

Prepare Your Own Recruitment Strategy

Presented by:

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LEGAL AND COMPLIANCE ISSUES

NON-DISCRIMINATION AND EQUAL OPPORTUNITY RULES

- 29 CFR 34.6(a). Recipients shall take appropriate steps to ensure that communication with beneficiaries, applicants, eligible applicants . . . and members of the public with disabilities, are as effective as communications with others.
- 29 CFR 34.23(b)(1). In recruitment brochures and other materials which are ordinarily distributed to the public to describe programs funded under JTPA or the requirements for participation by recipients and participants, recipients shall indicate that the JTPA-funded program or activity in question is an "equal opportunity employer/program" and that "auxiliary aids and services are available upon request to individuals with disabilities." Where such materials indicate that the recipient may be reached by telephone, the materials shall state the telephone number of the TDD or relay service used by the recipient as required by §34.6.
- 29 CFR 34.23(b)(2). Recipients required by law or regulation to publish or broadcast program information in the news media shall ensure that such publications and broadcasts state that the JTPA-funded program or activity in question is an equal opportunity employer/program (or otherwise indicate that discrimination in the JTPA-funded program or activity is prohibited by Federal law), and indicate that auxiliary aids and services are available upon request to individuals with disabilities.
- 29 CFR 34.23(d). A significant number or proportion of the population eligible to be served or likely to be directly affected . . . may need service or information in a language other than English in order that they be effectively informed of or able to participate in the JTPA-funded program or activity. In such circumstances, the recipient shall take reasonable steps . . . to provide to such persons, in appropriate languages, the information needed;
- 29 CFR 34.23(e). As provided in §34.6, the recipient shall take appropriate steps to ensure that communication with individuals with disabilities are as effective as communications with others.

OUR MARKETING MISSION

DREAMS AND JOBS

Focusing On Customers

- ... Spark a dream
(Outreach)

- ... Help clients focus on a dream
(Intake/Counseling/Assessment)

- ... Sustain the dream
(Intake/Program Participation)

- ... Equip clients with skills to achieve their dream
(Program)

- ... Help clients achieve their dream
(Placement/Follow Up)

MARKET RESEARCH SAMPLE

CUSTOMER SURVEY

The following survey will help us serve you and know you better. Please take a few moments to fill out this easy form. There is no need to sign your name. Thank you.

Following is a series of statements. Please indicate how much you agree or disagree with each one by checking the box which comes closest to the way you feel. (Please check only one box for each item.)

	YES	NO	DON'T KNOW
A) Financial security is very important to me.	()	()	()
B) I want to live every moment to its fullest.	()	()	()
C) I'd say I'm rebelling against the way I was brought up.	()	()	()
D) Most people are trustworthy and honest.	()	()	()
E) Everything is changing too fast.	()	()	()
F) I like to try new and different things.	()	()	()
G) My greatest achievements are ahead of me.	()	()	()
H) I want to get ahead financially. ()	()	()	
I) My family is the single most important thing to me.	()	()	()
J) I like myself pretty much the way I am.	()	()	()
K) My social status is an important part of my life.	()	()	()
L) I act on my hunches.	()	()	()
M) Getting something done is the most important reward in a job.	()	()	()

BACKGROUND INFORMATION

The following background information questions are included only to help us interpret your responses on other questions.

1. What is your marital status? (Please check one box)

- | | |
|---|--|
| <input type="checkbox"/> First marriage | <input type="checkbox"/> Widowed |
| <input type="checkbox"/> Second or later marriage | <input type="checkbox"/> Separated |
| <input type="checkbox"/> Living together, not married | <input type="checkbox"/> Single, never married |
| <input type="checkbox"/> Divorced | |

2. What is your current age? (Please check one box)

- | | |
|--------------------------------|--------------------------------------|
| <input type="checkbox"/> 18-24 | <input type="checkbox"/> 45-54 |
| <input type="checkbox"/> 25-29 | <input type="checkbox"/> 55-64 |
| <input type="checkbox"/> 30-34 | <input type="checkbox"/> 65 and over |
| <input type="checkbox"/> 35-44 | |

