</b></p>	<ul style="list-style-type: none"> <li>• <b>Introduction &amp; what goes wrong in the recruitment process?</b></li> <li>• <b>Taking a complete job brief</b> – ensuring you get ALL the information you need in order to make a placement.</li> <li>• <b>Make a plan</b> – this is your roadmap to finding the best candidate!</li> <li>• <b>Candidate sourcing</b> – searching all your sources and identifying the most suitable candidates.</li> <li>• <b>Candidate qualification</b> – selling the opportunity and ensuring the candidate can do the job and is motivated to move.</li> <li>• <b>Consultant interviews</b> – inviting candidates to meet you and further qualifying them against your job order.</li> <li>• <b>Presenting candidates to clients</b> – selling our candidates using powerful presentations.</li> <li>• <b>Interview preparation - candidate and client</b> – preparing both parties to go in and WIN.</li> <li>• <b>Client interview</b> – your client and candidate get to meet each other.</li> <li>• <b>Interview debriefing - candidate and client</b> – debriefing both parties and closing for the next step.</li> <li>• <b>Offer management</b> – helping your client formulate an offer and presenting it to your candidate ensuring acceptance.</li> <li>• <b>Resignation and notice management</b> – holding your candidate's and client's hand through possibly the most treacherous part of any deal.</li> <li>• <b>Post placement work</b> – ensuring the candidate starts, CELEBRATING and then seeking further business opportunities!</li> <li>• <b>Conclusions, summary &amp; the Recruiter's Charter</b></li> </ul>	<p>These episodes will provide all the knowledge and skills necessary to control the recruitment process from start to finish and make the most of every potential placement. They clearly demonstrate the importance of undertaking a structured and thorough process every time to ensure successful placements are made.</p> <p>By the end of this programme you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain each of the essential stages in every placement</li> <li>• Take a full and detailed job brief from a client</li> <li>• Source and qualify the very best candidates</li> <li>• Control both a client and candidate throughout the placement process</li> <li>• Negotiate salary and successfully manage the offer</li> <li>• Describe the framework for 'best practice' at every stage</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Claire Howell – Recruitment Trainer &amp; Business Coach</li> <li>◆ Lloyd Moore – Recruitment Trainer &amp; Advisor</li> </ul>	<p><b>Senior Consultant Juice</b></p>	<p><b>18x episodes designed to provide commercial advice to experienced recruiters on how to enhance their performance.</b></p> <p><b>How to strategically maximise revenues</b></p> <ul style="list-style-type: none"> <li>• Discover your success ratios</li> <li>• Uncover hidden job opportunities</li> <li>• Generate never-ending leads</li> <li>• Squeeze the juice from your existing business</li> </ul> <p><b>Advanced skills &amp; techniques for experienced recruiters</b></p> <ul style="list-style-type: none"> <li>• Advanced negotiation &amp; influencing skills</li> <li>• Headhunting that gets results</li> </ul> <p><i>(cont'd on next page)</i></p>	<p><b>Discover your success ratios</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Calculate your personal ratios and identify areas for improvement</li> <li>• Define action on how to improve your fill rate</li> <li>• Implement action to increase the proportion of candidates you place</li> </ul> <p><b>Uncover hidden job opportunities</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Implement communication techniques to uncover and anticipate a client's future needs.</li> <li>• Use solution selling to create opportunities</li> <li>• Explain the importance of sourcing candidates 'to order'</li> </ul> <p><b>Generate never-ending leads</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to network effectively through existing contacts</li> <li>• Put in place tactics to make networking events more productive</li> </ul> <p><b>Squeeze the juice from your existing business</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Revitalise hard to fill/killed job orders</li> <li>• Maximise your opportunity from work in progress</li> <li>• Make more money from your temporary book of business</li> </ul> <p><b>Advanced negotiation &amp; influencing skills</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of valuing your service</li> <li>• Explain the importance of building trust</li> <li>• Prepare effectively for a negotiation</li> <li>• Use a five-stage technique for handling negotiations</li> <li>• Implement verbal and non-verbal techniques to improve the outcome of negotiations.</li> </ul> <p><b>Headhunting that gets results</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain why it's important to headhunt and when to do so</li> <li>• Plan for and make more effective headhunt calls</li> <li>• Describe the key components of a dynamic headhunting cycle</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Claire Howell – Recruitment Trainer &amp; Business Coach</li> <li>◆ Lloyd Moore – Recruitment Trainer &amp; Advisor</li> </ul>	<p><b>Senior Consultant Juice</b></p>	<p><b>Advanced skills &amp; techniques for experienced recruiters</b></p> <ul style="list-style-type: none"> <li>• <b>Advanced candidate sourcing &amp; management</b></li> <li>• <b>Mastering candidate &amp; client control</b></li> </ul> <p><b>Winning highly profitable business</b></p> <ul style="list-style-type: none"> <li>• <b>Identify &amp; win retained business</b></li> <li>• <b>Winning PSL pitches</b></li> <li>• <b>Mastering client meetings</b></li> <li>• <b>Winning exclusive business</b></li> </ul> <p><i>(cont'd on next page)</i></p>	<p><b>Advanced candidate sourcing &amp; management</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Assess the importance of devoting time, consistently to generating the 'best' candidates.</li> <li>• Implement creative sourcing strategies</li> <li>• Better manage your candidate matrix</li> <li>• Sell the benefits of candidate exclusivity</li> </ul> <p><b>Mastering candidate &amp; client control</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Describe good sales control</li> <li>• Implement action to improve your candidate control</li> <li>• Implement action to improve your client control</li> <li>• Explain the key techniques for maximum control</li> </ul> <p><b>Identify &amp; win retained business</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify why and when to sell a retainer</li> <li>• Improve your effectiveness when pitching for a retainer</li> <li>• Implement a five points technique for addressing client concerns</li> </ul> <p><b>Winning PSL pitches</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Assess the value of PSL business to you</li> <li>• Explain the importance of following tender requirements closely</li> <li>• Tailor your pitch dependent on who you're presenting to</li> <li>• Implement tactics for managing a price negotiation</li> </ul> <p><b>Mastering client meetings</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the purpose and benefits of visiting clients</li> <li>• Differentiate yourself as a true professional</li> <li>• Better connect with your clients through active listening</li> <li>• Create a personal USP</li> </ul> <p><b>Winning exclusive business</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Sell the benefits of exclusivity</li> <li>• Explain the importance of demonstrating market knowledge and recruitment expertise.</li> <li>• Create a 'high demand skills candidate bank'</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Claire Howell – Recruitment Trainer &amp; Business Coach</li> <li>◆ Lloyd Moore – Recruitment Trainer &amp; Advisor</li> </ul>	<p><b>Senior Consultant Juice</b></p>	<p><b>Mastering personal effectiveness</b></p> <ul style="list-style-type: none"> <li>• <b>Planning for business growth</b></li> <li>• <b>Effective time management</b></li> <li>• <b>The ultimate mind-set for maximum motivation</b></li> <li>• <b>Advanced communication skills</b></li> </ul> <p><b>Building a long-term business strategy</b></p> <ul style="list-style-type: none"> <li>• <b>Analyse your market</b></li> <li>• <b>Create &amp; implement a successful strategic plan</b></li> </ul>	<p><b>Planning for business growth</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Create a dynamic target client list</li> <li>• Create more opportunities from existing contacts and business</li> <li>• Prioritise business development more effectively</li> </ul> <p><b>Effective time management</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of intellectual and emotional engagement with clear objectives.</li> <li>• Prioritise important activities and eliminate time wasting activities</li> <li>• Implement self-management techniques</li> <li>• Run more effective meetings</li> </ul> <p><b>The ultimate mind-set for maximum motivation</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Manage your mind-set from a fixed to a growth mind-set</li> <li>• Appreciate the power of feedback</li> <li>• Implement seven steps to make a change</li> </ul> <p><b>Advanced communication skills</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• The importance of personality in communication</li> <li>• Identify and connect with different personality types</li> </ul> <p><b>Analyse your market</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Conduct a RESPECT and SWOT analysis for your business</li> <li>• Explain the importance of tracking and evaluating competitor activity</li> </ul> <p><b>Create &amp; implement a successful strategic plan</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the key features of a strategic plan</li> <li>• Identify tactics that meet opportunities in your market</li> <li>• Recognise and overcome the challenges of implementing your plan</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ David Pyle – Spinnaker 7</li> <li>◆ Steve Ward – Cloud Nine Recruitment</li> </ul>	<p><b>Juice Experts:</b>  <b>Advanced Sales and Marketing</b></p> <p><b>Marketing</b></p>	<p><b>Marketing makes a difference (2-part episode)</b>            2x episodes in which David Pyle speaks about recruitment marketing and how it can directly help you and your business. David firmly believes that marketing should be considered within all business activities and that it should be a key part of every recruiter’s role. Listen and learn some invaluable techniques on marketing to clients, breaking into new markets and creating warm sales leads.