TRAINING

Our New Office Training Program is broken into several phases in order to create an ongoing continuing education process. The first step is our Phase 1 training program, a robust and comprehensive curriculum spanning an 8-day timeframe at our headquarters in Dallas. Content covers every facet of the executive search business, including client development, recruitment, process management, operations, tools and technology.

Once you have completed Phase 1 training, you will begin to participate in most if not all of the programs provided to the entirety of the network. These programs include continued coaching with the leadership team, monthly network training webinars, bi-monthly MasterMind calls, distance-based workshops, and Premium access to the industry's leading training platform, the Next Level Exchange.

Our New Office Training Program also includes Phase II training, which is three days of additional training at our headquarters at any time in your first year, along with 12 hours of fully customizable on the job training that can be conducted at any time in your first 18 months.

It's fair to say that training and education is the true foundation of our organization, and you will not want for opportunities to learn and grow!

Let's go into a little more detail of how you start generating business. Rainmaking, or new client development, is crucial to both short-term and long-term survival in the search business. Your ability to generate new collaborative relationships with clients who will pay your fee is what distinguishes a marginal biller from a big one!

There are numerous approaches to business development, and we will walk you through the most common and even the not-so-common approaches to identifying prospective clients. The Most Placeable Candidate approach revolves around sharing a potential individual to a potential client in hopes of not only securing an interview for that candidate, but also to demonstrate your credibility and capabilities as evidenced by the type of candidate you can present. The candidate is leveraged as a "hook" to interest the client early in the conversation and compel them to continue the dialogue. You could also take yourself to market as a market master – leveraging your market experience and insights as the indicator of your ability to access a candidate pool that other recruiters cannot access.

Additionally, reference checking is a great way to make a warm call into a new company – the call begins as a reference check call but with a dual purpose to 'flip' into a marketing call for new business. Similarly, you can flip a recruiting call into a marketing call when you identify you are recruiting an individual involved in hiring decisions. You can certainly conduct market research to identify organizations with existing needs, and call directly into those companies using an assumptive approach.

There are a variety of indirect approaches to marketing that can be used, such letting them know you'd like to visit with them when you both attend the upcoming industry association or trade event. You can develop relationships with SRA Owners and recruiters in tangential niches to yours, creating lead sharing opportunities in multiple avenues and the chance for split business.

There are many and these are but a few of the ways you can start to identify prospective clients in your market!

The second part of the recruitment equation is the identification and attraction of the entirety of the candidate pool our clients want to hire. Search professionals earn their fees by being able to identify, surgically extract, and place top talent within their chosen industry. Clients depend on us to know the passive candidate market – those candidates which the client themselves cannot easily find on job boards or social networking tools. Of course, learning how and where to find those hidden or passive candidates is another topic. We will discuss how to attract candidates using both direct and indirect approaches, as well as the market mastery approach and the reference check approach – these are but a few examples.

Our Phase 1 training covers not just how to conduct client development efforts, but spans the entirety of the placement process. We will spend hours covering subjects ranging from planning and executing, effective presentations for marketing, recruiting, and voicemails, responding to recruiting and marketing resistance, and generating referrals.

We will comprehensively cover how to take a search assignment, how to craft your professional recommendation of what solution best fits the needs of the client, and how to clear a fee and overcome potential resistance.

We will spend hours talking through how to prepare and debrief clients and candidates for interviews, how to pre-close prior to an offer being extended, and how to coach through the entirety of the resignation and transition process.

In addition to thorough training on the search industry and search process, you will spend time talking with successful veterans within both the Sanford Rose network as well as Kaye/Bassman International. These producers will talk you through how they got started building their business, how they broke through to big biller status, how they provide continuous value to their clients, and their own personal tips for success.

Throughout Phase 1 training, you will receive a significant amount of technology training – both how to fully utilize your applicant tracking software system as well as what tools and tricks you need to be aware of to continue to identify client and candidate leads. We will train you in basic and advanced Boolean operators, LinkedIn Search Tips, finding and validating contact information, search agents, site x-ray strategies, and search automation and organization to name a few. Making technology work for you is a key to maximizing your dollar-per-hour billable rate!

We will help you put together your initial call plan, as well as allocate time to executing your first several calls while at our headquarters – all designed to have us by your side as you learn step by step!

In its entirety, our new owner training program will provide you with well over 100 hours of personalized training delivered both live at our headquarters and distanced-based from your office.

Success cannot be guaranteed in this business, but there is no doubt that starting in our industry as a Sanford Rose Associates dramatically increases the odds, the speed and the level of success!