3. What is the highest level of formal education you have completed? (Please check one box)

- | | |
|--|--|
| <input type="checkbox"/> Grades 1-8 | <input type="checkbox"/> First year of college |
| <input type="checkbox"/> Grade 9 | <input type="checkbox"/> Second year of college |
| <input type="checkbox"/> Grade 10 | <input type="checkbox"/> Third year of college |
| <input type="checkbox"/> Grade 11 | <input type="checkbox"/> Graduated college (4 years) |
| <input type="checkbox"/> Graduated high school | <input type="checkbox"/> Attended or completed graduate school |
| <input type="checkbox"/> Technical school | |

4. What ethnic group do you consider yourself to be a member of? (Please check one box)

- | | |
|---|---|
| <input type="checkbox"/> Caucasian or white | <input type="checkbox"/> Hispanic or Spanish origin |
| <input type="checkbox"/> Black | <input type="checkbox"/> Native American |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Other |

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5. How many children do you have living at home with you? Indicate the number of children in the following categories:

Under 6 years _____ 12-17 years _____
 6-11 years _____ 18 years or older _____

6. If you were asked to use one of the following terms to describe your social class, which would you choose? (Please check one box)

Lower class Upper middle class
 Lower-middle class Upper class
 Middle class

7. Are you a male? female?

8. What are your favorite types of music? (Check one or two.)

_____ rock and roll _____ country/western _____ folk/bluegrass
_____ heavy metal _____ disco _____ punk/new wave
_____ soft rock _____ soul _____ classical
_____ oldies _____ rhythm/blues
_____ other: _____

9. What is your favorite radio station: _____

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10. About how many hours every day do you listen to the radio?

_____ 0-1 hour

_____ 4-6 hours

_____ 1-2 hours

_____ more than 6 hours

_____ 2-4 hours

11. When do you usually listen to the radio? (Check all that apply.)

_____ early mornings (6am - 9 am)

_____ late morning (9am - noon)

_____ early afternoon (noon - 3pm)

_____ late afternoon (3pm - 6pm)

_____ early evening (6pm - 9pm)

_____ evening (9pm - midnight)

_____ late night (midnight - 6am)

12. Where do you do most of your radio listening?

_____ in the car

_____ at home

_____ at friends' houses

13. How often do you read the newspaper?

_____ every day

_____ once a week

_____ once a month

_____ hardly ever

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14. Which parts of the newspaper do you read most often? (Check all that apply.)

- | | |
|---|--|
| <input type="checkbox"/> sports | <input type="checkbox"/> women's page |
| <input type="checkbox"/> front page | <input type="checkbox"/> food section |
| <input type="checkbox"/> national news | <input type="checkbox"/> comics |
| <input type="checkbox"/> state/local news | <input type="checkbox"/> help wanted ads |
| <input type="checkbox"/> classified ads | |

15. How often do you go to the movies?

- | | |
|--|---|
| <input type="checkbox"/> once a week | <input type="checkbox"/> every six months |
| <input type="checkbox"/> once a month | <input type="checkbox"/> hardly ever |
| <input type="checkbox"/> once every two months | |

16. When you want to get out of the house for awhile, what do you usually do?

- | | |
|--|---|
| <input type="checkbox"/> go over to a friend's house | <input type="checkbox"/> shoot pool or bowl |
| <input type="checkbox"/> ride around in the car | <input type="checkbox"/> work in the yard |
| <input type="checkbox"/> go out to the shopping mall | <input type="checkbox"/> go to the gym |
| <input type="checkbox"/> go to a bar | <input type="checkbox"/> go eat out |
| <input type="checkbox"/> go shopping | <input type="checkbox"/> other: _____ |

RECRUITMENT TECHNIQUES

PRIMARY TARGETED TECHNIQUES

NETWORKING:

1. Do presentation explaining unemployed worker program.
2. Send thank you note for each referral.
3. Have client send thank you note.
4. Hold an open house.
5. Provide regular updates/feedback on referrals.
6. Give staff materials to use in explaining unemployed worker program.

