



## HIRING WINNERS: DEVELOPING A RECRUITING CULTURE A RECRUITMENT & SELECTION WORKSHOP

FOR LEADERS, MANAGERS AND RECRUITERS

From the book, "Selecting Sales Professionals" By Dr. John Marshall & Bob McHardy

### OVERVIEW

A practical workshop designed to improve an organization's effectiveness and results in attracting, selecting, hiring and retaining top sales performers. This workshop will help the manager develop a streamlined, customized selection system that is efficient, effective and that integrates with existing systems, corporate culture and work environment. It focuses on helping the manager understand and develop a systematic selection process rather than relying on manager personality or sales strengths. This will make the manager more efficient and effective.

### BENEFITS

- Increased quality and quantity of potential recruits
- Improved selection and retention
- Significant reduction in cost per hire and cost of performance
- Reduced time to hire through on-line screening
- Creates a recruiting culture in the organization
- Creates a systematic approach to recruiting, selection and retention

### "BEING SYSTEMATIC IMPROVES ABILITY TO PREDICT."

### OUTCOMES

- Develop pro-active strategies to create a flow of qualified candidates
- Use the Internet to increase flow and quality of applicants
- Learn and understand the 6 step integrated recruiting and selection process
- Learn techniques for predicting performance
- Learn how to develop all employees into centers of influence
- Learn the 3 critical components of an effective selection system
- Become effective with the structured (behavioural-based) interview
- Learn strategies for assessing effort history and commitment

### PRE COURSE RECOMMENDATIONS

- Complete "Career Directions" or "Management Pro" profile
- Read "Selecting Sales Professionals" book

### AVAILABLE

- 2 formats: facilitated workshops, train the trainer
- Modular design in ½, 1 and 2 day programs

Interested in working with us? Call or email our office to schedule a free consultation at no cost to you. Call 416-746-6757, Ex.234 and ask for Bob McHardy.

**SELFMANAGEMENT**

**PLUS**  
SELECT | DEVELOP | RETAIN | TOP PERFORMERS

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