</p> <p><b>Social Media for recruiting (3-part episode)</b>            A three-part episode featuring social media expert Steve Ward discussing the challenges we face with social media and how to start using it to get the best out of it for your business.</p>	<p><b>Marketing makes a difference (2-part episode)</b>            By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain Recruitment Marketing and how it can help consultants</li> <li>• Clarify what to expect from your marketing department</li> <li>• Get the best ROI for your marketing budget</li> <li>• Build a sold candidate network</li> <li>• Explain how to ensure the best response to your adverts</li> <li>• Create warm sales leads for BD calls</li> <li>• Explain how to use social media channels effectively</li> <li>• Describe what you can do to better market yourself</li> <li>• Outline action to break into new markets</li> </ul> <p><b>Social Media for recruiting (3-part episode)</b>            By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify the best social media platforms to use for recruitment</li> <li>• Explain how social media can benefit a recruitment business</li> <li>• Define which communication styles need adopting for SM</li> <li>• Explain the concept of Twitter and how best to ‘tweet’</li> <li>• Explain the importance of finding time in your day to fit in SM activity</li> <li>• Describe how to manage SM activity within teams</li> <li>• Explain the benefits to the business of letting staff communicate via SM channels</li> <li>• Develop a social media activity strategy</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Jamie Panter – City Therapy</li> <li>◆ Ben Brett – Arbiter Solutions</li> <li>◆ Denise Walker – Absolutely Business</li> </ul>	<p><b>Juice Experts:</b></p> <p><b>Advanced Sales and Marketing</b></p> <p><b>Sales and Sales Management</b></p>	<p><b>Achieving peak performance</b></p> <p>In the 21st century, there is so much pressure on us to be better. Better in work, better in life, better in ourselves.</p> <p>Jamie uses a combination of Performance Therapy and Performance Psychology to help people become better, whether it is better in social situations or better in work, he helps people achieve greater things.</p> <p><b>Common mistakes businesses make with peak performance</b></p> <p>Jamie Panter reviews the challenges of achieving peak performance within an organisation.</p> <p><b>Intelligence led recruiting</b></p> <p>Ben Brett works with many recruitment companies advising on a strategic level along with mentoring, coaching and training them and in this episode tells us what is important when you want to work intelligently.</p> <p><b>Peak performance techniques (2-part episode)</b></p> <p>In the 21st century, there is so much pressure on us to be better. Better in work, better in life, better in ourselves.</p> <p>Jamie uses a combination of Performance Therapy and Performance Advanced Psychology to help people become better, whether it is better in social situations or better in work, he helps people achieve greater things. In this first of four episodes Jamie offers insights into how you can achieve that allusive ‘peak performance’ state. This episode is the second of four that gives you an insight into the techniques needed for peak performance.</p> <p><b>Advanced sales (2-part episode)</b></p> <p>Denise Walker talks enthusiastically about taking your sales strategies to the next level and why it’s important to have the basics in place. Learn about the essential strategic elements of business development, how top billers apply a strategically planned approach to their business development and how you can exploit core business in these two episodes.</p>	<p><b>Achieving peak performance</b></p> <p>By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Define achieve peak performance</li> <li>• Explain why it is so difficult to maintain.</li> <li>• Outline the consequences of lacking consistent peak performance.</li> </ul> <p><b>Common mistakes businesses make with peak performance</b></p> <p>By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of developing staff consistently.</li> <li>• Describe the impact of consistent action.</li> <li>• Take control of the working environment.</li> </ul> <p><b>Intelligence led recruiting</b></p> <p>By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the key factors in setting up a specialist desk</li> <li>• Explain how to keep your skills sharp.</li> <li>• Explain the importance of the telephone!</li> </ul> <p><b>Peak performance techniques (2-part episode)</b></p> <p><b>Part one</b></p> <p>By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Define peak performance</li> <li>• Identify its key psychological characteristics.</li> <li>• Recognise the visible characteristics of peak performance.</li> <li>• Explain why it is vital to focus on observable behaviours.</li> </ul> <p><b>Part two</b></p> <p>By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Coach for peak performance</li> <li>• Explain intrinsic motivation</li> <li>• Describe how to make competitive work more fun</li> </ul> <p><b>Advanced sales (2-part episode)</b></p> <p>By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate consultative questioning</li> <li>• Explain a range of effective objection handling techniques</li> <li>• Describe the personal qualities required for effective selling</li> <li>• Apply a strategic approach to BD</li> <li>• Conduct a SWOT analysis to analyse your current situation</li> <li>• Explain the importance of developing business with existing clients and not just always seeking new ones</li> <li>• Describe the customer lifecycle and how to plan for it</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Norman Burden – True North Human Capital</li> <li>◆ Gavin Ingham, Sales psychologist, author &amp; motivational speaker</li> <li>◆ Jonathan Campbell – Social Talent</li> </ul>	<p><b>Juice Experts:</b>  <b>Advanced Sales and Marketing</b></p> <p><b>Sales and Sales Management</b></p>	<p><b>Business development &amp; key account management</b>            Norman currently holds the position of CEO and Managing Partner of True North Human Capital and has been working in the field of Human Capital since 1989. In this in-depth episode Norman shares his wealth of experience and many of his tried and tested strategies for good door opening and building relationships.</p> <p><b>Sales performance &amp; psychology (2-part episode)</b>            2x episodes featuring sales psychology guru Gavin Ingham discussing in detail what makes a great recruiter – what exactly is it that differentiates a great recruiter from just a good one? Gavin also talks about the New Rules of Selling and his renowned No Fear Cold Calling programme, all full of great tips and strategies to ensure you get the best results when phoning new clients.</p> <p><b>Managing the early stages of a relationship</b>            Norman currently holds the position of CEO and Managing Partner of True North Human Capital and has been working in the field of Human Capital since 1989. In this episode Norman shows us how best to manage the early stages of a client relationship.</p> <p><b>Social business development</b>            Jonathan Campbell offers three great tips on how to identify and create business opportunity using Social Media.</p> <p><b>Social mashing</b>            Jonathan Campbell discusses the benefits of combining Social Media to build contacts across Social Media networks.</p> <p><b>Managing key accounts</b>            Norman shares his ideas and expertise in identifying key accounts and developing the relationships within.</p> <p><b>Key contacts</b>            Norman explores the importance of key contacts and how to build an effective network around them.</p>	<p><b>Business development &amp; key account management</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to open relationships with new clients</li> <li>• Implement a strategy for getting past the PSL objection</li> <li>• Improve credibility with target clients</li> <li>• Identify strategies for BD other than cold calling</li> </ul> <p><b>Sales performance &amp; psychology (2-part episode)</b>            By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify the difference between a good recruiter and a great one</li> <li>• Describe how to maintain motivation when having a bad day</li> <li>• Explain how to get clients coming to you</li> <li>• Cold call with confidence</li> <li>• Set goals and understand their power</li> </ul> <p><b>Managing the early stages of a relationship</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to keep the business once you've won it</li> <li>• Manage client expectations effectively</li> </ul> <p><b>Social business development</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Use Linked-In to find target companies</li> <li>• Use Linked –In updates to generate new business opportunities</li> <li>• Use Google alerts to identify business opportunities</li> <li>• Use Social Media to identify and connect with hiring managers</li> </ul> <p><b>Social mashing</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Describe ideas for social mashing</li> <li>• Implement strategies for building contacts across SM</li> </ul> <p><b>Managing key accounts</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify a key account</li> <li>• Explain how to get the most out of a key account</li> <li>• Apply tactics that will keep a relationship fresh</li> </ul> <p><b>Key contacts</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain why key contacts are so important</li> <li>• Identify strong contacts</li> <li>• Explain the approach to building an effective network</li> </ul>

