

Introducing a Half-Day Seminar that is perfect for mastering effective interviewing shortcuts and finding top-notch employees the first time, every time!

How-to's of

Effective Interviewing

Attend and you'll learn how to ...

- ❖ Avoid the most common interviewing mistakes.
- ❖ Uncover information about a candidate's personality, ability, and work experience.
- ❖ Save yourself time and hassle by hiring first-class employees!
- ❖ Detect red flags that tell you this candidate ISN'T right for the job.
- ❖ Test the interviewee's ability to perform the job.
- ❖ Learn exactly what you legally can and can't do when interviewing.

See Your Entire Seminar Agenda on Pages 4 & 5.



Enroll today online at
www.NationalSeminarsTraining.com
or call 1-800-258-7246.



Don't Learn By Trial and Error – Master Proven Interviewing Shortcuts Here!

Who Will Benefit?

- HR professionals
- Managers and supervisors
- Recruiters
- Business owners
- ANYONE responsible for interviewing and/or hiring others

“A very rewarding seminar. I feel more confident about my new interviewing skills.”

– M. Gibbs

“One of the best I've attended.”

– P. Roeland

“Everyone who's involved in interviewing and hiring should attend this seminar.”

– J. Morgan

“Wonderful and engaging.”

– K. Sims

In today's business world, the ability to effectively and legally interview can go a long way toward strengthening your organization's bottom line. But if you're like most people, you've had little or no training on how to do this right. To learn this important skill on the job will cost you dearly in wasted time – and could cost you even more in a court of law!

But you can avoid all that by registering for this exciting, fast-paced half-day seminar that will reinforce the importance of this critical skill, maximize your ability to find and hire the best employees, and keep you legally compliant.

Gain Critical Skills to Effectively and Legally Interview Job Candidates

How-to's of Effective Interviewing will give you expert insight into this critical job skill. You'll learn how to ask the right questions and reveal the best candidate for the job. And you'll also learn how to do it 100% legally.

You'll return to the office with a head full of knowledge that will ensure every interview you conduct will quickly and accurately identify the most qualified candidate for the job. The best part – this informative session will take only three hours out of your hectic day!

Attend the Session That Fits Your Schedule Best!

We know how busy you are and how difficult it can be to take an entire day off from work. That's why we've created this quick-hitting and informative half-day session that zeros in on ONLY the skills you need to keep yourself legally safe during the interviewing process. Both sessions feature the same information, so you won't miss a thing!

Don't miss this fast and exciting opportunity to gain the critical skills you need to find and hire top-notch employees!

Attend the morning or afternoon workshop!

Morning session: 9 a.m. - 12 p.m.

Afternoon session: 1 - 4 p.m.

When you attend *How-to's of Effective Interviewing*, you'll learn how to:

- ✓ Save precious time and money with efficient pre-screening and phone interview techniques.
- ✓ Prepare yourself from A to Z for managing productive interviews every time.
- ✓ Utilize the best interview method for you to fill open positions: structured, unstructured, panel, and behavioral.
- ✓ Detect red flags during the interview process that tell you this candidate ISN'T a good fit.
- ✓ Better facilitate open discussion during the interview so that you reveal even more of the candidate's inner strengths and weaknesses.
- ✓ Ensure that you're always in control – even during the toughest interviews.
- ✓ Handle each interview safely and legally.
- ✓ Make only the best hiring decisions.

A good hire can majorly boost your department's productivity and reflects well on your ability to judge talent. A bad hire could take months – or even years – to straighten out and cost your company a fortune. Master these proven interviewing skills in just half a day – enroll now!

Exceptional Training That Is Guaranteed!

We have an unwavering commitment to excellence in training. We so firmly believe that this is the most comprehensive workshop of its kind that we stand behind it with our 100 percent money-back guarantee. If for any reason you are not completely satisfied with the return on your investment, we'll refund your money in full.

Attend this important workshop to help your organization:

- Reduce costs by developing more effective hiring practices.
- Increase profitability by eliminating bad hires and the consequential costs of replacing them over and over.
- Achieve sustainable success by hiring highly skilled employees.
- Stay out of legal hot water by complying at every stage of the recruitment and hiring process.

Your Comprehensive Workshop Agenda

Morning Session hours 9 a.m. - 12 p.m. - Registration begins at 8:30 a.m.

