

Seminar

Improve your ability to compete for top talent in today's competitive market.

Selling Today's Candidate is an advanced seminar for participants who attended Effective Interviewing!® or Interviewing Today's Workforce®. The highly interactive seminar identifies your organization's unique selling opportunities to attract desired candidates.

What Our Clients Say:

"As a result of this program, I will determine the candidate's interest and goals first and then explain how we can help them."

— Vice President, Banc of America Securities

"The process of using a candidate's answers to develop new selling questions and identify motivational hot buttons is very useful."

— Vice President, Morgan Stanley

"An excellent session and time well spent. I learned methods I can apply to interviews and sell candidates on the opportunities in my group."

— Engineering Manager, Hewlett-Packard

Since 1982, Management Team Consultants, Inc. has helped hundreds of organizations, from Silicon Valley start-ups to Fortune 1000s, gain a competitive edge in their interviewing, selection and hiring practices.

Seminar Agenda

Principles of Selling the Job Opportunity

Learn the key principles in getting the candidate to join your organization during the interview.

Sell Your Organization

Identify and learn how to use powerful selling points to promote your organization.

Create Personalized Selling Messages

Develop strong selling statements from your own work experiences.

Discover Candidate Motivation

Apply questions throughout the interview to reveal the candidate's motivation.

Sell to Candidate's Competencies

Develop compelling selling statements based on competencies disclosed by the candidate.

Answer Negative Questions

Learn how to effectively answer tough questions asked by the candidate.

Convince the Skeptical Candidate

Address candidate's concerns with a proven formula.

Develop a Team Strategy

Form a team strategy to maximize your selling.



Interview EDGE™

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