# Learning with the Juice Talent Development Platform



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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Victoria Walmsley – Morgan McKinley</li> <li>◆ Grainne Martin – Lander Associates</li> <li>◆ Ben Brett – Arbiter Solutions</li> <li>◆ Claire Howell– Recruitment Trainer &amp; Business Coach</li> </ul>	<p><b>Juice Experts:</b></p> <p><b>Temporary and Contract Recruitment</b></p> <p><b>Temporary Recruitment</b></p>	<p><b>Creating temp opportunities</b> This episode discusses the importance of and how to make business development an integral part of everything you do.</p> <p><b>Working with your clients</b> Victoria is Operations Director of the Temporary, Contract and Interim division at global recruitment group Morgan McKinley and in her 16 years in agency recruitment she has always recruited temporary, contract and interim positions so she is the perfect person to talk us through the various elements of the ‘temp recruitment process’. In this episode Victoria speaks about working with your clients effectively.</p> <p><b>Identifying a good or great temp</b> This episode discusses how to identify and commercially question good and great temps.</p> <p><b>Working with your candidates</b> In this episode Victoria speaks about working with your candidates effectively.</p> <p><b>Tracking competitor temps</b> This episode offers practical tips on how to identify, track and win competitor business.</p>	<p><b>Creating temp opportunities</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of continual business development</li> <li>• Identify opportunities to create a short –term staffing need</li> <li>• Question effectively to define a requirement</li> <li>• Explain the importance of maintaining a ‘hot candidate bank’</li> </ul> <p><b>Working with your clients</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to influence the client to make a perm job temporary</li> <li>• Identify the best time to meet a client</li> <li>• Explain why you should keep in contact with clients who claim never to use temporaries</li> <li>• Implement tactics to stand out from your competition</li> </ul> <p><b>Identifying a good or great temp</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain what makes a good or great temp</li> <li>• Detail the essential information you need to acquire in an interview to successfully place your temp</li> <li>• ‘Stretch and flex’ a candidate’s requirements and management their expectation</li> <li>• Identify opportunities to generate leads from candidates</li> </ul> <p><b>Working with your candidates</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to attract the best candidates in the temporary market</li> <li>• Explain how to get a candidate to take a temp job that on paper they wouldn’t want</li> <li>• Identify what placed temporary works expect and want from their consultants</li> </ul> <p><b>Tracking competitor temps</b></p> <ul style="list-style-type: none"> <li>• By the end of this episode you will be able to:</li> <li>• Explain how to win clients and candidates by tracking competitor temps</li> <li>• Detail the key information to obtain when tracking temps</li> <li>• Outline the action they need to take to win temporary market share</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Victoria Walmsley – Morgan McKinley</li> <li>◆ Grainne Martin – Lander Associates</li> <li>◆ Ben Brett – Arbiter Solutions</li> <li>◆ Claire Howell– Recruitment Trainer &amp; Business Coach</li> </ul>	<p><b>Juice Experts:</b></p> <p><b>Temporary and Contract Recruitment</b></p> <p><b>Temporary Recruitment</b></p>	<p><b>Taking a job brief and closing it to a start</b> This episode explores the importance of closing temp deals at pace and techniques to do so on the first job briefing call.</p> <p><b>The temp process</b> In this episode Victoria speaks about following a clear contact process once a temp is placed and pursuing missed revenue opportunities.</p> <p><b>Manage your existing business for maximum return</b> In this episode customer service, communication and control are all put to the test to deliver maximum business return from existing clients.</p> <p><b>Being commercial</b> Victoria discusses how to take a commercial approach to managing and prioritising activity.</p> <p><b>Creating temp starts and handling objections</b> This episode provides ideas for daily action to create temps starts and some tactics to handle the typical objections recruiters face every day.</p> <p><b>Tips from the top 2</b> Grainne Martin of Lander Associates and Ben Brett of Arbiter Solutions draw on their combined wealth of experience in Contract Recruitment to provide you with some of the top tips they have learnt in their exciting careers.</p>	<p><b>Taking a job brief and closing it to a start</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of securing a temp start on the job briefing call.</li> <li>• Set clear expectation with candidate and clients.</li> <li>• Demonstrate techniques to close a job requirement to a start on the first call</li> <li>• Describe the best approach to tackling price</li> </ul> <p><b>The temp process</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• List pre-booking checks to make</li> <li>• Explain the importance of maintaining regular contact</li> <li>• Identify missed revenue opportunities and how to follow them up</li> </ul> <p><b>Manage your existing business for maximum return</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Define excellence in customer service</li> <li>• Explain the importance of managing client and candidate expectation at the outset of the assignment</li> <li>• Explain the importance of maintaining close contact with client and candidate throughout the assignment</li> </ul> <p><b>Being commercial</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the value of SMART objectives</li> <li>• Link output improvement to managing KPIs and personal ratios</li> <li>• Prioritise activity with existing clients</li> <li>• Explain the difference between margin and mark-up</li> </ul> <p><b>Creating temp starts and handling objections</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Specify action they can take to create temp starts</li> <li>• Tackle typical client objections to employing temps</li> </ul> <p><b>Tips from the top 2</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Describe how others have built their success careers</li> <li>• Implement new strategies for generating new business</li> <li>• Explain why people might fail in temporary recruitment</li> <li>• Outline strategies for fee negotiation</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Grainne Martin – Lander Associates</li> <li>◆ Ben Brett – Arbitr Solutions</li> </ul>	<p><b>Juice Experts:</b>  <b>Temporary and Contract Recruitment</b></p> <p><b>Contract Recruitment</b></p>	<p><b>Running the desk and selling the solution</b>            Grainne Martin is a specialist trainer working within Lander Associates and has over 20 years’ experience in all aspects of the industry. Grainne’s started her career working in contract recruitment and tells us some of her tips for getting to the top.</p> <p><b>Common concerns for contractor and client</b>            Grainne addresses how to manage common concerns such as holidays, sickness and resignation.</p> <p><b>Extending the contract</b>            Grainne considers planning for and executing contract extensions and how to manage unexpected issues.</p> <p><b>Managing the contractor through the contract</b>            Grainne discusses the importance of understanding the market and your clients in depth and maintaining regular contact with your contractors.</p> <p><b>Tips from the top 1</b>            Grainne Martin of Lander Associates and Ben Brett of Arbitr Solutions draw on their combined wealth of experience in Contract Recruitment to provide you with some of the top tips they have learnt in their exciting careers.</p>	<p><b>Running the desk and selling the solution</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify what makes a successful contract recruiter</li> <li>• Identify the best vertical market to work in</li> <li>• State the key selling points for contractors</li> <li>• Take relevant action if the client wants to make a contractor permanent</li> <li>• Explain what aftercare service you should offer.</li> </ul> <p><b>Common concerns for contractor and client</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the principles of contractor holidays and sickness.</li> <li>• Use key tips for managing contractor holidays, sickness and resignation.</li> <li>• Explain the importance of tracking contractor when they’re not working for you.</li> </ul> <p><b>Extending the contract</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of handling contract extensions from an early stage</li> <li>• Identify the commercial opportunity created by the contract review meeting</li> <li>• Follow guidelines on how to take control of absence and a contractor walking out of an assignment</li> </ul> <p><b>Managing the contractor through the contract</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of knowing your market in depth</li> <li>• Explain the cultural considerations for ensuring a good contractor fit</li> <li>• Identify critical communication points throughout the contract</li> </ul> <p><b>Tips from the top 1</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how others have built their success careers</li> <li>• Implement new strategies for generating new business</li> <li>• Explain why people might fail in contract recruitment</li> <li>• Describe how to keep motivated</li> <li>• Use new strategies for fee negotiation</li> </ul>

