



PRESS RELEASE

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NEW RECRUITMENT TRAINING DVD SERIES LAUNCHED WORLDWIDE

Roy Ripper, MD of 'The Recruitment Academy', and Matt Trott, MD of 'The Spencer Group' have joined forces and created new company 'Recruitment Juice' to pioneer a ground-breaking series of recruitment training DVDs which launch to the international market on 4 June 2007.

Roy Ripper and Matt Trott felt there was a significant gap in the global recruitment market for a new training experience that was contemporary, exciting and inspirational. To back up their instincts they commissioned two comprehensive surveys, the first of their kind – one of recruiters to find out what they wanted from training, and the second of clients to find out what they wanted from recruiters. The answers they got were enlightening and cemented the decision to begin production immediately.

'The Juicy Bits of New Business – A Recruiters Guide' is a six DVD box set covering all aspects of new business generation. This was the subject area that came top in the survey when recruiters were asked which part of their job they found the hardest and that they would welcome training on.

And what did the clients say they wanted from recruiters? If they could give recruiters just one piece of advice, over 55% of them said, "Do your research on the marketplace and ensure you know something about my company before you call me!"

Commenting on the product and the survey results, Matt Trott said, "I think that the ground-

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breaking approach we have used in the DVD will deliver results, grow consultants businesses and in the long-run reinforce much more positive perceptions of our industry.”

Roy Ripper added; ‘Every day I meet intelligent, ambitious and driven recruitment consultants searching for better ways to do the job. The industry has been crying out for a definitive guide to the best techniques and finally here it is. ‘The Juicy Bits of New Business’ makes light work of learning with its totally original mix of humour, hard facts, fresh thinking and expert insight from both sides of the fence.’

Working with The Edge production company (voted Best Production Company at the 2007 New York Film Festival) the DVD delivers a compelling combination of ‘Office’ style comedy drama scenes, with interviews from the industry’s top performing recruiters who reveal the secrets of their success.

To purchase the DVD or for more information visit www.recruitmentjuice.com.

##ENDS##

For interviews, photos or more information on the survey results please contact:

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