

***SuperBiller™***

***Programme***

**JAN-MARCA**

**FOR**

# SuperBiller™ Programme Overview

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# Mike Walmsley

Mike is firmly acknowledged as one of the world's leading recruitment experts.

Formerly a big-billing recruiter and MD of the international recruitment business, Parker Bridge, he now presents to packed recruitment audiences around the world – including Europe, the USA, Canada, Asia, South Africa and Australia.

Mike's ability to engage, inspire and enthuse diverse audiences is almost unique. He can present to the most experienced and, sometimes, cynical recruitment directors only to see them leaving the room with a whole host of simple ideas to improve their business performance.

It's no surprise to learn that his expertise has been developed at the sharp end of recruiting and then ultimately by growing a very successful recruitment company. Plus he is actively involved today with a number of recruitment business in his capacity as a Non-Executive Director.

1,000s of recruiters around the world have kick-started their recruitment careers on the back of Mike's excellent recruitment videos – but to see him in person is a different experience altogether. When you have that opportunity, I strongly recommend that you take it. You will not be disappointed.

Mike has presented at all these major recruitment trade associations



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*"In the 18 months that Mike Walmsley has been supporting my business in Australia - from his base in the UK - the company has grown its Gross Profit by c\$10M pa. Mike's strategic advice, video training and live weekly Skype training to my team has played a major part in us achieving our \$10m growth."*

Ephram Stephenson, MD, Design & Construct



## MAKING BUSINESS WINNING EASY

LONDON

24TH FEBRUARY 2017, 9.00AM – 1.00PM

Mike, the UK's leading recruitment authority and critically acclaimed developer of over 400 training videos at RecruitmentTraining.com, commands £3,000 per day for live training. In this unique half-day event recruiters of all levels of experience and sector specialisation will learn Mike's art of Making Business Winning Easy at a fraction of his usual cost.

In this high-impact seminar, recruiters of all levels will learn how to:

- ✓ How to turn cold approaches into warm calls that potential new clients will want to hear.
- ✓ How to use warm calling techniques to ease your way past gatekeepers.
- ✓ Key phrases to get clients to listen – and turn these calls into new business.
- ✓ How to win choice new business every week – no matter how busy you are.
- ✓ How to crack new clients that you are struggling to break into.
- ✓ How to get clients to give you new client referrals - even from the first time of taking a vacancy, or from a failed sales call.
- ✓ Little known SuperBiller™ techniques that will lead to placements your competitors will miss.
- ✓ How to pick up new vacancies even when you fail to fill a job you are working on.
- ✓ How to increase your focus on warm calling to win business.
- ✓ How to improve sales activity, enjoyment and personal satisfaction from business development.
- ✓ How to pick up vacancies that placed candidates leave behind, enabling your staff to spot opportunities that most other recruiters miss.
- ✓ How to win new business by professionally capitalising on the work done by competitors.

## HOW TO FILL MORE VACANCIES - GUARANTEED!

LONDON

24TH FEBRUARY 2017, 2.00PM - 5.00PM

Mike has developed a number of “cold desks” into multi-million pound concerns and in this session he will be revealing the secrets of his success - and showing you how to build a hugely profitable recruitment desk.

In this high-impact seminar, recruiters, managers and directors will learn:

- ✓ Structure your recruitment desk to achieve better results.
- ✓ Deal with the very best clients and avoid time-wasters.
- ✓ Learn the real secrets of time management in recruitment
- ✓ Dramatically improve your CVs sent to interviews arranged ratio
- ✓ Double the number of placements through effective interview preparation
- ✓ Reduce the risk of the counter off by applying Mike’s ‘4 stage process’

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*“After attending Mike Walmsley's UK SuperBiller™ course my performance as a recruiter was transformed - leading ultimately to me billing \$1M GP in my first 12 months when I relocated to work in Australia. I had attended numerous recruitment training events previously but none had the effect of Mike's simple, clever and practical techniques, coupled with the big biller mindset that is embedded throughout his teaching.”*

Mark Pearce- National Client Relationship Manager at Fircroft



## OVERCOME EVEN THE TOUGHEST OF RECRUITMENT OBJECTIONS

LONDON

31ST MARCH 2017, 9.00AM - 1.00PM

In this session, Mike will show you how to improve your ability to overcome objections before, during and after a call. Watch out for the “light bulb” effect as your staff begin to enjoy objection handling rather than seeing it as a chore – and as importantly, watch this new skill turn into greater efficiency and improved billings.

In this high-impact seminar, recruiters of all levels will learn how to:

- ✓ Overcome almost any objection that comes your way
- ✓ Make your life easier, improve your billings and open doors into any new client
- ✓ Understand the secret of immediate yet sustainable success
- ✓ Turn client problems into new business
- ✓ Turn difficult clients around through benefit selling
- ✓ Collect and cherish client objections in order to explode your performance
- ✓ Dumbfound your competitors by getting clients to say “yes” whenever you want
- ✓ Understand how powerful questioning will lead you to big, big business

### **Objections covered include:**

- ✓ We're happy with current recruiters
- ✓ We're not recruiting at the moment
- ✓ All recruitment goes through HR
- ✓ We advertise direct
- ✓ We've got a PSL
- ✓ We're too busy
- ✓ Send me a CV
- ✓ And much, much more

## CLOSE AT LEAST 9 TIMES OUT OF 10 AT CLIENT MEETINGS

LONDON

31ST MARCH 2017, 2.00PM - 5.00PM

Mike will be revealing how to turbo-charge your business development strategy with proven techniques that are estimated to have generated over £5,000,000 in extra revenue by the recruitment companies that have implemented it across their businesses last 2 years alone. In this session, Mike will share with you how easy it can be for you how to harness the hidden power of his techniques.

