

Public Safety Institute

presents

Building Skills for Effective Recruiting

Length: 3 Days (24 hours)

This course will sharpen your personal recruiting skills and help you build a broader, more effective recruiting program for your agency.

We will show you the characteristics of successful recruiters and the persuasive, professional communication skills that they possess. You will learn how to identify, encourage, and follow through with prospects while avoiding common mistakes that could damage your efforts.

You will also learn ways to harness the media, the community, and other resources to enhance your recruiting program. Specific information regarding the recruiting of women and other minority groups will be presented along with the inclusion of advocacy groups in your outreach efforts.

Topics include:

- Profile of an effective recruiter
- The importance of a successful agency recruiter
- The five deadly sins of recruiting
- Understanding how to develop persuasive communication
- Turning talk into action skills practical exercise
- Bringing the applicant in the door
- Developing professional selling skills
- Understanding the needs satisfaction sales process
- Stepping up to the plate
- Identifying resources to enhance recruiting
- Use of internal resources
- Media help in recruitment
- Community assistance in recruiting
- Creating a diverse workforce: how to attract women and ethnic applicants
- Message from the chief and organizational culture
- Collaborating with advocacy groups

• BRING OUR TRAINING TO YOUR AGENCY •

The Public Safety Institute (PSI) can assist you in presenting classes at your agency or training facility. By holding classes at your facility you reduce your training costs while maintaining the same high quality, professional training you have come to expect from PSI.

The Public Safety Institute provides:

- Highly qualified instructors who are experts in their given specialties
- A certificate of completion for each student who successfully completes the course
- Technical assistance required to prepare, conduct and evaluate each program
- All student reference materials

In most cases, your agency need only provide:

- A classroom capable of seating the attendees
- Audio and visual equipment for our instructors

All programs can be presented at your location. For details on cost-effective, co-sponsored programs call us at:

(407) 660-8255

• CONTINUING EDUCATION CREDITS •

Continuing Education Units (CEUs) are available for a \$7.00 fee through the Institute of Police Technology and Management, a division of the University of North Florida. One unit is awarded for each ten contact hours. Forms will be provided in class for interested participants.

• HOW TO ATTEND •

Workshops will be presented at the Sheraton Orlando North Hotel, 600 N. Lake Destiny Drive, Maitland, Florida. For your pleasure, the hotel welcomes you to enjoy the special room rates three days prior to or three days after the workshop. Room reservations must be confirmed at least 14 days prior to arrival to guarantee rates and availability.

Before placing airline reservations, PLEASE call our office 21-30 days in advance to verify status of class!

• HOTEL INFORMATION •

Please contact: SHERATON ORLANDO NORTH HOTEL
600 N. Lake Destiny Drive, Maitland, Florida 32751
Toll Free: 1-888-625-5144
Local Phone Number: (407) 660-9000; Fax: (407) 551-7535

• REGISTRATION FORM •

Course Title: _____

Course Date: _____

Course Location: _____

Course Tuition: _____

Name _____

S.S.N. _____

Position/Title _____

Organization _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____

Fax (_____) _____

E-Mail _____

• Authorizing Official •

Name _____

Position/Title _____

Send Invoices to _____

Payment: P.O.# _____ Fee Enclosed

Visa MasterCard American Express
(Credit card payment form will follow by fax or mail.)

**Please make check(s) payable to:
Institute of Police Technology & Management (or IPTM)**

Please register early by fax: (407) 660-8165

Mail Payment(s) to:

Public Safety Institute, IPTM

University of North Florida

P.O. Box 3071; Orlando, Florida 32802-3071

For further assistance, please call: (407) 660-8255

e-mail: psi@iptm.org ~ website: psi.iptm.org
(website)