

Course Introduction

This course is designed to help **Talent Acquisition Professionals, Recruiters, and Head-hunters** who want to harness **sales techniques** to enhance their hiring success and stay ahead of the competition.

The participants will have a good understanding of strong interpersonal skills, techniques to pitch for and successfully attract top talents to impact growth of individuals, organisations and businesses.

Learning Outcome

- **Develop a Sales-Driven Talent Acquisition Mindset**
Participants will be able to apply strategic sales techniques to talent acquisition, including prospecting, nurturing, and closing top candidates effectively.
- **Enhance Employer Branding and Candidate Engagement**
Participants will craft compelling job pitches and employer branding strategies to attract and convert passive talent into engaged applicants.
- **Master Objection Handling and Negotiation Skills**
Participants will gain confidence in handling counteroffers, salary negotiations, and candidate concerns to successfully close hiring deals.

Course Outlines

Topic 1. Think strategically like a professional sales expert

Apply strategic thinking to position the company, map out the competitive landscape and plan how to prospect the candidates.

Topic 2. Shift to a Sales-Driven Talent Acquisition Mindset

Learn how the top sales professionals attract, nurture, and close deals—and apply those same techniques to securing top talents

Topic 3. Attract the Best Candidates

Craft compelling employer branding and job pitches that transform passive talent into engaged applicants

Topic 4. Overcome Objections with Confidence

Master strategies for handling counteroffers, salary negotiations, and candidate concerns effectively

Topic 5. Position the Organisation and Role Effectively

Pitch succinctly with power to impress and attract top-notch candidates against strong competition

Topic 6. Accelerate Time-to-Hire

Implement a streamlined, sales-driven talent acquisition process to speed up moving from sourcing to offer acceptance

Topic 7. Leverage Digital & Personal Sales Strategies

- Use LinkedIn and digital platforms to proactively source and engage top candidates
- Apply relationship-building techniques to create a robust, high-quality talent pipeline

Topic 8. Close the Deal with Ease

Master the art of closing to ensure the right candidates say “YES” and confidently accept your offer

Note: Participants are required to bring their laptop

Methodology

- Engaging Mini Lecture
- Interactive Activities
- Learning Videos