Afternoon Session hours 1 - 4 p.m. - Registration begins at 12:30 p.m.

“Most useful seminar I have ever attended – information was great – trainer was wonderful. Well worth the time ...”

– P. Davis

“Very enlightening. I learned a lot. Thanks!”

– J. Carson

Take Advantage of Our Team-Training Discount

This workshop is an absolute must for anyone who hires people. And because of the importance of this training session to your entire organization, we offer a special group discount that makes it cost-effective for an entire team to attend: **Enroll 3 and the 4th attends FREE!**

Learn how to find and hire the best candidate for the job – and save yourself a lot of cost and hassle. Hire a winner and you’ll reap the rewards for years to come.

Your First Consideration: The Pre-Screening Process

- Reading between the lines so you get to the bottom of what applicants are really saying in their resumes
- Evaluating cover letters
- Effective telephone pre-interview techniques
- Time-savers for screening out people whose resumes sound great but are really no-way candidates

A Blueprint for Successful Interviewing

- Stop winging it in interviews and start preparing
- 7 basics of interviewing you must understand
- The powerful secrets to finding a good match
- Putting the applicant at ease so you get better information
- Listen for red-flag answers

Legal Dos and Don'ts

- Avoid stepping into a legal minefield – know which questions are safe and ask them correctly
- STOP! Don't administer any pre-employment tests unless you've covered these bases
- What you need to know about disabilities and working status
- A review of EEOC laws that apply to the interviewing and hiring process
- What can you consider legitimate occupational qualifications for the position?

Questioning Strategies That Produce Solid Answers

- Detecting candidates who exaggerate or outright lie
- Develop questions that elicit the information you need
- How to respond when the candidate's answers are evasive
- How to stop fishing for information and avoid asking leading questions

Evaluating Candidates on Hard Facts

- How to get references to open up and give you the real scoop
- Picking up behavioral problems – it's easier than you think
- How to get candidates to demonstrate problem-solving and decision-making skills
- Employment testing that helps you test ability



**Unlimited Training.
Endless Opportunity.
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It's no wonder that STAR12 is taking the business world by storm!

After all, for one low annual fee, STAR12 members get unlimited access to every seminar we offer. That's pretty amazing.

On top of that, though, STAR12 members also get unlimited access to the exclusive STAR12 collection of online learning resources. That means you get unlimited access to incredible resources 24/7.

Unlimited answers to your business questions: endless opportunity for amazing career growth!

**Join STAR12 Today!
www.natsem.com/STAR12**

Become a STAR12 member today for only \$599,* which allows you to attend **How-to's of Effective Interviewing** – or any other seminar in the STAR12 learning collection – for FREE! Call 1-800-258-7246.

*\$599 entitles you to a Gold-level individual STAR12 membership.

“This half-day seminar is so convenient – I didn't have to take a full day off of work!”

– J. Kellerman

“I learned some very practical tips for improving my interviewing skills in a very short time.”

– C. Ingram

“The trainer was wonderful and engaging.”

– O. Parker

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ON-SITE TRAINING SERVICES

Training Tailored For Your Organization

Our On-Site Training Department can deliver this seminar – or one of our more than 100 other cutting-edge training programs – directly to you. You control the date, the time, the location, even your trainer, and our training specialists work with you to tailor the program to your organization's unique needs.



Just imagine how much more efficient your workplace would be if all your managers, supervisors, and company executives possessed the powerful job description writing and interviewing skills taught in this workshop. Top organizations use our cost-effective on-site training to close skill gaps and achieve new levels of performance excellence. It's affordable, and it works.

We offer training in the areas of:

- Management/supervision
- Team building
- Human resources
- Communication
- Business writing
- And many others!

To find out more, call one of our training specialists at **1-800-344-4613**, e-mail us at onsite@ruceci.com, or visit us on the Web at www.NationalSeminarsTraining.com.

Recommended Resources From Our Training Experts ...

Gain the critical skills you need to find and hire top-notch employees – the first time, every time!

The Essential Interviewing Collection includes:

96 Great Interview Questions to Ask Before You Hire

Hire for success – every time! – Perfect-Bound, 224 pages

Smart Hiring: The Complete Guide to Finding and Hiring The Right People

Build a Strong Team, Avoid Mistakes and Hone Your Hiring Skills – Paperback, 284 pages

Descriptions Now!