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<p><i>Industry expert:</i></p> <ul style="list-style-type: none"> <li>Sam Hurley is a Certified Paralegal, and member of the Institute of Paralegals. She is also an experienced Compliance &amp; Operations Manager with 24 years' experience in the UK recruitment industry.</li> </ul>	<p><b>Juice Experts:</b></p> <p><b>Temporary and Contract Recruitment</b></p> <p><b>Contractor Legislation</b></p>	<p><b>Understanding temp and contractor supply models</b> Sam identifies the four main supply models and discusses the key features, benefits and risks of each model.</p> <p><b>Identifying employment status</b> Sam explores this importance of identifying a temp or contractor's employment status and how to do so.</p> <p><b>IR35 demystified</b> Sam unravels the detail of IR35, explores its relationship with the AWR and offers practical advice on how to handle related queries from contractors and clients.</p>	<p><b>Understanding temp and contractor supply models</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>Name the four main supply models.</li> <li>Outline the key features and benefits of each.</li> <li>Explain the risks associated with each model.</li> </ul> <p><b>Identifying employment status</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>Explain the importance of identifying a temp or contractor's employment status.</li> <li>Identify an individual's employment status.</li> </ul> <p><b>IR35 demystified</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>Explain the purpose of IR35 and outline HMRC key assessment tests.</li> <li>Describe the role of the AWR (Agency Workers Regulations).</li> <li>Handle basic IR35 queries from contractors and clients.</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Jonathan Campbell – Social Talent</li> <li>◆ Jorgen Sundberg – Link Humans</li> <li>◆ Mark Williams – ETN LinkedIn Training</li> </ul>	<p><b>Juice Experts: Social Media and Technology</b></p> <p><b>Using Social Media to Source Candidates</b></p>	<p><b>Maximising LinkedIn for recruiters (3-part episode)</b>            Jorgen Sundberg is a Personal Branding, Social Recruiting and LinkedIn trainer helping companies position their people for success with strong online brands. In these 3x episodes Jorgen will help you boost your LinkedIn profile and understand how to maximise the benefits of the networking site for your business.</p> <p><b>Getting the most out of LinkedIn (3-part episode)</b>            A three-part episode where Mr LinkedIn himself Mark Williams imparts some of his amazing LinkedIn knowledge with you. Mark’s training business specialises solely in training recruiters in how they get the most from LinkedIn and in 2010 Mark became LinkedIn’s first and only certified trainer in the UK in and only the second business in the world to receive this recognition. Learn for yourself from Mr LinkedIn why the networking site is so important for recruiters and your recruitment business.</p> <p><b>Sourcing on Social</b>            Jonathan Campbell is a Career Recruiter and passionate about social media and technology, and it’s this passion that really comes across in this fast-paced episode showing you the best ways to source candidates using social media.</p> <p><b>Using Twitter to recruit</b>            Jonathan Campbell is a Career Recruiter and passionate about social media and technology, and it’s this passion that really comes across in this episode about using Twitter to recruit.</p> <p><b>Recruitment SEO</b>            Jonathan Campbell is a Career Recruiter and passionate about social media and technology, and it’s this passion that really comes across in this fast-paced episode jam-packed with tips and techniques on recruitment SEO.</p>	<p><b>Maximising LinkedIn for recruiters (3-part episode)</b>            By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Use LinkedIn to help build your personal brand</li> <li>• Connect with people confidently and understand why you should be growing your network</li> <li>• Implement tactics to boost your SEO</li> <li>• Use advanced X-Ray searches to find anyone</li> <li>• Advertise jobs for free</li> <li>• Identify who you should and shouldn’t connect with</li> <li>• Integrate Twitter and LinkedIn</li> <li>• Run a successful group</li> </ul> <p><b>Getting the most out of LinkedIn (3-part episode)</b>            By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain why LinkedIn is important to a recruiter and how you should use it</li> <li>• Outline what information you can gain from LinkedIn</li> <li>• Explain what ‘groups’ are and how to use them</li> <li>• Use LinkedIn for sourcing candidates and explain how best to approach them</li> <li>• Advertise jobs</li> <li>• Conduct searches including X-Ray searches</li> </ul> <p><b>Sourcing on Social</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Approach passive candidates</li> <li>• Find someone’s email address</li> <li>• Approach someone using Twitter</li> <li>• Explain the best way to approach someone on a blog site</li> </ul> <p><b>Using Twitter to recruit</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to use Twitter to recruit</li> <li>• Describe the best way to post content on Twitter</li> </ul> <p><b>Recruitment SEO</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Implement techniques available to your job adverts high page rankings on Google</li> <li>• State the keywords to use when preparing to write a job spec to be published online</li> <li>• Describe how to sell the job and get the right candidates to respond to your online ads</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>Mark Williams – ETN LinkedIn Training</li> </ul>	<p><b>Juice Experts: Social Media and Technology</b></p> <p><b>Using Social Media to Source Candidates</b></p>	<p><b>The Mark Williams LinkedIn programme</b> This 14 episode programme takes the recruiter through each feature of LinkedIn that is important to the effective use of LinkedIn as a high impact recruiting and networking tool.</p> <p><b>The Power of LinkedIn</b> This episode reviews stories of how LinkedIn has been used to achieve successful outcomes for job seeker, companies and recruiters.</p> <p><b>Visibility</b> This episode presents a detailed summary of visibility for 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> tier connections and for contacts out of network.</p> <p><b>Creating a great profile</b> This episode provides sound advice for construction a professional profile on LinkedIn.</p> <p><b>Building an effective network parts one and two</b> This episode defines a strategy for building a network and discusses the advantages and disadvantages of different approaches.</p> <ul style="list-style-type: none"> <li></li> </ul>	<p><b>The Power of LinkedIn</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>Explain the benefits of LinkedIn as a recruiting tool and a mainstream networking tool</li> <li>Describe how LinkedIn is used by job seekers and companies</li> <li>Outline how joining groups can help to target relevant business contacts</li> <li>Explain the importance of engaging your target audience and building credibility</li> </ul> <p><b>Visibility</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>Explain the importance of visibility</li> <li>Provide a detailed summary of visibility for 1st, 2nd and 3rd tier connections and contacts out of network</li> </ul> <p><b>Creating a great profile</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>Outline the essential features of a profile picture</li> <li>Describe what to include in an effective headline</li> <li>Present ideas on how to enhance your summary</li> <li>Describe how to use the media section</li> <li>Explain the power of recommendations</li> </ul> <p><b>Building an effective network part one</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>Explain the concept, 'the strength of weak ties'</li> <li>Describe an effective approach to making connections</li> <li>Discuss the advantages and disadvantages of being a LION</li> <li>Discuss the advantages and disadvantages of being highly selective with connections</li> </ul> <p><b>Building an effective network part two</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>Outline the important considerations for 'invitation etiquette'</li> <li>Explain the pitfalls of sending invitations from mobile and tablet applications</li> <li>Define a strategy for building a network</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Mark Williams – ETN LinkedIn Training</li> </ul>	<p><b>Juice Experts: Social Media and Technology</b></p> <p><b>Using Social Media to Source Candidates</b></p>	<p><b>Privacy and settings parts one and two</b> These episodes explain the importance of LinkedIn settings and how to manage them effectively.</p> <p><b>Searching overview</b> This episode provides an overview of searching LinkedIn, advanced searching techniques and details the key factors that have an impact on search results.</p> <p><b>Searching techniques</b> This episode provides more detail on specific searching techniques and how to filter the results to find what you need.</p> <p><b>Effective searching</b> This episode provides tips for viewing, extending and saving searches efficiently and effectively.</p> <p><b>Communication channels</b> This episode explains how and when to use the different communication channels available on LinkedIn.</p> <p><b>InMail and introductions</b> This episode explains the function of and best practice for sending InMail and introductions.</p> <p><b>Status updates</b> This episode explains how to post updates and provides ideas on finding valuable content to make status updates relevant and engaging to your audience.</p> <p><b>Communicating in groups</b> This episode explains the steps to follow when communicating in groups and how to ensure your communication delivers the results you want.</p> <p><b>Selling through LinkedIn</b> This episode describes how to identify, connect and engage with prospects and discusses approaches designed to build trust, relationships and business.</p>	<p><b>Privacy and Settings parts one and two</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Navigate LinkedIn settings</li> <li>• Explain privacy settings and how to manage them</li> </ul> <p><b>Searching overview</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain what factors have an impact on search results</li> <li>• Use effective advanced searching techniques</li> </ul> <p><b>Searching techniques</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Conduct effective keyword searches</li> <li>• Filter search results</li> </ul> <p><b>Effective searching</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• View and extend search results to obtain more information</li> <li>• Save search results and set alerts</li> </ul> <p><b>Communication channels</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the different communication channels available</li> <li>• Send messages to different connections and via groups</li> </ul> <p><b>InMail and introductions</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain best practice in sending InMails and use them.</li> <li>• Use introductions and explain how to avoid 'losing' them.</li> </ul> <p><b>Status updates</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• How to post status updates</li> <li>• Find valuable content to makes the update relevant and engaging</li> </ul> <p><b>Communicating in groups</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to communicate in groups</li> <li>• Make the communications work for you</li> </ul> <p><b>Selling through LinkedIn</b> By the end of the episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify, connect and engage with prospects</li> <li>• Explain the importance of 'know, like and trust' when building business</li> </ul>

