



S. Benjamins & Company, Inc.  
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## Recruiters as Trusted Advisors

### *“The New Psychology of Creating Recruiting Business Partnerships”*

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We want to let you in on a secret we’ve uncovered in years of helping companies improve their recruiting results: *Recruiting issues aren’t caused by what most people think.* Most issues come from the fact that recruiters aren’t functioning as trusted advisors. The request to “be more consultative” is a fuzzy mandate and recruiters often do not understand how that differs from what they are already doing. The result is your hiring managers are frustrated with the recruiting function, recruiters are frustrated with their hiring managers, and you are not getting the results you need.

#### **What is the Problem?**

- No matter how effective their candidate development skills, without strong business partnership relationships with hiring managers, recruiters are not viewed as trusted advisors.
- Yet Trusted Advisor capabilities account for more than half of the relative impact on recruiter performance and overall effectiveness of your recruiting function.  
AND
- Most training today focuses on finding candidates. However, finding candidates is only 50% of the recruiter’s job. It’s that other critical 50% that is woefully under-addressed in almost all training.
- We know that the solution is that recruiters who can function as trusted advisors will be more influential, the recruiting process will be more successful, and your hiring managers will be happier!

WHAT IS THE OTHER 50%?

This SEMINAR provides specific strategies and techniques your recruiters can use to create trusted advisor relationships with hiring managers. *The result is improved recruiting success for your organization.*

#### **Who Benefits From the Seminar?**

Recruiters who want to increase their influence as advisors, improve metrics, and move from a process recruiter to a consultative, performance-driven advisor role.

*With this training, your recruiting results improve because the recruiting team will be able to:*

- Implement powerful, non-confrontational strategies and techniques to understand, influence and persuade hiring managers to jointly achieve goals and objectives
- Leverage an indispensable process for uncovering expectations and setting commitments from the beginning
- Become a trusted advisor to help the hiring managers achieve their business goals by optimal hiring strategy and decisions.

#### **What Makes This Training Different**

Katherine Moody has personally developed and perfected these strategies over 17 years in the real world of recruiting as well as many years of managing recruiters. We’ve all attended seminars that offer minimal real world application back in the office. That is not the case here. Learn how previous participants have used these techniques to achieve real trusted advisor relationships with hundreds of hiring managers.

This program can be delivered virtually or in a blended training model that is tailored for your team.

To learn more, contact S. Benjamins & Company, Inc. or talk to Katherine Moody at 832.464.4447.  
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