WORD OF MOUTH:

1. Hold a recruitment contest.
2. Provide incentives for any applicant referred.
3. Ask clients to help distribute materials.
4. Give clients your business card to distribute.
5. Put posters up on walls reminding clients to refer others.
6. Send letter to past graduates.

SECONDARY TECHNIQUES

POSTERS:

Create a display poster including a tear-off pad with your phone number and post it everywhere!

beauty and barber shops	bowling alleys
public libraries	race tracks
bus stations	shopping center bulletin boards
photocopy shops	churches
video rental shops	schools
community swimming pools	housing projects
YW and YMCAs	motor vehicles division offices
Boys' and Girls' Clubs	bus shelters and subways
park concession stands	video arcades
laundromat	legal aid offices
movie theaters	senior centers
food co-ops	fast food restaurants
grocery stores	restaurants
union offices	human services agency offices
doctors' offices, clinics, hospitals	public utilities offices
pharmacies	vocational training centers
taverns	community colleges
skating rinks	remedial education centers

Recruiting Customers for Workforce Development Programs

LOGO IDENTIFICATION:

- Take your logo out to the community in as many ways as possible. Use it to print the following as giveaways at job fairs, rewards for participants, school awards, staff retreats:

- T-shirts
 - bumper stickers
 - buttons
 - balloons
 - note pads
 - pencils and pens
 - key chains
 - coffee mugs
 - baseball hats

- Sponsor a city sports team -- baseball, basketball, soccer.
- Ask grocery stores to print it on the back of cash register tape.
- Ask your local post office to make a special canceling stamp for use during Employment and Training Week.
- Have your logo made into a banner for:

- high school career days
 - open house at your office
 - background for television press conferences and talk show appearances
 - your annual meeting and project kick-off events
 - displaying over Main Street during Employment and Training Week
 - have it painted on the fence at your community baseball field

Recruiting Customers for Workforce Development Programs

DISPLAY ADVERTISING:

- Design a display ad with your logo and program information and print the ad in:
 - major local newspapers
 - newspaper supplements
 - school newspapers and yearbooks
 - local "Shopper"
 - specialty tabloids and magazines
 - church bulletins
 - career tabloids
 - your own job training newsletter

- Have the display ads printed and folded as table tents for restaurants, senior centers.

- Ask your local fast food franchises to print your display ads on placemats, cups, napkins, bags.

- Print copies and have the display ads mailed as a flyer with:
 - telephone bills
 - gas and electric bills
 - cable television bills
 - bank statements

- Ask other human services agencies to distribute the ads with their checks or vouchers.

- Ask your congressional representative to include the ads in mailings to their constituents.

- Have them printed as postcards and mail them to select mailing lists.

- Print the display ad on programs for:
 - local festivals
 - sports events
 - home shows
 - county fairs
 - community theater

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- Turn the ad into brochures or cards and put them on display at:
 - doctors' offices and clinics
 - libraries
 - community centers
 - union offices
 - churches
 - banks
 - high school guidance counselor offices
 - senior centers
 - training institutions
 - human service agency offices
- Give the ads to your PIC and board members for them to distribute through their networks
- Use one as your yellow pages advertisement.
- Print them as door hangers.
- Print it on bowling alley score sheets and racing forms.
- Have them blown up for:
 - Side and back panels of public buses
 - Signs on top of taxis
- Have the ad painted on a sandwich board and recruit someone to walk it around at special events, set it up outside your office.
- Get your local dairy to print the ad on milk cartons.
- Have a sign painter reproduce the ads on bus stop and park benches.

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MEDIA COVERAGE:

- Place feature articles in community and school newspapers. These can be success stories, special event announcements, and letters to the editor.
- Arrange to have announcements read over the public address system of the high schools.
- Appear as a guest on radio and television talk shows.
- Submit PSAs to radio and television stations.
- Send news releases to newspapers, radio and TV stations.

EVENTS:

- If your organization holds fund-raisers (car washes, bake sales, etc.) give each customer literature about your service.
- Construct a float for a local parade.
- Hold an open house.
- Set up a booth at career day in high schools and local community colleges and at community and street fairs and community days.

