

# Employment Outcomes

## FUNDAMENTALS



## The Foundations to Job Development Marketing





## Contact Information

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# Strategic Marketing Activities: A 4 Step Road Map





## Objectives and Key Points

- ➔ **Prospecting** – find the opportunity & get time with the employer
- ➔ **Needs Analysis** – understand the employers real needs and get agreement to accept a proposal
- ➔ **Selling** – get the hiring decision
- ➔ **Follow-up** – deliver and implement what was promised & generate repeat business



# Prospecting Tools and Tactics

## ➔ **Prospecting:**

- ➔ Finding employers who are hiring: **random lead generation, public speaking, referrals**
- ➔ Getting the appointment - **building the opening line:**
  - What you say after hello to create curiosity
  - 20 seconds or less
  - Points at the employer not yourself



## Opening Line Examples

- ➔ **Assumptive:** I hear you may be hiring a warehouse worker, I have some great candidates and think our free employment service other businesses are using could be of real value to you. Do you have a few minutes to talk to see if we could assist you?
- ➔ **Credentials:** I heard you may be hiring a warehouse worker, I have a free employment service that has been supplying great candidates to businesses like the Marriott and Target, I was wondering if you have a few minutes to discuss if this service might offer something to you.



## Needs Analysis Tools and Techniques

- ➔ Introduction: who you are, why you are in this meeting and the objective for the call and meeting
- ➔ Example: Thanks for seeing me. I am with Lutherwood and part of what we want to do is offer employer the opportunity to look at great new American candidates who they may never have had access to before. Often if you are looking for strong work ethic, a second language or specialized skills we can make finding those things easier. I have a wide range of candidates from those with simpler skills to those with very complex skills. What I would like to do is ask you a bunch of questions to get to know you and the job, then let you ask me any questions you want so you know us and then see if we can recommend a good candidate for you. Would that be okay.



## Needs Analysis Tools and Techniques

### ➔ Questions:

1. About the Tasks of the Job – need at least 5 questions – Tell me about the job what tasks are involved
2. About the Skills to do these Tasks – no questions on qualifications – what skill or ability will you need to do these tasks
3. About the Fit for the Job – characteristics and personality needed for this job - what personal attributes fit best with getting this job done



## Needs Analysis Tools and Techniques

- ➔ Questions: Now fit it together to prepare for the sell in the next step
  1. Priority needs – what are the two must haves for this job?
  2. Benefits - what benefits do you derive when having hired well for this job
  3. Logistics – details of working, wage, hours etc.



# Selling Tools and Techniques

- ➔ Understanding a Features Benefits sell
  1. Outline selling a credit card
  2. What would make some one buy the credit card
  3. How does this translate to job development selling



# Selling Tools and Techniques

## ➔ Selling Statement:

1. Restate the priority needs
2. Restate the key personalized benefits
3. Identify the candidate and services to be offered
  - List at least 4 candidate attributes always more
  - List evidence of the attributes
  - List benefits of attribute to employer



## Follow-up Tools and Techniques

- ➡ Follow-up: key to sustaining business is a large repeat business base.
- ➡ How to keep in touch - constant contact emails
- ➡ Get the right to present candidates with a job being on the table
- ➡ Work towards a partnership relationship