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<p><i>Industry expert:</i></p> <ul style="list-style-type: none"> <li>Greg Savage- Global recruitment advisor, trainer and keynote speaker.</li> </ul>	<p><b>Juice Experts: Social Media and Technology</b></p> <p><b>Using Social Media to connect with prospective clients and candidates</b></p>	<p><b>Invest in a digital and social media strategy</b> Greg explores why Social Media should be central to the marketing approach of a recruitment business and how different SM channels support a variety of opportunities.</p> <p><b>Make the recruiter the rock star</b> Greg discusses the impact of the consultant page at the centre of an effective social media strategy.</p> <p><b>Build a personal brand</b> Greg describes how to use Twitter and LinkedIn to connect and engage with prospective clients and candidates.</p> <p><b>Competing with clients</b> Greg presents the concept of clients as competition and evaluates the key aspects of a recruitment service that retain a high value.</p>	<p><b>Invest in a digital and social media strategy</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>Explain why Social Media should be central to any marketing approach</li> <li>Identify relevant Social Media channels for specific marketing opportunities</li> <li>Describe how to use on-line salary surveys as a promotional tool</li> <li>Define the key elements of an effective blog</li> </ul> <p><b>Make the recruiter the rock star</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>Explain why the recruiter should be at the centre of an effective social media strategy.</li> <li>Calculate the potential reach of a blog based on LinkedIn connections, twitter followers and an email list of clients and candidates.</li> <li>Outline how much information to provide on your consultant page.</li> <li>Identify relevant tweets to attract specific candidate groups.</li> </ul> <p><b>Build a personal brand</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>Evaluate the importance of running Twitter and LinkedIn to connect with prospective clients and candidates.</li> <li>Explain how to engage those people you want to do business with by following them on Twitter.</li> <li>Identify the key components that make up a good LinkedIn account.</li> <li>Describe the advantage modern communication channels such as Twitter or LinkedIn have over the telephone.</li> </ul> <p><b>Competing with clients</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>Explain how clients can also be competition.</li> <li>Identify what you need to do to ensure clients will pay your specialist fee.</li> <li>Explain why technology will never replace recruitment as a profession.</li> <li>Define the best approach to success in the 'new normal' world of recruitment.</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Mike Restivo – Bullhorn Inc.</li> <li>◆ Mike Jewsbury – Kamanchi iLearn</li> </ul>	<p><b>Juice Experts: Social Media and Technology</b></p> <p><b>Recruitment Technology</b></p>	<p><b>Recruitment technology (3-part episode)</b> A three-part episode featuring Mike Jewsbury of Kamanchi where he focuses on the importance of using a CRM and what difference it can make to your business. Learn how to unlock your CRM’s value and exactly what it can do from searches to emailing clients.</p> <p><b>Social Media &amp; the Cloud (2-part episode)</b> Mike Restivo is EMEA Sales Director for Bullhorn Inc. which provides cloud based CRM and Social Media solutions for staffing and recruiting agencies, and in this two-part enlightening episode Mike explains passionately what social media and ‘the cloud’ are all about.</p> <p><b>Bond Adapt – getting started (2-part episode)</b> Mike Jewsbury explains how to navigate your way around the system and talks through key actions that enable you to use Bond Adapt effectively to deliver commercial value.</p>	<p><b>Recruitment technology (3-part episode)</b> By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain why a recruitment business should focus attention on their CRM</li> <li>• Explain why it is important that everyone in the business uses the CRM</li> <li>• Identify how and when to update your CRM</li> <li>• State the types of searches that can be used in your CRM</li> <li>• State the types of reports that can be used in your CRM</li> <li>• Explain how your CRM can help you stay close to your best candidates</li> <li>• Use your CRM to promote a candidate</li> <li>• Explain the benefits of using your CRM diary management functionality</li> <li>• Describe how your CRM can help make your job advertising process easier</li> <li>• Explain how to integrate your CRM with job boards</li> <li>• Explain how to integrate your CRM with LinkedIn and Google</li> </ul> <p><b>Social Media &amp; the Cloud (2-part episode)</b> By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain what ‘the cloud’ is</li> <li>• Explain what the cloud means to innovation and how it affects recruiting</li> <li>• Explain how the cloud relates to social media</li> <li>• Explain why social media is important to the recruitment industry</li> <li>• Explain the security of the cloud</li> <li>• Describe the best way to get involved in social media</li> <li>• Explain the difference between using SM for a business or social strategy</li> </ul> <p><b>Bond Adapt – getting started (2-part episode)</b> By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Navigate the system</li> <li>• Set up Record Cards</li> <li>• Develop a contact network</li> <li>• Add &amp; qualify client information</li> <li>• Search for leads</li> <li>• Business Development Calls</li> <li>• Diarise call-backs</li> <li>• Create a CV send-out / spec CV action</li> <li>• Add &amp; qualifying a job requirement</li> </ul>