OTHER ACTIVITIES:

- Have unemployed worker program alumni speak at senior citizen centers, Chamber of Commerce, Elks, Eagles, women's groups, Jaycees, high school assemblies, church group meetings, and other places. Hand out your brochure.

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- Sponsor career workshops. Promote them heavily in targeted neighborhoods.

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- Produce and distribute a newsletter that is specifically geared to participants -- make it very short, use pictures and participant testimonials
- Reward participants for referring their friends to your program.
- Create a unemployed worker program Alumni Association and have an annual event to recognize them.
- Create an Ambassadors Program -- include unemployed worker program graduates and employers who can spread the good news of your program throughout your community. Feature them in events and display ads, and schedule speaking engagements for them.
- Ask unemployed worker program alumni to speak to participant groups and potential participants.
- Create simple flyers featuring participant success stories and send them out with PIC meeting announcements, newsletters, and general correspondence.

THE MESSAGE

DEFINITIONS:

NEED	Lack of something: unsolved product
FEATURE	A characteristic of your product
BENEFIT	An actual advantage your customer will gain from using your product. Answers "What's in it for me?"

IDENTIFY EACH AS A FEATURE (F) OR A BENEFIT (B)

1. After employment is obtained, the case is reviewed to determine which benefits the client is still eligible to receive.
2. Vocational training provides instruction in a trade, skill, or occupation.
3. The program is only one week long.
4. You'll learn job skills that you can use the rest of your life.
5. If you work on a farm, we can help you get a job.
6. Our program has three components: skill training, pre-employment training, and academic remediation.
7. You can be out working within just two short weeks.
8. We have placed more than 50 people in jobs this year.
9. You have made the right decision. I am confident that you'll get the kind of job you're looking for through us. We have done it for others, now it's your turn.
10. We offer many different things.
11. You'll learn the math and reading skills you need to help you and your children get ahead.
12. Does the aroma of fresh-baked bread turn your head? In just 12 short weeks you can learn to prepare restaurant meals and be preparing for your future at the same time.
13. Considering how hard good jobs are to come by, you'll be saving time and effort by working with us.

A TARGETED RECRUITMENT PLAN

Segment

- ✓ Employers
- ✓ Clients
- ✓ Community leaders

Target

- ✓ Demographically (age, race, education, residence, etc.)
- ✓ Psychographically (what they want that you can provide)

Define benefits of your program

Select chief benefits (unique selling proposition)

Write powerful headline (4 seconds)

Illustrate the happy ending

Move customers to act

Measure results

Make changes as needed

Don't change what works

PLAN YOUR OUTREACH

- Set a budget
- Set monthly recruitment goals
- Anticipate seasonal cycles
- Advertise regularly, not just when numbers are low
- Advertise when demand is peaking
- Measure your response rates
- Experiment with different media
- Build around word of mouth and agency referrals

ILLUSTRATIONS:

(in descending order of impact)

- a) Photographs
- b) Clip Art
- c) No Art

HEADLINES:

(in descending order of impact)

- a) Benefits
- b) News
- c) Curiosity

HEADLINES THAT SELL

- THIS TRAINING ISN'T CHEAP -- IT'S FREE
- FREE TRAINING WORTH \$1,670 CAN BE YOURS
- LEARN CARPENTRY -- EARN MONEY
- EARN MONEY WHILE YOU TRAIN
- TRAIN FOR THE JOB YOU REALLY WANT
- WHICH OF THESE 17 JOBS DO YOU WANT RIGHT NOW?
- WHY TAKE A MINIMUM WAGE JOB WHEN YOU CAN DO BETTER
- LEARN NEW SKILLS -- EARN CASH
- NOW YOU CAN ATTEND VALLEY TECH, FREE!
- A DIPLOMA IN ONE OF THESE FIELDS CAN TAKE YOU WHERE YOU WANT TO GO!
- TRAIN FOR A HIGHER PAYING JOB
- AT LAST! A PROGRAM THAT MAKES IT EASY TO LEARN WORD PROCESSING!
- HAVE AN EXCITING, WELL PAYING JOB IN LESS THAN 6 MONTHS

