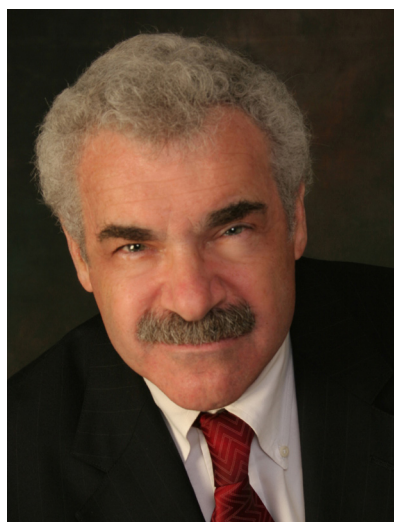


# Unique, Original, Profitable!

By Recruitment International



Last December, the UK recruitment industry had a long-overdue opportunity to see the industry-leading US trainer, Steven Finkel, in action. In this article Recruitment International reports on his two-day tour and relates the thoughts of delegates concerning this highly successful programme. Well over 150 recruiters chose to increase their expertise and profitability by attending the event. As one attendee said, **"I've used Steve's material since 1997 and it was a great opportunity to be in London and see him deliver the goods in person as he certainly did!"** We agree.

Steven Finkel has been training recruiters for more than two decades and his award winning training programmes have been watched, read or experienced by recruiters in virtually every known market across the globe. Recruitment International was delighted to be his partner for this programme.

The two days in question were both in London and each day was targeted to a particular audience. Day one was designed for recruiters whilst day two was aimed more specifically at management level. Mr Finkel places

enormous importance on ensuring that he not only has the right content, but that it's also presented in the right way. Having such a wealth of information at his disposal meant that his material was extremely well-received by a sophisticated and experienced UK audience. As one delegate said, **"Steve is a great spokesperson; his material is unique, innovative and highly effective in the UK market. He personally is full of positivity & boost. It was a great experience! I'm glad that I attended this programme as I gained much out of it. The time that has passed since the programme now allows me to attest that my production has increased markedly as a direct result."**

Mr Finkel has been conducting customised inhouse training for UK firms of all sizes on an ongoing basis. However, this was his first public programme here in over ten years. He had a wealth of new material to impart to his audience and this was certainly evident in both programmes. The recruiter's day covered a multitude of subjects. The one constant that ran throughout was the focus on methods to increase sales. This approach was emphasised by a delegate who wrote, **"I found the Steve Finkel/ Recruitment International seminars to be very informative. Steve is a highly experienced trainer who cuts through the mundane to focus on what really matters to recruiters and managers -- Increasing Billings! I would highly recommend him to anybody thinking of taking a seminar or training course."**

Included in his recruiter's session, Steve touched on many of the key areas in which recruiters can increase their success and ultimately their billings. These themes included:

\* Expanding your Client Base!

- \* Learning New Ways of Developing Clients!
- \* Improving your Interview-to-Hire ratio -- by 40%!
- \* Identifying the Right Niche or Sub-Niche
- \* Time Management for Better Results!
- \* Successful Skill Improvement

He certainly connected with the audience, as one attendee was moved to write, **"I found Steve to be inspiring and motivating. He captured his audience well and added a little humour along the way, making sure he kept it interesting throughout. I thought the event was remarkably useful. I came away from both days with plenty of pointers, and came into the office with lots of action points to implement over the next few weeks."**

The second of the two days addressed the management issues of running a recruitment/search company and Steve was able to give a number of business building tips across many pertinent areas including;

- \* Finding and Selecting Top Recruiters
- \* Evaluating Your Firm's Growth Potential
- \* Running the Smaller Firm
- \* Specific Ways to Improve Production
- \* The Part-Time Recruiter — How to Increase your Profits
- \* Questions and Answers

The session prompted one owner to say, **"Steve tells it like it is. He gives us permission to feel the ups and downs of the business, but teaches you how to get out of or avoid having a 'down' business. I personally feel that Steve's training should be mandatory for search consultants, as it goes seamlessly from basics to advanced techniques. And most importantly, Steve is accessible!"**

Another manager of long tenure commented, **“Mr Finkel presents highly effective recruitment information and specific techniques that are simply not available through any other source within the UK. They have benefited my firm enormously. This outstanding presentation will be no exception.”**

RI and Steve Finkel are contemplating further programmes later in 2012. We would like to know what subjects and topics you would like Steve to address and if you would be interested in attending these seminars. Should you wish to be kept informed of these upcoming dates, please email your contact details to [david@recruitment-international.co.uk](mailto:david@recruitment-international.co.uk).

The final word goes to another of the satisfied delegates, **“The reason I went to see Steve Finkel is that when I first read his book Breakthrough! (Amazon US) some ten years ago, I made a lot of money off the back of it. The reason I like Steve is his background is that of a hands-on recruiter working the permanent marketplaces spanning many years; he’s experienced everything we all go through. He’s one of us and he really does know how to project and teach the right methods to motivate and get you back on track. In other words, he’s very believable and trusted.**

**The fact I always make more money when I browse through his book is a testament to how good he is.”**

RI was pleased to speak with Mr. Finkel in the aftermath of the programme. He commented, “I was delighted to see such an excellent turnout of experienced recruiters and owners. Newer people are always welcome, but it is far more professionally interesting to me to address non-foundational subject matter where I can seriously increase production with in-depth material. Our industry is not just ‘back to basics’, but it requires an audience of solid professionals to appreciate and understand such information. The UK provided me with an ideal group for that purpose. The managers’ programme yielded some terrific questions as well, and I expect to expand the Question-and-Answer section of the managers’ material, based on the very positive comments from the delegates. I am looking forward to my next trip!”

Again, those who would like to be kept informed of the next visit of this unique, widely-acclaimed author and trainer should contact us directly at the above e-mail. If you weren’t there, it will be greatly to your professional and financial benefit to be in attendance at the next event!

*“The fact that I always make more money when I browse through his book is a testament to how good he is.”*

