



ProQruit Recruiter Training Modules (Fundraiser-Style)

Build resilience & motivation in recruiters while improving adaptability in high-pressure recruitment. Our fundraiser-inspired approach reduces attrition by creating belonging, purpose, and confidence—equipping recruiters with field-tested techniques that drive results.



Module 1: Purpose & Mindset

1

Recruitment = Impact

Every hire changes a company's growth & someone's career trajectory

2

Mission of ProQruit

Not just an agency → a **brand partner** building careers

3

Mindset Shift

Handle "no" like fundraisers → "Every no brings you closer to a yes"

Day 1 Activity: Storytelling circle where each recruiter shares "Why I want to be a recruiter," followed by group reflection on how recruiters are career changers.

Module 2: Confidence & Communication Skills

"Your Voice is Your Power"

1

Voice training: tone, pitch, clarity (like street fundraisers)

2

First impression tactics: Opening lines that work

3

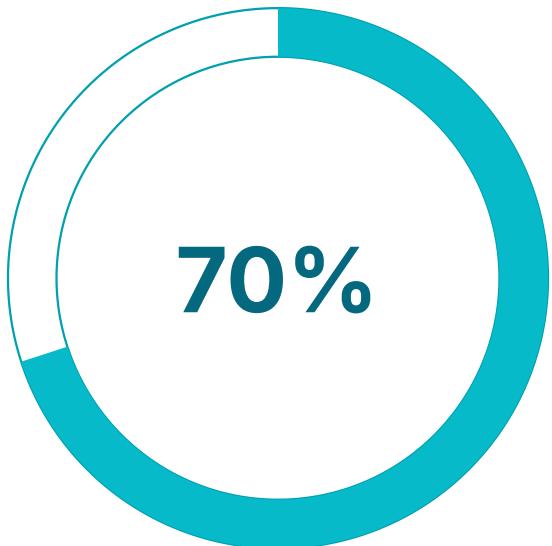
Role-play: Cold calls, candidate rejections, client pushbacks

Day 2 Activity: *Fundraiser Drill* - Recruiters practice "30-second pitch" for random roles, judged on clarity, persuasion & energy



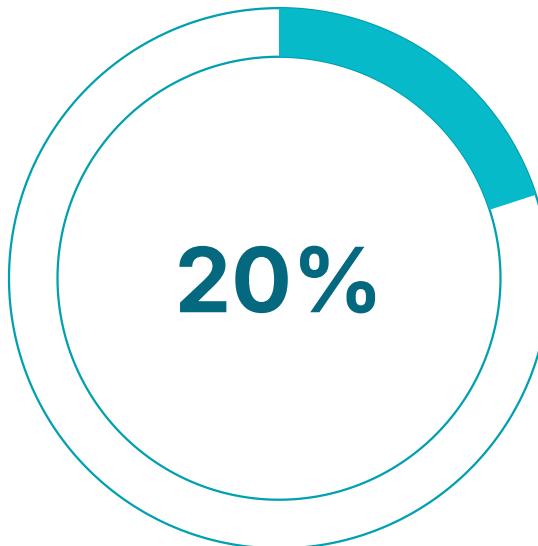
Module 3: Handling Rejection & Resilience

"Thick skin, big heart."



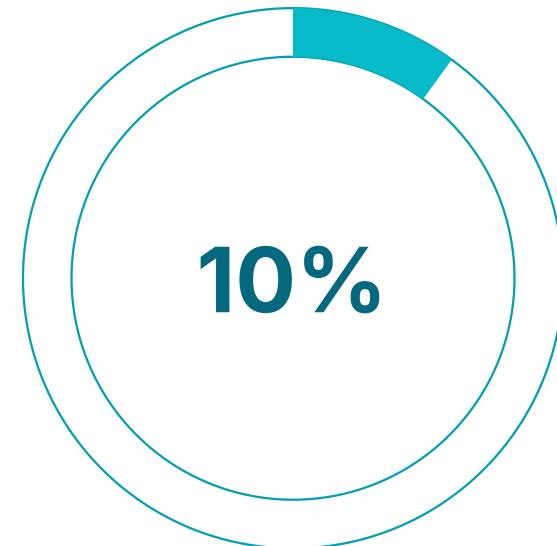
No Response

Candidates who won't respond



Rejection

Candidates who will reject



Conversion

Candidates who convert

Learn to detach from rejections → track process, not just outcomes. Implement a "Celebrate small wins" system (calls made, resumes shared, interviews scheduled).

Day 3 Activity: *Rejection Game* - Trainers reject recruiters multiple times in mock settings until they develop neutral responses & keep pitching.

Module 4: Productivity & Target Ownership

"Your scoreboard = your success."

Time-blocking system (fundraiser style)

Funnel management approach

Celebrate micro-targets, not just placements

Ownership mindset: "This is *my* client"

Day 4 Activity: Create personal weekly "Recruitment Target Board" (visual board like fundraiser's donation charts)

Module 5: Team Spirit & Motivation

"Alone you recruit, together we conquer."



Success Sharing

How one recruiter's success inspires others



Buddy System

Pair new recruiter with experienced recruiter



Daily Huddles

Morning energy booster, evening reflection



Recognition

Leaderboard, shoutouts, small rewards

Day 5 Activity: *Cheer Circle* - End day with a group motivational chant (like fundraisers do to keep morale high)



Module 6: Candidate-Centric Selling

"Sell dreams, not jobs."

- Build emotional connection with candidates
- Position job as a career stepping stone
- Anticipate objections and respond empathetically
- Candidate nurturing → maintain relationship even after rejection



Ongoing Activity: Pitch practice - Sell a "tough job" (low pay, field work) in a way that inspires candidates to consider it.

Retention Boosters (Daily Rituals)

“Morning Huddle”

Energy booster, quick wins sharing

“Motivational Stories”

One recruiter shares a candidate success story

“Micro-rewards”

Recognition for calls, CVs, interviews (not just closures)

“Buddy Mentorship”

New recruiters always paired for support

Building a Long-Term Performance Culture

Fundraiser-Style Training

Our high-energy, rejection-proof, and motivation-driven approach is exactly what reduces **attrition** and builds a **long-term performance culture**.