ADS THAT GET RESPONSE

- Promote outcomes, not just jobs
- Advertise specific job titles
- Put a benefit in the headline
- Use secondary headlines
- Use the second person ("You")
- Target a specific client group
- Use action words
- Are written at clients' reading level
- Skip financial requirements

IMPROVE YOUR ODDS

- Show big picture of happy face
- Always be positive
- Major benefit in headline
- Keep headline to 6 words
- Keep total copy to 30-50 words
- Urge action strongly
- Use 80% one-syllable words
- Use red, black, and white
- Make phone number big

18 MOST PERSUASIVE WORDS

YOU	MONEY
EASY	DISCOVER
SAFETY	PROVEN
SAVE	GUARANTEE
NEW	FREE
RESULTS	SALE
HEALTH	NOW
LOVE	YES
BENEFITS	ANNOUNCING

HEADLINES AND SLOGANS

- ✓ Switch to . . .
- ✓ Success starts with . . .
- ✓ It's time for . . .
- ✓ Telamon means business!
- ✓ Some straight talk about . . .
- ✓ A little _____ can go a long way!
- ✓ Not just another . . .
- ✓ Your partner in . . .
- ✓ The _____ advantage!
- ✓ The best kept secret in . . .
- ✓ The _____ experts!
- ✓ The _____'s best friend!
- ✓ Train for the future!
- ✓ _____ is our business!
- ✓ Say "yes" to . . .
- ✓ Now, more than ever, you need . . .
- ✓ _____ reasons why you should . . .
- ✓ Everything you always wanted to know about . . .
- ✓ Can you afford not to . . .?
- ✓ Don't wait for success to come to you!
- ✓ An investment in your future!
- ✓ Turn your life around!

Recruiting Customers for Workforce Development Programs

COMPLETE/THOROUGH

- ✓ Comprehensive
- ✓ A to Z
- ✓ Everything from _____ to _____
- ✓ The only _____ you'll ever need
- ✓ In-depth
- ✓ Extensive
- ✓ Exhaustive
- ✓ A total
- ✓ Leaves no stone unturned
- ✓ A complete package

- ✓ Just at the right time

CONVENIENT

- ✓ Within easy reach
- ✓ Handy
- ✓ All in one place
- ✓ Fast, easy access
- ✓ Located right in the heart of
- ✓ Fits your schedule
- ✓ . . . at your convenience
- ✓ We're flexible when it comes to . . .

Recruiting Customers for Workforce Development Programs

EASY

- ✓ Straight forward
- ✓ Step-by-step
- ✓ At a glance
- ✓ Easy to follow
- ✓ No prior experience necessary
- ✓ Great for beginners
- ✓ It's that simple
- ✓ In no time at all
- ✓ It couldn't be easier
- ✓ All you do is . . .
- ✓ Clear
- ✓ Written in plain English
- ✓ Fast Quick

INFORMATIVE

- ✓ Educational
- ✓ Eye-opening
- ✓ Keeps you informed
- ✓ Gives you an insider's grasp of . . .
- ✓ Unlocks the secrets of . . .
- ✓ Everything you always wanted to know
- ✓ Gives you the facts you need.

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MONEY-MAKING

- ✓ Double your earnings!
- ✓ The fast track to bigger paychecks!
- ✓ Pays off
- ✓ The payoff
- ✓ Multiplies your take-home pay
- ✓ Earn \$_____ a month!
- ✓ The opportunity of a lifetime!
- ✓ A wise investment of time
- ✓ Your only investment is time

MONEY-SAVINGS

- ✓ And you thought you couldn't afford __!
- ✓ Finally, a _____ you can afford!
- ✓ You'll never find another chance like this!

Recruiting Customers for Workforce Development Programs

RESULTS

Instant _____

Fast-acting

It really works!

Does the job

Fast results

Proven results

Makes the difference

You can count on _____

Increases

Boosts

Acts

Performs

Delivers

Produces

Improves

Cuts down on

Reduces

Prevents

Corrects

Discover your hidden talents

Fixes

SELF-IMPROVEMENT

Self-confidence

Move ahead

Move on

You owe yourself

Go for it

Succeed

You've dreamed about it -- now you can do it!