During this high-impact session, recruiters of all levels will learn how to:

- ✓ Close potential clients you want to work with at least 9 times out of 10.
- ✓ Overcome objections to client meetings - why the very best recruiters get through doors and others don't.
- ✓ Know what clients really want from recruiters (not what you think they want – you may be surprised).
- ✓ Move streets ahead of your competitors with the ideal client meeting structure.
- ✓ Leave all client meetings with either exclusivity or a commitment to call you first on the client's next and future vacancies.
- ✓ Meet 3 to 5 new clients every week - but still have time to complete 3 hours of business winning calls every day.
- ✓ Explode your new business winning ability, and quickly, through the power of the
- ✓ 'Snowball Effect'.
- ✓ Win more business and save precious time by avoiding the typical mistakes made by recruiters
- ✓ Differentiate yourself from your competitors through innovative new approaches.

## FINDING STAR CANDIDATES FOR FREE

LONDON

28TH APRIL 2017, 9.00AM - 1.00PM

Mike will be personally showing a select number of highly-driven, success-hungry recruiters and directors how to create an unbeatable and predominantly free candidate generation strategy.

He will share with you the secrets of how to:

- ✓ Dramatically improve the quality and quantity of candidates you desire whilst reducing advertising costs.
- ✓ Create a robust and sustainable culture of free candidate generation.
- ✓ Fill far more vacancies by being able to find candidates for even the most difficult of positions.
- ✓ Apply over 30 devastatingly simple candidate generation techniques to fill more jobs, win more business and crack more PSLs.
- ✓ Gain 10 times as many referrals as your competitors – without paying for them.
- ✓ Uncover a goldmine of hidden candidates within your own database.
- ✓ Generate scores of quality candidates each week through simple service assessment.
- ✓ Turn each high-demand candidate into three.
- ✓ Treat candidate generation as a KPI and watch your consultants' billings soar.
- ✓ Use simple added value services to find hundreds more candidates.
- ✓ Turn your registration form into a candidate generation tool.

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*“We had our best ever month after just 4 months of working with Mike and implementing the training.”*

Ronan Colleran, MD, Azon Recruitment



## MAKE YOUR VACANCIES EASIER TO FILL

LONDON

28TH APRIL 2017, 2.00PM - 5.00PM

Mike will be revealing the biggest mistake in recruitment and showing you to take a massive competitive advantage by controlling clients in order to fill more vacancies, temp bookings and contract requirements.

Expect a rapid improvement in billings when your staff implement the devastatingly simple techniques contained in this power-packed session.

In this high-impact seminar, recruiters of all levels will learn how to:

- ✓ Blow away your competitors – take and fill more exclusive vacancies.
- ✓ Make exclusivity the norm not the exception.
- ✓ Think like a SuperBiller™ - secure interviews when you take the vacancy.
- ✓ Secure more interviews than you ever thought possible.
- ✓ Stop wasting time with CVs – and start winning with commitment.
- ✓ Make more placements simply through better teamwork.
- ✓ Earn additional £1,000s and even £10,000s by negotiating like a champion.
- ✓ Impress your clients through your increased ability to fill more vacancies, more of the time.
- ✓ Get clients to work the way you want them to work.
- ✓ Manage your client's expectations – and have more candidates for every vacancy you take.

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*"Mike taught a simple technique which transformed a £300K biller into £1M+."*

Lawrence Levy, MD, Levy Associates



## BONUS\* - WINNER™ DIRECTOR ONLY EVENT

LONDON

\*PURCHASE ANY TICKET TO RECEIVE FREE ENTRY TO THIS SESSION

Join Mike as he presents his new WINNER™ session designed for recruitment directors. The fresh content in this session is already generating £100,000's extra revenue for recruitment companies Mike is currently engaged with.

In this powerful session you will learn:

- ✓ The 6 step WINNER™ formula that makes new business success predictable
- ✓ Strategies that will open doors into new companies every single week
- ✓ Engage prospect clients with compelling differentiation that leaves your competitors floundering
- ✓ Web strategies and tools that magnetise leads to your business
- ✓ Virtually unknown web tools that will boost your company's sales performance
- ✓ Nurture the prospects that you can't close first time on auto-pilot and turn them into new clients

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*"Throughout the last seven years we must have added at least £5M to the business as a result of working with Mike."*

Gary Dewhurst, Managing Director, Gap Personnel



## PRICING

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**£249** per session

**£1,350** season ticket (all 6 sessions)

**£1,850** season ticket plus

All sessions + RecruitmentTraining.com access for 3 months

All prices exclude VAT

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## 20% MULTIPLE BOOKING DISCOUNT

Book 2 or more delegates onto the same session/season ticket purchase and receive a 20% total order discount

## How to book

Please call us on **+44 (0) 203 056 0250** to speak to a member of our team or email **Rachel@RecruitmentTraining.com**

### Terms and conditions

Upon receipt of your payment, your number of places will be confirmed. Names of delegates attending each session must be confirmed by email 7 days prior to the seminar. Fees cannot be refunded, but substitute delegates can be named. Changes must be confirmed in writing before each seminar. Season ticket plus purchases will have their RecruitmentTraining.com access activated upon receipt of payment.

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