

# Engaging Employer Partners

## 5 Essential Tips for Marketing to Businesses

1. Speak the Language
  - ✓ Do not try to impress them with acronyms and adult literacy language
  - ✓ Communicate as a knowledgeable, professional partner
2. Get to the Point
  - ✓ Promote your Agency's Services – not one student you need to place
  - ✓ Ask Essential Questions (their hiring goals and practices)
  - ✓ Listen (for their needs, unique challenges)
  - ✓ Address their questions & concerns effectively
3. Know your Pitch/Presentation
  - ✓ Highlight your success and track record
  - ✓ Present compelling data – it should tell a story
  - ✓ Don't Over-Promise, Over-Deliver
4. Do the Follow-Up
  - ✓ Do it immediately
  - ✓ Address their questions & concerns effectively (reiterated)
  - ✓ Be Impeccable
5. Stay Focused on the Priority (their goals, needs, challenges)
  - ✓ Nurture the Relationship
  - ✓ Communicate effectively
  - ✓ Deliver

*remember wifm*

*honor the lesson(s) learned*

## Understand and Promote the Benefits of Partnering

*(Call to discuss how a thorough SWOT Analysis helps you discuss these benefits effectively and develop your pitch – see next page)*

Benefits to Businesses / Employers	Benefits to Students / Employees	Benefits to Adult Literacy Provider (In Business Language!)
<ul style="list-style-type: none"> <li>▪ Pre-screened candidates</li> <li>▪ Ready pool of qualified candidates for hiring</li> <li>▪ Streamlines and coordinates the hiring process</li> <li>▪ Higher ROI (aka value-added)</li> <li>▪ Job (readiness) training provided</li> <li>▪ Job coaching provided</li> <li>▪ Better skilled employees</li> <li>▪ Built-in EAP / Support services</li> <li>▪ Greater visibility in the community</li> <li>▪ Decrease in turnover (job retention support services)</li> <li>▪ Increased stability</li> <li>▪ Increased productivity</li> <li>▪ Greater employee loyalty</li> <li>▪ Increased health and safety</li> <li>▪ Improved labor relations / morale</li> <li>▪ Increased quality of work</li> <li>▪ Access to tax credits for hiring special populations (free 'how-to' workshops available if interested)</li> <li>▪ employees better able to cope with change in procedures, equipment, software, etc</li> <li>▪ More mature employees</li> </ul>	<ul style="list-style-type: none"> <li>▪ Assistance with career-planning and goal-setting</li> <li>▪ Learning about local industries and career ladder opportunities</li> <li>▪ Pre-screening and (self) assessment for job matching</li> <li>▪ Access to job opportunities</li> <li>▪ Access to job training while increasing educational levels / language skills</li> <li>▪ Job coaching assistance</li> <li>▪ Higher skill level for employment better opportunities</li> <li>▪ Greater earning potential</li> <li>▪ Opportunities to advance in employment</li> <li>▪ Job retention support / problem-solving</li> <li>▪ Increased motivation / self-esteem</li> <li>▪ Increased flexibility / adaptability</li> <li>▪ Better prepared for additional training</li> <li>▪ Personal satisfaction</li> <li>▪ Greater family stability</li> </ul>	<ul style="list-style-type: none"> <li>▪ Opportunities to collaborate with business professionals</li> <li>▪ Industry expertise to support curriculum content, instructional processes, work culture, etc.</li> <li>▪ Better employment outcomes (ROI)</li> <li>▪ Business input/investment into program design</li> <li>▪ Value added to your program</li> <li>▪ 2-way exchange of information</li> <li>▪ Job shadow opportunities</li> <li>▪ Internship opportunities</li> <li>▪ Externship opportunities (staff)</li> <li>▪ In-kind donations: equipment, materials, supplies, etc</li> <li>▪ Employee volunteerism from business partners</li> <li>▪ Potential career mentors</li> <li>▪ Potential financial investment (possible additional funding stream)</li> <li>▪ Increased staff and agency capacity</li> </ul>

*When the local economy is strengthened, everyone benefits!*

# Making the Pitch!

## Presentation Talking Points

## Notes /Action Items

<p>Make sure you're talking to the right person and introduce yourself clearly.</p> <ul style="list-style-type: none"> <li>▪ How you connected with them</li> <li>▪ Elaborate on <b>the Elevator speech</b></li> </ul>	
<p>State the purpose of your call</p> <ul style="list-style-type: none"> <li>▪ Introduce your agency and services (how it adds <b>value to their buss</b>)</li> <li>▪ Understand that an attractive offer benefits you. It is your 'ask'</li> </ul>	
<p>Capture their interest quickly!</p> <ul style="list-style-type: none"> <li>▪ <b>Meaningful data</b>, persuasive elements, marketing mix (5 Ps)</li> <li>▪ Speak their language (industry, occupation)</li> <li>▪ Discuss what you know about them (do your homework)</li> </ul>	
<p>Get them talking about <b>their immediate/unique needs</b> - listen closely!</p> <ul style="list-style-type: none"> <li>▪ Listen for info about hiring practices, organizational culture, etc</li> <li>▪ Hard to fill jobs or shifts</li> </ul>	
<p>Sell them on the benefits of working with you (based on what they've just told you about <b>their immediate/unique needs</b>.)</p> <ul style="list-style-type: none"> <li>• Agency successes, track record, awards, other partnerships, etc</li> </ul>	
<p>Respond to any objections or concerns</p> <ul style="list-style-type: none"> <li>▪ <b>Listen</b> carefully – don't interrupt or challenge them.</li> <li>▪ Acknowledge their point of view and concern</li> <li>▪ Ask open-ended questions for clarification</li> <li>▪ Offer another perspective - an advantage that outweighs the objection</li> </ul>	
<p>Close effectively – with a “thank you” regardless of how it goes. Leave contact info. Ask permission to follow-up.</p> <ul style="list-style-type: none"> <li>• Later: Put it on your calendar - <b>do the follow-up immediately</b></li> <li>• Follow-up should include strategies to address their concerns/objection(s).</li> </ul>	

*You may only get one chance to make your pitch – make it count!*