The Fastest Way To Define Jobs and Hire Effectively – CD-ROM

Item No. YIWAP0509 ... Retail Price \$220

Your Price: \$179 (You save \$41)

To order, call 1-800-258-7246 or see order form on page 7.



To Enroll ...



Register online at
www.NationalSeminarsTraining.com



Call toll-free 1-800-258-7246



Fax the completed registration form to 1-913-432-0824



or Mail the registration form to:
National Seminars Group
P.O. Box 419107
Kansas City, MO 64141-6107

Registration Information

Our Registration Center is open weekdays from 7 a.m. to 7 p.m. CST. Enrollments taken online 24/7.

Group Discount: When 3 enroll from your organization, a 4th may attend for FREE!

Check-in begins at 8:30 a.m. for the morning session; 12:30 p.m. for the afternoon session. The workshop schedule is 9 a.m. to 12 p.m. for the morning session; 1 - 4 p.m. for the afternoon session.

Cancellation: If you cannot attend, you may send a substitute or receive a credit memo toward a future workshop. If you cancel your registration up to five business days before the workshop, your registration fee will be refunded less a \$10 enrollment charge.

CEUs: Continuing Education Credit may be recognized by your professional board. Contact your own board to find out what's required. Call our CEU/CPE specialist at 1-800-258-7246, ext. 3100, if you have any questions.

CNE: Rockhurst University Continuing Education Center, Inc. is an approved provider of continuing nursing education by the Missouri Nurses Association, an accredited approver by the American Nurses Credentialing Center's Commission on Accreditation.

Tax Deduction: The expense of continuing education, when taken to maintain and improve professional skills, is tax deductible. Please contact your accountant for complete details.

FED ID #43-1576558

1. Enrollment Fee

- Join STAR12 – Gold Membership*: \$599**
STAR12 Members Attend This Event for FREE!

*\$599 qualifies you for a Gold-level STAR12 membership and entitles you to a full year of unlimited FREE access to every seminar in the STAR12 learning collection. Your membership will be activated upon receipt of your membership dues. For more information, visit www.natsem.com/STAR12.

2. Names of Attendees (Please Print)

(Please list additional registrations on a separate sheet and attach.)

1. Mr./Ms. _____ Title _____
E-mail Address _____
City/Event #: _____

2. Mr./Ms. _____ Title _____
E-mail Address _____
City/Event #: _____

- Please send me _____ copies of *The Essential Interviewing Collection* (Item No. YIWAP0509) at \$179 each. Add 7% or applicable sales tax to your product payment. Shipping fees are \$6 for first item; \$1.50 for each additional item; express extra. Method of payment is indicated in step 4.

3. Company Information (Please Print)

*Phone required in case of last-minute changes.

Organization _____
Address _____ Mail Stop _____
City _____ State _____ ZIP _____

Approving Supervisor: Mr./Ms. _____

E-mail Address _____

*Phone _____

**Fax _____

Sign here _____

**This fax number will be used to send confirmation of your registration as well as to notify you and your organization of upcoming events in your area and provide you and your organization with special discount offers. By signing, you and your organization are giving permission for RUCEC to use your fax number for these purposes.

4. Method of Payment

- If you have registered by phone, please record your confirmation number here:

- Check payable to National Seminars Group is enclosed

- Charge to: MasterCard VISA American Express Discover Diners Club

Card No. _____ Exp. Date _____

Signature _____

- Bill my organization; Attn: _____

(Note: Full registration fee due and payable prior to start of workshop)

- Our purchase order is attached (government, educational, and health-care organizations only)

5. Important: Your VIP Customer Number

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Fill in your VIP Customer Number as it appears above the name on the mailing label.
(Record the number even if the label is addressed to another individual.)

SD, CT and WV residents, please add applicable sales tax to your payment. If you are tax exempt, enter your tax-exempt number here: _____ and attach a copy of your tax-exempt certificate.

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Seminar Training And Rewards
See page 5.

Choose the workshop
Morning:
9 a.m. - 12 p.m.
or
Afternoon:
1 - 4 p.m.
Best convenient for you!

VIP #919-118101-001



See page 5.