

# Selling Today's Candidate

Today's candidates expect integrity and candor, starting with the information they receive in the interview. Selling a candidate effectively on the opportunity also requires planning and focus.

## 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.



*"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

*Selling Today's Candidate* is an advanced seminar for participants in the *Effective Interviewing!* or *Interviewing Today's Workforce* seminars. The highly interactive seminar is designed to identify your organization's unique selling opportunities.

*"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

## Scheduling a Seminar

To schedule a seminar at your company, or for more information about cost, materials or program customization, please contact us:



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