The Ultimate Guide to Client Development

Offered exclusively by Next Level Exchange

This 8-session series is conducted live via Go to Webinar; each of the 60-minute webinars are recorded and available after the live program, so you will never miss a beat!

Class Schedule

- **Session 1:** ***Selling the DIFFERENCE of your firm.*** *This session will focus on the POWER PHRASES you need to be ready to deliver that truly separate your firm from the other firms that are knocking on the same doors.*

- **Session 2:** ***Developing a Comprehensive Client Development plan.*** *Building clients isn't something that happens by accident - it takes a strategy that focuses on consistency and purpose. This session will focus on building that true strategy.*

- **Session 3:** ***Executing a Targeted Client Strategy and Nailing a Client Visit.*** *This session will focus on how to get a conversation started with a targeted company, what you need to say, what you need to show them and then what you need to deliver when you sit down with them face-to-face.*

- **Session 4:** ***5 Other Paths to New Clients.*** *Chasing help wanted ads, STAR Marketing (MPCs), Senior Executive Spin Calls, C2C (Candidate to Client) Calls, Confidential Search Calls - these are all ways we can also get new clients but there are specific strategies, tactics and tips you need to master to have these paths turn into business.*

- **Session 5:** ***Overcoming Sales Objections.*** *"We don't use Recruiters." "Your fees are too high." "Send me candidates and then we'll talk fees." These are just some of the objections you will hear in recruiting and you need to be prepared for them!*

- **Session 6:** ***Fee Negotiations.*** *Negotiating is a system not an art. This session focuses on a very systematic approach to driving prospect companies into agreeing to higher fees - with more of them paying you MONEY IN ADVANCE for the work you do - the true sign of a real job order.*

- **Session 7:** ***Closing the Sale through a comprehensive Job Intake Call.*** *How you ask for the details surrounding the position they want you to fill is a critical step in closing the sale. This session will focus on asking the right questions, setting up those questions the right way and ensuring that right from the beginning of the process it is evident that they are dealing with a different kind of recruiting firm.*

- **Session 8:** ***Critical Client Interaction after the Job Order is Taken.*** *Once the order is received what steps do you need to deliver on to make sure the sale you started is the service the client receives during the actual process and how to you get the recruiting team as motivated to fill the position as you were to bring in the business.*

Program Cost

- Program starts at $395 per student
- Private label courses start at $5,000 per course

Questions? Contact:

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