# Learning with the Juice Talent Development Platform

Presenters	Topic/course	Content	Learning objectives
<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Mike Restivo – Bullhorn Inc.</li> <li>◆ Mike Jewsbury – Kamanchi iLearn</li> </ul>	<p><b>Juice Experts: Social Media and Technology</b></p> <p><b>Recruitment Technology</b></p>	<p><b>Bond Adapt – effective resourcing (3-part episode)</b> Mike Jewsbury explains how to effectively resource and find relevant candidates quickly using different searching methods and techniques..</p> <p><b>Bullhorn – getting started &amp; business development (6-part episode)</b> Mike Restivo explains how to navigate your way around the system and talks through key actions that enable you to use Bullhorn effectively to deliver commercial value.</p>	<p><b>Bond Adapt – effective resourcing (3-part episode)</b> By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Conduct Magic searches</li> <li>• Reformat search results</li> <li>• Shortlist candidates</li> <li>• Conduct AdHoc searches (Adapt’s Boolean)</li> <li>• Fine tune search results</li> </ul> <p><b>Bullhorn – getting started &amp; business development (6-part episode)</b> By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Navigate the system</li> <li>• Grow a client network using LinkedIn with Bullhorn</li> <li>• Add &amp; qualify client information</li> <li>• Search for leads</li> <li>• Record business development calls</li> <li>• Diarise call-backs</li> <li>• Create a CV send-out / spec CV</li> <li>• Add &amp; qualifying a job requirement</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Marie-Clare Fenech – Search consultant and founder of web business My Recruitment Space.</li> <li>◆ Roy Ripper – Juice Talent Development</li> </ul>	<p><b>Juice Experts:</b>  <b>Sourcing Candidates</b>   <b>Headhunting</b></p>	<p><b>Pro-active candidate sourcing (2-part episode)</b>  Marie-Clare Fenech talks about her passion and love of headhunting in these detailed 3x episodes and passes on some of her invaluable advice.</p> <p><b>The art of headhunting: an introduction (3-part episode)</b>  3x episodes where world renowned industry trainer Roy Ripper talks about his most loved, signature topic – the art of headhunting. Roy’s tips and advice provide knowledge and the skills necessary to deliver the most pro-active recruitment methodology available. Skills that you can put straight into practise! Learn instantly how to define a client opportunity, construct your pitch, deal with candidate objections and the difference between the Direct and Indirect approach calls.</p>	<p><b>Pro-active candidate sourcing (2-part episode)</b>  By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of knowing your industry and doing your research</li> <li>• Describe how best to gain referrals</li> <li>• Approach candidates with confidence and professionalism</li> </ul> <p><b>The art of headhunting: an introduction (3-part episode)</b>  These episodes will provide some of the knowledge and skills necessary to deliver the most pro-active recruitment methodology available to recruiters.</p> <p>By the end of this programme you will be able to:</p> <ul style="list-style-type: none"> <li>• State the questions to ask your client to identify and target the best candidate in the market</li> <li>• Design a headhunt assignment brief</li> <li>• Write a recruitment plan with milestones</li> <li>• Identify sources of candidates</li> <li>• Employ the latest ‘name gathering’ techniques</li> <li>• Confidently execute the ‘Approach Call’ (Direct Vs. Indirect)</li> <li>• Explain how to sell the ‘Opportunity’</li> <li>• Manage ANY objection thrown at you</li> <li>• Close the target candidate for next action</li> <li>• Explain how to seek and qualify more referrals</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Jonathan Campbell – Social Talent</li> <li>◆ Jorgen Sundberg – Link Humans</li> <li>◆ Mark Williams – ETN LinkedIn Training</li> </ul>	<p><b>Juice Experts:</b></p> <p><b>Sourcing Candidates</b></p> <p><b>Using Social Media to Source Candidates</b></p>	<p><b>Maximising LinkedIn for recruiters (3-part episode)</b>            Jorgen Sundberg is a Personal Branding, Social Recruiting and LinkedIn trainer helping companies position their people for success with strong online brands. In these 3x episodes Jorgen will help you boost your LinkedIn profile and understand how to maximise the benefits of the networking site for your business.</p> <p><b>Getting the most out of LinkedIn (3-part episode)</b>            A three-part episode where Mr LinkedIn himself Mark Williams imparts some of his amazing LinkedIn knowledge with you. Mark’s training business specialises solely in training recruiters in how they get the most from LinkedIn and in 2010 Mark became LinkedIn’s first and only certified trainer in the UK in and only the second business in the world to receive this recognition. Learn for yourself from Mr LinkedIn why the networking site is so important for recruiters and your recruitment business.</p> <p><b>Sourcing on Social</b>            Jonathan Campbell is a Career Recruiter and passionate about social media and technology, and it’s this passion that really comes across in this fast-paced episode showing you the best ways to source candidates using social media.</p> <p><b>Using Twitter to recruit</b>            Jonathan Campbell is a Career Recruiter and passionate about social media and technology, and it’s this passion that really comes across in this episode about using Twitter to recruit.</p> <p><b>Recruitment SEO</b>            Jonathan Campbell is a Career Recruiter and passionate about social media and technology, and it’s this passion that really comes across in this fast-paced episode jam-packed with tips and techniques on recruitment SEO.</p>	<p><b>Maximising LinkedIn for recruiters (3-part episode)</b>            By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Use LinkedIn to help build your personal brand</li> <li>• Connect with people confidently and understand why you should be growing your network</li> <li>• Implement tactics to boost your SEO</li> <li>• Use advanced X-Ray searches to find anyone</li> <li>• Advertise jobs for free</li> <li>• Identify who you should and shouldn’t connect with</li> <li>• Integrate Twitter and LinkedIn</li> <li>• Run a successful group</li> </ul> <p><b>Getting the most out of LinkedIn (3-part episode)</b>            By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain why LinkedIn is important to a recruiter and how you should use it</li> <li>• Outline what information you can gain from LinkedIn</li> <li>• Explain what ‘groups’ are and how to use them</li> <li>• Use LinkedIn for sourcing candidates and explain how best to approach them</li> <li>• Advertise jobs</li> <li>• Conduct searches including X-Ray searches</li> </ul> <p><b>Sourcing on Social</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Approach passive candidates</li> <li>• Find someone’s email address</li> <li>• Approach someone using Twitter</li> <li>• Explain the best way to approach someone on a blog site</li> </ul> <p><b>Using Twitter to recruit</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to use Twitter to recruit</li> <li>• Describe the best way to post content on Twitter</li> </ul> <p><b>Recruitment SEO</b>            By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Implement techniques available to your job adverts high page rankings on Google</li> <li>• State the keywords to use when preparing to write a job spec to be published online</li> <li>• Describe how to sell the job and get the right candidates to respond to your online ads</li> </ul>

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<p><i>Industry expert:</i></p> <ul style="list-style-type: none"> <li>Paul has significant expertise in employment law and is an associate coach/consultant with the Chartered Institute of Personnel and Development.</li> </ul>	<p><b>Juice Experts:</b> <b>Sourcing Candidates</b></p> <p><b>The legal aspects of attracting, shortlisting and interviewing candidates.</b></p>	<p><b>Attracting, shortlisting and interviewing candidates: The legal stuff you need to know</b> Paul outlines key legislation and explains action to take to ensure your practice is non-discriminatory and to avoid a claim.</p> <p><b>Attracting, shortlisting and interviewing candidates: Advertising and the law</b> Paul discusses the legal considerations and potential pitfalls when writing and presenting advertisements.</p> <p><b>Attracting, shortlisting and interviewing candidates: Interviewing and the law</b> Paul shares ideas on how to frame questions to ensure they are not perceived as discriminatory.</p>	<p><b>The legal stuff you need to know</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>Outline legislation that relates to candidate attraction and selection</li> <li>Explain how age discrimination is assessed</li> <li>Summarise the steps a recruiter needs to take to avoid a discrimination claim</li> </ul> <p><b>Advertising and the law</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>Explain the main pitfalls when writing adverts</li> <li>List key words and phrases to avoid</li> <li>Discuss the risks involved when adverts and offer letters don't match</li> </ul> <p><b>Interviewing and the law</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>State key questions to be avoided and explain why</li> <li>Explain how to frame questions when assessing a candidate's suitability?</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Fiona Lander – Lander Associates</li> </ul>	<p><b>Juice Leadership</b></p>	<p><b>Lander leadership CMI series: an introduction (2-part episode)</b> 2x episodes where Managing Director of Lander Associates, Fiona Lander discusses why she developed their exciting new leadership programme and what direct benefits it can have to your management team and business.</p> <p><b>CMI – Stepping into first line management (2-part episode)</b> These episodes will provide new managers and leaders with the resources they need to start building their leadership toolkit so that they have the confidence to not only succeed in their new role, but enjoy it. They can then continue to add to their toolkit with skills and techniques they can use over their whole leadership career.</p> <p><b>CMI – Setting standards</b> Managing Director of Lander Associates, Fiona Lander presents the ‘Setting the Standards’ module of the CMI leadership programme.</p> <p><b>CMI – Focus on performance</b> 1x episode providing the second module in Lander’s CMI Leadership Series, which looks at focusing on performance. Discover how to manage team dynamics and performance in a changing environment plus how to effectively recognise and positively manage under-performance. This episode will help build and sustain high performance teams and individuals.</p> <p><b>CMI – Leadership styles</b> Fiona discusses the power of different management styles and when and how to use them.</p>	<p><b>Lander leadership CMI series: an introduction (2-part episode)</b> The Lander Leadership series will help recruiters gain the knowledge, resources and confidence they need, not only to succeed in their new management role but to enjoy it!</p> <p><b>CMI – Stepping into first line management (2-part episode)</b> By the end of this module you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to develop small high performing teams</li> <li>• Engage your team and communicate effectively with them</li> <li>• Describe tactics for balancing priorities...billing vs. leading</li> <li>• Influence others around them and successfully manage up</li> <li>• Explain the implications of change on team performance</li> </ul> <p><b>CMI – Setting standards</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Set standards in your business</li> <li>• Explain the difference between minimum standards and targets</li> <li>• Get started on agreeing standards</li> <li>• Differentiate between results and activities</li> <li>• Measure behaviour</li> </ul> <p><b>CMI – Focus on performance</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Practise effective management communication skills</li> <li>• Implement techniques to help manage under performance</li> <li>• Explain how to set performance standards and monitor them effectively</li> <li>• Establish a workable performance management approach to their business</li> <li>• Outline ways in which you can manage management time</li> </ul> <p><b>CMI – Leadership styles</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Recognise different management styles</li> <li>• Explain different management styles</li> <li>• Identify when to use different styles</li> <li>• Link a management style to a specific situation</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Andy Partridge – Enviaible Workplace</li> <li>◆ Davinder Dhama – Global Medics</li> <li>◆ Janet Harvey-Mott – JHM Training &amp; Development</li> <li>◆ Toby Buckle – Lander Associates</li> </ul>	<p><b>Juice Leadership</b></p>	<p><b>The new world of work (2-part episode)</b>                      Almost every industry is in the midst of a period of disruptive change where the old rules for success don't seem to hold true. You might have survived the downturn but your biggest challenges lie ahead. We are not ever going to "get back to normal" – a new normal is emerging for everyone, everywhere. Understanding the forces that are driving this disruptive change will give your organisation the insights needed to adjust your systems, structures and methods and gain a significant competitive advantage in the next 3 to 5 years. Andy Partridge has developed an exciting programme that will help you achieve just this and in these 2x episodes he talks about it in detail.</p> <p><b>Challenges of a billing manager</b>                      Davinder Dhama isn't a recruitment trainer or a business owner, he's a real life billing manager running a busy team in a successful recruitment business and in this episode he speaks openly about the challenges that are inherent in being a manager who is also billing.</p> <p><b>Motivating your team</b>                      Janet Harvey-Mott now specialises in the development of sales people and customer service providers following a very successful career in recruitment. In this episode she shares some of her tips for motivating teams.</p> <p><b>Delivering excellent training</b>                      As the founder of Hazelbranch and an Associate Trainer at Lander Associates, Toby combines many years of managing and leading in business with the best of NLP and organisational theory. In this episode Toby explains how to deliver excellent training within your recruitment business.</p> <p><b>Nurturing talent</b>                      As the founder of Hazelbranch and an Associate Trainer at Lander Associates, Toby combines many years of managing and leading in business with the best of NLP and organisational theory. In this episode Toby explains how best to nurture the talent within your recruitment business.</p>	<p><b>The new world of work (2-part episode)</b>                      These episodes will help teams to understand what it is that they want to achieve and give them greater ownership and confidence in the development process.                      By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain individual mission &amp; vision statements</li> <li>• Set realistic and tangible goals with vision statements</li> <li>• Take steps to improve your Personal Brand</li> <li>• Demonstrate increased confidence and self-belief in attaining goals</li> <li>• Prioritise more effectively</li> <li>• Explain the importance of identifying the motivations of others</li> <li>• Position themselves more effectively in the sales process</li> </ul> <p><b>Challenges of a billing manager</b>                      By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the concept of 'managing upwards'</li> <li>• Implement techniques for dealing with conflict resolution</li> <li>• Identify which management styles can best suit a billing manger</li> </ul> <p><b>Motivating your team</b>                      By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to find out what motivates your team</li> <li>• Identify the things that motivate people</li> <li>• Identify what motivates recruiters in particular</li> </ul> <p><b>Delivering excellent training</b>                      By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to make training stick</li> <li>• Explain how to keep people engaged during training</li> <li>• Describe the key considerations when training groups</li> </ul> <p><b>Nurturing talent</b>                      By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain why it is important to nurture talent</li> <li>• Work out what development someone needs</li> <li>• Describe the difficulties in nurturing talent</li> <li>• Identify the best people to nurture</li> </ul>

