



## **Taking Yourself to Market – Selling Your Brand**

A BITESIZE WORKSHOP: GIVE YOUR EMPLOYEES THE CONFIDENCE AND UNDERSTAND THEMSELVES AS A PRODUCT THEY ARE POSITIONING IN THE MARKET.

### **Learn how to:**



1. How the Recruitment and Job Hunting Industry works
2. Understand how to “sell” yourself as “the” product
3. Manage your Agencies and Use all of the channels to take yourself to the market.
4. Get in front of a company for an interview regardless of what your cv says
5. Use Job Boards effectively and quickly
6. Optimise you & your CV across the web and the job boards
7. Overcome Objections and demonstrate you are right for the job
8. Command the interview
9. Use Social media in your job hunting process
10. Use the Tricks of the Trade to manage or avoid agencies

**If your employees can answer yes to any of the following questions then this bitesize workshop will be effective for them:**

1. Are you dreading entering the world of job hunting?
2. Do you struggle to know which agencies to use?
3. Are you tired of being told that your cv needs reworking again???
4. Are you being “pipped to the post” by someone else?
5. Do you want to be able to spin what you can’t do into what you can?
6. Are you disheartened at all of those applications you have sent and heard nothing back?
7. Are you dreading what is going to be your first interview in 10 years?





## Workshop Agenda & Structure - 7 hour workshop

Time	Agenda
9:30am	<b>Identifying the individual objectives &amp; current fears</b> <ul style="list-style-type: none"><li>➤ Managing Change – Audio Visual Kinaesthetic</li><li>➤ What do I want &amp; Why</li><li>➤ Features &amp; Benefits –Me &amp; the Job</li><li>➤ Competencies – My core competencies</li><li>➤ Job/Company Culture and Environment</li></ul>
10:30am	<b>The Job Hunting Process</b> <ul style="list-style-type: none"><li>➤ The timescale &amp; Process</li><li>➤ Job Board Screening</li><li>➤ The CV Screen in 3-4 seconds – Get past this</li><li>➤ The Telephone Screen – create &amp; get past this</li></ul>
11:15am	<b>Break 15 minutes</b>
11:30am	<b>Sell yourself</b> <ul style="list-style-type: none"><li>➤ Getting on the Phone</li><li>➤ AQBOC</li><li>➤ Plan your next call using AQBOC</li><li>➤ Questioning – Open &amp; Closed – Be in Control</li></ul>
12:45am	<b>Lunch – 30 minutes</b>
1:15pm	<b>Objection Handling &amp; Close</b> <ul style="list-style-type: none"><li>➤ What objections or obstructions do you face – overcoming inexperience</li><li>➤ The different types of closes to secure the interview</li></ul>
2:15pm	<b>The Activity</b> <ul style="list-style-type: none"><li>➤ Job hunting Ratios</li><li>➤ Body Language Impact – phone &amp; Face to Face</li><li>➤ Voice Tone, Pitch &amp; Pace</li><li>➤ Command with Tone</li><li>➤ Phone call Activity</li></ul>
3:15pm	<b>Interviewing</b> <ul style="list-style-type: none"><li>➤ The interview Structure</li><li>➤ Dos &amp; Don'ts</li><li>➤ After the Interview</li><li>➤ Challenging/ strange question – what to do &amp; what to say</li><li>➤ Salary negotiation</li></ul>
4:15am	<b>CLOSE &amp; Agreed Actions</b>