

# 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™**

Management Team Consultants, Inc.  
415.459.4800  
info@interviewedge.com