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<p><i>Industry experts:</i></p> <ul style="list-style-type: none"> <li>◆ Fiona Lander – Lander Associates</li> <li>◆ Paul Jacobs – LoveWorkLife</li> <li>◆ Toby Buckle – Lander Associates</li> <li>◆ Lee McQueen – Raw Talent Academy</li> </ul>	<p><b>Juice Leadership</b></p>	<p><b>Coaching; when &amp; why to use it</b> As the founder of Hazelbranch and an Associate Trainer at Lander Associates, Toby combines many years of managing and leading in business with the best of NLP and organisational theory. In this episode Toby explains how the leadership style of ‘coaching’ can be best applied to your business.</p> <p><b>Change is good</b> A well-known and high profile figure, Paul has spent 35 years within the recruitment industry and is the former MD of Office Angels. Paul launched LoveWorkLife to collaborate closely with ambitious recruitment business owners/ directors to provide strategic direction. In this short episode Paul talks in more detail about his passion for creating enviable workplaces and contemporary cultures in business.</p> <p><b>Management communication impacts performance</b> Fiona considers how much difference a manager can make by working on their communication</p> <p><b>Building relationships &amp; standing out from the crowd</b> After Lee McQueen won Lord Sugar’s ‘The Apprentice’ is 2008 he set up his own company developing internal sales academies for both SMEs and Corporate businesses. Lee shares some of his amazing experiences in this episode talking about building relationships.</p> <p><b>Mentoring: when &amp; why to use it</b> Toby considers when and why to mentor and the skills needed to mentor successfully.</p> <p><b>Managing underperformance</b> Fiona presents clear guidelines on how to tackle underperformance and the tough decisions it presents.</p>	<p><b>Coaching; when &amp; why to use it</b> By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain why coaching can be effective</li> <li>• Explain the theory behind coaching</li> <li>• Identify what personal attributes make a good coach</li> <li>• Spot when it’s not a good time to coach</li> </ul> <p><b>Change is good</b> By the end of these episodes you will be able to:</p> <ul style="list-style-type: none"> <li>• Implement strategies for running a recruitment business in challenging times</li> <li>• Explain what is meant by ‘enviable workplaces’</li> <li>• Analyse Paul’s thoughts on the changes he has seen in his illustrious 30 year career</li> </ul> <p><b>Management communication impacts performance</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of planning a communication</li> <li>• Explain the impact of communication on behaviour</li> <li>• Use a tactic to clarify your message has got through</li> <li>• Deliver effective feedback using the BOOST technique</li> </ul> <p><b>Building relationships &amp; standing out from the crowd</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to build and maintain good relationships</li> <li>• Describe how to get the best out of your team</li> <li>• Explain why you should get out of your ‘comfort zone’</li> </ul> <p><b>Mentoring: when &amp; why to use it</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Define mentoring</li> <li>• Explain why and when to use it</li> <li>• Identify the skills needed to mentor successfully</li> </ul> <p><b>Managing underperformance</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify the reasons why people underperform</li> <li>• Describe clear guidelines for the underperformance review process</li> <li>• Explain the importance of setting realistic timescales for performance improvement</li> </ul>

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<p><i>Industry expert:</i></p> <ul style="list-style-type: none"> <li>● Greg Savage- Global recruitment advisor, trainer and keynote speaker.</li> </ul>	<p><b>Juice Leadership</b></p>	<p><b>Recruiting in the future</b> Greg presents the modern employment paradox and analyses the importance of adapting your business approach for future market change.</p> <p><b>Hiring talent</b> Greg discusses the characteristics of high potential recruiters and explains what he means by 'Generation C', 'DRINKAES' and 'OINCS'!</p> <p><b>A future strategy</b> Greg advises investing in a Cloud based ATS/CRS system, eliminating non-commercial expenditure and implementing tactics to succeed in the future recruitment market.</p> <p><b>Ten Golden rules of communication parts one and two</b> Greg discusses the impact of management communication on team motivation and behaviour.</p>	<p><b>Recruiting in the future</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the importance of adapting your business approach for future market change.</li> <li>• Describe the impact of technological change on job functions and skills.</li> <li>• Explain the 'modern employment paradox'.</li> <li>• Evaluate the importance of finding unique talent to meet future client demands.</li> </ul> <p><b>Hiring talent</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Describe the characteristics of recruiters who are unlikely to succeed.</li> <li>• Describe the characteristics of high potential recruiters.</li> <li>• Explain the concept of 'digital natives' and the importance of hiring them.</li> <li>• Explain the concept of 'generation C'.</li> </ul> <p><b>A future strategy</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain how to use LinkedIn to get clients.</li> <li>• Explain the importance of investing in a Cloud based ATS/CRS system</li> <li>• Discuss how to prioritise future investment.</li> <li>• Summarise the tactics required to succeed in the future recruitment market.</li> </ul> <p><b>Ten Golden rules of communication part one</b> By the end of the episode you should be able to:</p> <ul style="list-style-type: none"> <li>• Identify the right amount of information to share and the right time to share it</li> <li>• Consider the impact of a message</li> <li>• Explain the importance of delivering on commitments made</li> <li>• Describe the benefits of using informal communication channels</li> </ul> <p><b>Ten Golden rules of communication part two</b> By the end of the episode you should be able to:</p> <ul style="list-style-type: none"> <li>• Outline the impact of celebrating small wins</li> <li>• Describe the power of verbal communication</li> <li>• Explain how confidential information can be used wisely to build trust</li> <li>• Explain the importance of anticipating questions and planning a communication</li> </ul>

