



EMPLOYMENT SOLUTIONS

WE MAKE IT POSSIBLE

NATIONAL INDEPENDENT STAFFING ASSOCIATION COURSE

- 1 **MARKETING STRATEGIES:** You will learn 3 Powerful Strategies focused on continuously generating new leads, that are inexpensive, easy to implement, and that your competition are not doing. We will provide step-by-step instructions how to implement these strategies.
- 2 **ONBOARDING:** This session will discuss a key step that is often overlooked by companies. Every applicant, and client, should have the same experience when beginning a relationship with your company. It is this experience that will set the tone for the relationship going forward and is important to get right, every time.
- 3 **PROSPECTING 1:** You will learn how to create and sustain a consistent prospecting plan that delivers results. We will examine each prospecting technique from cold calls, walk-ins, email, social, networking, direct mail, and letters; how to put them into a measurable plan and how to track the results in order to make appropriate changes to achieve your desired objective.
- 4 **PROSPECTING 2:** This is an in depth simulation of the various techniques learned in the prior session. This training will be similar to the "Sales Hot Seat" training from Nashville, where I actually demonstrate the techniques. For example, I will teach you exactly how I make cold calls to get past gatekeepers. I will discuss and provide some effective email templates, and how I specifically manage networking to get access to decision makers.
- 5 **RECRUITING 1:** This session will teach you stronger sourcing strategies and ways to get more qualified candidates applying to your company.
- 6 **RECRUITING 2:** This session is a deep dive into recruiting techniques. We will walk through exactly how to execute an effective social recruiting campaign, optimizing job boards, LinkedIn, etc.

- 7 **SALES 1:** In this session you will learn how to plan and execute an effective sales plan. I will teach you how to build a sales plan that will better prepare you for meetings, and how to properly manage the follow up.
 - 8 **SALES 2:** This is the "Sales Hot Seat" Session from Nashville. There will be a heavy focus on managing the sales meeting, how to identify the pain, determine budget, create value to avoid being seen as a commodity, how to get the prospect to buy, and post-sell techniques.
 - 9 **INTERNAL TEAM BUILDING:** This session will focus on hiring the right people and onboarding them through a standardized training program. It will include strategies for recognition and incentives, metrics, mentoring, and coaching.
 - 10 **STANDARD OPERATING & SPECIAL PROCEDURES:** This session will teach you the ISO 9001 Compliant SOPs that we have created and implemented for Business Development and Recruiting, as well as cover special policies we have created to mitigate risk with EEOC Claims, Safety Programs, etc.
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There will be two sessions each month on the 1st and 3rd Wednesdays.

1st Wednesday - Training Call: covering the modules listed above. This will be a 90 minute conference call/screen share. All slides will be made available to attendees.

3rd Wednesday - Ask the Expert Call: a 90 Minute open format call where attendees may discreetly email us real life scenarios to be addressed. Any situations we receive will be anonymously addressed first on the calls, and then we will open for any questions.

Each course seat will be per company, so you can send a different employee to different sessions that best meet their roles for your company. Investment is \$300 per course seat, per month. We will be limiting this course to 10 seats. All course content and material will be delivered by Dan Mori and Francis Freeman of Employment Solutions. For more information, contact **Dan Mori** at (607) 331-9655 or dan.mori@employmentsolutions-ny.com
