

# Close the Deal: Understanding the HR Professional

<b>Intended Audience</b>	Mid-Level	<b>Delivery Options</b>	<ul style="list-style-type: none"><li>• 2-Day In-Person (Onsite or Seminar)</li><li>• 4-Week Virtual</li></ul>
<b>HR Competencies</b>	<ul style="list-style-type: none"><li>• HR Expertise (HR Knowledge)</li></ul>	<b>Recertification*</b>	SHRM: 15 PDCs

## Program Overview

Empower payroll service providers to excel in their sales endeavors by gaining profound insights into the world of HR professionals. This program is your gateway to understanding the multifaceted role, responsibilities, and core competencies that define HR professionals, along with an exploration of their most critical priorities and pain points. By forging a genuine understanding of HR professionals, you'll lay the foundation for robust and mutually beneficial professional relationships that are pivotal in securing HR service contracts.

But the benefits don't stop there. This program is equally invaluable for individuals across the spectrum, including vendors, consultants, internal business teams, and those embarking on a transition into an HR role within their organization.

Our instructors are seasoned HR professionals with extensive experience in facilitating courses and successfully marketing their consulting services to HR professionals. Join us to tap into their wealth of knowledge and experience.

## Program Objectives

As a result of this seminar, participants will be able to:

- Discuss the alignment between an organization and HR goals
- Apply newly learned HR knowledge to practical activities similar to those of your customers
- Plan for ways to transfer the knowledge and the skills learned from training to conversations
- Diagnose HR challenges and opportunities

## Program Modules

This program includes the following modules:

- Welcome and Introduction
- Module 1: Human Resource Fundamentals
  - HR impacts
  - The HR profession
  - Strategic and human resource planning
- Module 2: Talent Acquisition
  - Talent acquisition impacts
  - Recruiting

\*Visit <https://www.shrm.org/credentials/certification/recertification> for the most up-to-date recertification credit details.

- Selecting candidates to interview
  - Interviewing candidates
  - Completing the selection process
- Module 3: Total Rewards
  - Total rewards impacts
  - Pay increases and incentives
  - Compensation system design
  - Benefits overview
- Module 4: Learning and Development
  - Learning and development impacts
  - Training program design
  - Orientation, onboarding, and professional development
  - Training evaluation
- Module 5: Performance Management
  - Performance management impacts
  - Performance management systems
  - Performance evaluation process
  - Performance improvement
  - Termination
- Module 6: Employment Law
  - Employment law impacts
  - Employment Law Overviews
  - Impacts of Employment Law
  - Medical and Emergency Leave Mandates
  - Safety Requirements
  - Employee Handbooks
- Module 7: Talking the Talk
  - The customer journey
  - Phase 1: Bring the POW
  - Phase 2: Provide quick wins
  - Phase 3: Support implementation and continue diagnosing
  - Phase 4: Propose additional solutions
  - Phase 5: Provide ongoing support to future HR
- Module 8: Wrap Up