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<p><i>Industry expert:</i></p> <ul style="list-style-type: none"> <li>Greg Savage- Global recruitment advisor, trainer and keynote speaker.</li> </ul>	<p><b>Juice Leadership</b></p>	<p><b>Tips and tricks for the billing manager part one (Building a team that enhances productivity)</b> Greg discusses when to hire and who to hire.</p> <p><b>Tips and tricks for the billing manager part two (Personal organisation)</b> Greg presents ideas on how to manage personal effectiveness and set aside sufficient time for management.</p> <p><b>Tips and tricks for the billing manager part three (Coaching on the job)</b> Greg offers advice on how to coach and develop others whilst staying focused on personal billings.</p> <p><b>Tips and tricks for the billing manager part four (Meetings that add value)</b> Greg presents his views on how to ensure meetings add value.</p> <p><b>Effective public speaking parts one and two</b> Greg shares his tips and tactics for effectively communicating to groups.</p>	<p><b>Tips and tricks for the billing manager part one (Building a team that enhances productivity)</b> By the end of the episode you should be able to:</p> <ul style="list-style-type: none"> <li>Identify the numbers that need to be crunched before hiring</li> <li>Explain the concept of a personal skills balance sheet</li> <li>Describe the profile of who to hire into your team to 'raise the average'</li> </ul> <p><b>Tips and tricks for the billing manager part two (Personal organisation)</b> By the end of the episode you should be able to:</p> <ul style="list-style-type: none"> <li>Explain the importance of planning 'management time'</li> <li>Identify which candidate to focus on to meet personal targets</li> <li>Explain how delegation will support personal organisation</li> <li>Explain how delegation helps you to teach and develop others</li> </ul> <p><b>Tips and tricks for the billing manager part three (Coaching on the job)</b> By the end of the episode you should be able to:</p> <ul style="list-style-type: none"> <li>Evaluate the impact of giving live feedback and coaching at desk</li> <li>Describe the power of demonstrating skill</li> <li>Explain the concept of 'plugging in new recruits'</li> <li>Outline the benefits of 'role swapping'</li> </ul> <p><b>Tips and tricks for the billing manager part four (Meetings that add value)</b> By the end of the episode you should be able to:</p> <ul style="list-style-type: none"> <li>Describe the key features of an effective daily meeting</li> <li>List what to do and what not to do when running team meetings</li> <li>Outline an agenda for a consultant 'one-on-one'</li> <li>Evaluate the effectiveness of your own meetings</li> </ul> <p><b>Effective public speaking for recruitment managers parts one and two</b> By the end of these episodes you should be able to:</p> <ul style="list-style-type: none"> <li>List tactics that will enhance your public speaking</li> <li>Identify what not to do when communicating to groups</li> </ul>

# Learning with the Juice Talent Development Platform



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<p><i>Industry expert:</i></p> <ul style="list-style-type: none"> <li>Produced by Claire Howell— Recruitment Trainer &amp; Business Coach</li> </ul>	<p><b>Juice Leadership</b></p>	<p><b>Group learning documents</b> These group learning documents are also found at the beginning of the Juice TDP bookshelf.</p> <p>Click on the Do-It to see downloadable documents; each a plan for a fifty-five minute training session that incorporates video content on the platform.</p> <p>These ready –made sessions are a great time saver for busy managing consultants keen to deliver group training to the team.</p> <p>Business development: short training plan Client visits: short training plan Control and closing: short training plan Headhunting: short training plan Managing the interview process: short training plan Negotiation: short training plan Time management: short training plan Winning retained assignments: short training plan</p>	<p><b>Business development: short training plan</b> By the end of the session participants should be able to:</p> <ul style="list-style-type: none"> <li>Identify action to improve their business development approach with target clients.</li> </ul> <p><b>Client visits: short training plan</b> By the end of the session participants should be able to:</p> <ul style="list-style-type: none"> <li>Reflect on and identify action to improve their client visit activity and its effectiveness.</li> </ul> <p><b>Control and closing: short training plan</b> By the end of the session participants should be able to:</p> <ul style="list-style-type: none"> <li>Reflect on and identify action to improve their business control and closing skills.</li> </ul> <p><b>Headhunting: short training plan</b> By the end of the session participants should be able to:</p> <ul style="list-style-type: none"> <li>Explain the importance of headhunting</li> <li>Demonstrate effective headhunting skills</li> </ul> <p><b>Managing the interview process: short training plan</b> By the end of the session participants should be able to:</p> <ul style="list-style-type: none"> <li>Explain the importance of managing the interview process</li> <li>Demonstrate the key skills involved</li> </ul> <p><b>Negotiation: short training plan</b> By the end of the session participants should be able to:</p> <ul style="list-style-type: none"> <li>Reflect on and identify action to improve their negotiation and influencing skills</li> </ul> <p><b>Time management: short training plan</b> By the end of the session participants should be able to:</p> <ul style="list-style-type: none"> <li>Reflect on and identify action to improve their time management and personal effectiveness</li> </ul> <p><b>Winning retained assignments: short training plan</b> By the end of the session participants should be able to:</p> <ul style="list-style-type: none"> <li>Explain when and why to pitch for a retained assignment</li> <li>Demonstrate the key approaches involved in a pitch</li> <li>Demonstrate in role-play how to handle client objections</li> </ul>

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<p>By YooDoo</p>	<p><b>Business Skills</b>  (not automatically included but can be added free of charge)</p>	<p>8x episodes of a slightly different nature to the rest of our learning library. These episodes are non-recruitment specific and focus on general business skills instead. They are aimed at the business owner, especially a start-up or one-man band and hope to offer some advice and practical help on issues facing anyone running their own business whether that is in the recruitment industry or anything else. These episodes aren't automatically included in your learning library so please ask if you think they would be relevant to you and we will add them in for free!</p> <ul style="list-style-type: none"> <li>• Pain and Value</li> <li>• Marketing – Are You Different?</li> <li>• Proof Points</li> <li>• PR on a Shoestring</li> <li>• Leadership</li> <li>• Sales Pipeline</li> <li>• Professional Indemnity Insurance</li> <li>• Cash In a Service Business</li> <li>• What Does a Business Plan Have To Look Like?</li> </ul>	

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<p><i>Industry expert:</i></p> <ul style="list-style-type: none"> <li>◆ Gavin Ingham: Sales psychologist, author &amp; motivational speaker</li> </ul>	<p><b>Sales Juice</b></p>	<p><b>Mastering mind-set and motivation 1: Find a mind-set that delivers great results.</b> Gavin coaches you to face up to your challenges and get into a mind-set that delivers great results.</p> <p><b>Mastering mind-set and motivation 2: With the right attitude you can become a 'super performer'.</b> Gavin analyses why people struggle to deliver their full potential and discusses the impact of attitude and skill.</p> <p><b>Mastering mind-set and motivation 3: Get motivated from the inside out.</b> Gavin advises on how you can use physiology, visualisation and positive 'self – talk' as powerful tools to improve personal sales success</p> <p><b>Superior beliefs and behaviour 4: For great results, look closely at your beliefs.</b> Gavin explains how our beliefs shape what is and what is not possible for us.</p> <p><b>Superior beliefs and behaviour 5: Do your beliefs limit or empower you?</b> Gavin warns of the dangers of allowing limiting beliefs to impact upon performance and reduce the chances of sales success.</p> <p><b>Superior beliefs and behaviour 6: A sales superstar tells themselves, 'I can...'</b> Gavin talks through the key steps to eliminating limiting beliefs and creating the belief system of a sales superstar.</p>	<p><b>Mastering mind-set and motivation 1: Find a mind-set that delivers great results.</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify what differentiates top performer.</li> <li>• Explain how technology has changed the nature of sales.</li> </ul> <p><b>Mastering mind-set and motivation 2: With the right attitude you can become a 'super performer'.</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Explain the concept of being motivated from the outside-in</li> <li>• Explain the importance of attitude to sales success</li> </ul> <p><b>Mastering mind-set and motivation 3: Get motivated from the inside out.</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Describe how to change your physiological state to improve success.</li> <li>• Use visualisation and self-talk to improve your attitude.</li> <li>• Explain the concept of being motivated from the inside-out.</li> </ul> <p><b>Superior beliefs and behaviour 4: For great results, look closely at your beliefs.</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Define and identify limiting beliefs</li> <li>• Explain how limiting beliefs can be reinforced.</li> </ul> <p><b>Superior beliefs and behaviour 5: Do your beliefs limit or empower you?</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Describe how the vicious circle of limiting beliefs and poor results works.</li> <li>• Define and identify empowering beliefs.</li> </ul> <p><b>Superior beliefs and behaviour 6: A sales superstar tells themselves, 'I can...'</b> By the end of this episode you will be able to:</p> <ul style="list-style-type: none"> <li>• Identify and remove limiting beliefs.</li> <li>• Explain the link between past successes and creating a robust and positive belief structure.</li> </ul>

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