



# BIOR

The British  
Institute  
of Recruiters

0871 288 2108 • [accounts@ior.org](mailto:accounts@ior.org) • [www.studycourse.org](http://www.studycourse.org)

**New**

## The Complete Top Biller

### WARNING

**To pass this course you have to demonstrate application of the content through a % revenue increase**

**12 weeks - Online with mentoring support**

This is the only course on the market today where to become accredited you actually have to apply the techniques you learn and show an increase in your billings. Theory without action is useless so unless you take action you will never find yourself in the elite group of recruiters that become top billers.

This course is for anyone with over 18 month's recruitment experience who has an established client base and wants to know how to turn their desk into a consistently high revenue generating business. It applies to any recruitment sector, permanent or contract markets and is only suited to consultants managing both client and candidate processes.

### The 12 units are:

- 1. How to analyse your Business**, highlight strengths, weaknesses and build a meaningful Action to Plan to increase revenue
- 2. How to develop 'cash cow's** and increase client commitment and engagement
- 3. Recruitment Solution Selling** – how and when to sell solutions and handle client objections
- 4. Be the 'Go to Person' in your market** – how to raise your profile in the market and network effectively to create opportunities
- 5. Value based Selling** – how to create true value propositions and differentiate yourself from your competitors
- 6. Advanced Communication & Influencing skills** – how to tailor your communication style to your audience and influence decision making processes
- 7. High Impact Client Meeting & Sales Presentations** – how to plan, prepare and deliver client meetings and presentations that win you business
- 8. Advanced Objection Handling** – how to overturn client decisions to win more placements
- 9. Closing your Performance Gaps** – how to close performance gaps and handle motivation dips quickly and effectively
- 10. Self Management** – how to manage yourself like a leader, be accountable and stay focussed on results
- 11. Managing your Career** – how to set and achieve career goals, building career advocates and managing upwards
- 12. Course Assessment** – measuring the return on investment. Can you demonstrate a % increase on your revenue in order to pass the BIOR accreditation criteria?

**BOOK NOW**

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Learn at your desk via the BIOR's revolutionary online learning platform [Studycourse.org](http://Studycourse.org)

Receive an BIOR certificate validating your learning and letters after your name  
Assoc BIOR (CPD)

Receive individual professional membership of The British Institute of Recruiters (BIOR)

The course will run over 12 weeks, giving you time to implement the learning and realise your return on investment. You will do one unit of learning a week followed by a desk based task to help you implement what you have learnt. Your tutor will mentor you throughout the 12 weeks, making this the ONLY online course with human interaction.

### Who will you be mentored by?

This course was developed by expert Trainer Hannah Keep who was a top biller in contract and permanent markets in one of the toughest areas of IT Recruitment. Hannah works alongside top billers who bill in excess of £500K a year and knows first hand what it takes to get results in this competitive market. Hannah will mentor you throughout the 12 weeks to support you in achieving the course objectives.

Instead of leaving your business to attend offsite training sessions you can now learn at your desk with our revolutionary online learning platform – Studycourse. Learning with us means you can:

- Learn at your desk via the BIOR's revolutionary online learning platform Studycourse.org – on the job learning which is flexible and practical
- Receive an BIOR certificate validating your learning and letters after your name – Assoc BIOR (CPD)
- Receive individual professional membership of the BIOR – demonstrating your commitment to best practice
- Receive on going help, support and individual feedback from your tutor – making our courses the only online courses with personalised tutor contact

## ONE FINAL WARNING

Do not sign up for this course unless you are:

- 1) Committed to taking action and stepping out of your comfort zone
- 2) Ready to take risks
- 3) Relentless in driving results

Not everyone will pass this course, but will you?

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