



Exclusive offer for



Recruiting Effectiveness

Virtual Leader-Led Training

Butler Street

Recruiting Effectiveness

With the increasingly competitive marketplace, those armed with the right tools and training have the competitive edge. Butler Street's recruiting training provides the processes, insights and tools to become the only choice for your candidates. Accelerate results with hands-on exercises utilizing generative AI for maximum impact.

Learning & Skill Objectives

- Why the Four Cornerstones of Success® are the foundation to high performance and future growth
- Advancing candidate relationships by being in their operating reality instead of your own
- Understanding the candidate's decision process in order to create value at each stage
- Being able to communicate value in a way that appeals to the candidate's strongest decision-making drivers
- Processes for attracting top talent
- Asking effective questions to uncover true needs and a four-step process to overcoming objections
- Utilizing generative AI to increase efficiency, strengthen skills, and accelerate results

"Most thought provoking training I have had in 37 years in the business."

Butler Street
Client & Talent Development. Perfected.®

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Who Should Participate

- New or experienced recruiters managers and leaders looking to hone their recruiting skills.

Participant Materials

- Comprehensive Training Guidebook
- Supporting Worksheets
- Prompts and Tip Sheets
- Activities and Breakouts utilizing generative AI

Reinforcement Tools

- Recruiting Effectiveness online training course
- Interactive lessons that reinforce skills and improve implementation. Easily managed courses that include knowledge checks, video, role play, worksheets and completion certificates.

12-month full-course subscription

Access 24/7 by computer, phone or tablet

Class Size

- Class size - minimum of 10 participants

Cadence

- 9 weekly, 90-minute leader-led virtual sessions

Pricing

- Training session & 12 months eLearning subscription: \$1,400 per person

CLICK TO REGISTER



Virtual Sessions Led by Robert Reid!

As an improv actor, Robert Reid has an uncanny ability to put people at ease and tickle their funny bone. This extends to his skills as a trainer. His industry and recruiting expertise and ability to engage and inform, will have you looking forward to each session!

Utilize Generative AI

Generative AI can automate routine tasks, freeing up valuable human resources to focus on more strategic initiatives. It also results in improved decision-making, innovation, and growth.

Butler Street provides best practices, effective prompts, and hands-on exercise utilizing generative AI, such as ChaptGPT, that include role practices scenarios and immediate feedback for improvement.

4 in 5 people want to learn more about how to use AI in their profession

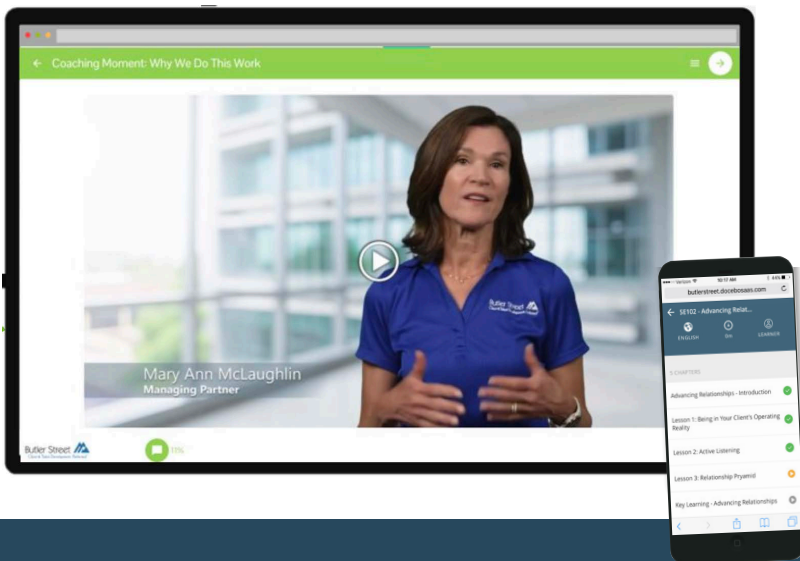
90% of organizations are concerned about employee retention, and **providing learning opportunities is the #1 retention strategy.**

LinkedIn Learning

Recruiting Effectiveness eLearning

Reference, retain and refresh what you have learned when and where you need it. Access 24/7:

- The Four Cornerstones of Success®
- Advancing the Relationship
- The Decision Process
- Differentiating and Communicating Value
- Attracting Top Talent
- Effective Questioning
- Overcoming Objections
- Managing Client and Candidate Relationships
- Tying it All Together



"These insights have equipped me to drive growth, build relationships with current and prospective clients, and ultimately generate profitable revenue."

- Diane M., Recruiter

About Butler Street

Butler Street is a management, consulting, training and research firm comprised of experienced C-Level executives who help companies achieve lasting results in the two most challenging areas they face: Client Development and Talent Development.

Combining the diagnostic capabilities of a consulting firm with customized training content designed to weave into the fabric of your company, Butler Street's approach is designed to advance your client and talent relationships, improve your team's decision making, provide actionable insights and deliver measurable results.

We help companies and their people grow.®

Butler Street

Client & Talent Development. Perfected.®

Atlanta, GA
Chicago, IL
Memphis, TN
Nashville, TN

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