Live your dreams

An investment in your future

Your chance to

Opens the way to . . .

You'll feel confident

Live more confidently!

Skills you will use your whole life

A chance to use your talent

_____ can be the key to your success

Practical, hands-on training

Gives you a clear advantage

BENEFITS OF JOB TRAINING/PLACEMENT

- Steady work
- Helping your kids live better life
- More life stability
- More money
- More opportunities
- Better health
- Longer life
- Enjoy family life more

THE PRICE OF AN EDUCATION

- Long-term investment
- Not easy
- No guaranteed payoff
- No immediate payoff
- Fear of failure
- May not be family support
- "Hassle" factor -- child care, transportation, etc.
- May be seen as a "punishment" for being on welfare
- Loss of self-esteem in facing up to lack of educational skills
- May be paperwork to fill out
- May remind them of their previous distaste for school

DIRECT MAIL

DIRECT MAIL RULES

1. Benefit-oriented
2. Personalized
3. Hand-signed
4. P.S.
5. No jargon
6. Simple language
8. Short sentences
9. Include testimonials
10. Urge immediate action

DIRECT MAIL POSTCARD:

Dear (first or last name as appropriate):

If we're going to help you get a job, we need to hear from you right away.

We've got jobs just waiting to be filled. So give us a call right now, while you're thinking about it.

Sincerely,

(staff member with non-threatening job title)

DIRECT MAIL LETTER:

QUIT PARTICIPATING IN SELF-DIRECTED JOB SEARCH

****** WE MISS YOU!!! ******

(Date)

Dear (Name):

Close. So close to the good job and fat paycheck you have been dreaming about. All it takes is one more phone call.

Remember awhile back when you applied for free job training and placement at the (name of program). We were all set to help you get a good job . . . but then you dropped out of sight. If you are still looking for a job, you will want to call us right away! We will help you get your choice of good paying, full time jobs with local companies. No experience is needed. Starting pay is most often \$6.00/hour or more. Many of the jobs come with medical benefits.

Food service...Hotels...Health Care...Landscaping...Retail...Banking...Construction... Auto Repair...and dozens more steady jobs. You train on the job while you collect a paycheck. Best of all, in most cases you can keep your medical benefits from us for up to one year.

Last year we helped more than 100 people get good jobs and earn more money. They left welfare behind. You can be the next success story. Why not pick up the phone and call me right now!

Your friend,

(Name of counselor)

P.S. It's true! More than 100 people have gotten good jobs and free training. Now it's your turn!

JOB OPENINGS

MANAGEMENT TRAINEE: LARGE DEPARTMENT STORE IS LOOKING FOR SOMEONE TO BE A MANAGEMENT TRAINEE IN THE LADIES DEPARTMENT. HOURS ARE 9:00 A.M.-5:00 P.M. FIVE DAYS A WEEK AND EVERY OTHER SATURDAY. LOCATED IN ANNAPOLIS ON MAJOR BUS ROUTE. WILL TRAIN, NO EXPERIENCE NECESSARY. MUST BE NEAT AND HAVE NO SHOPLIFTING VIOLATIONS. \$5.00/HOUR TO START; RAISE AT 90 DAYS.

WAREHOUSE WORKERS: LUMBERYARD LOOKING FOR PERSON ABLE TO LIFT HEAVY BOXES OFF TRUCKS ONTO LOADING DOCK. FORKLIFT EXPERIENCE A PLUS. HOURS 7:00 A.M.-3:30 P.M. SUNDAY THROUGH THURSDAY. \$6.00/HOUR PLUS OVERTIME. BENEFITS AFTER SIX-MONTH PROBATION PERIOD.

COUNTER CLERK: COUNTER CLERK POSITION AT LOCAL RESTAURANT. MUST BE ABLE TO WORK FLEXIBLE HOURS. EDGEWATER AREA. \$5.50/HOUR PLUS GOOD TIPS TO START.

LANDSCAPING: SPRING, SUMMER, AND FALL POSITION FOR SOMEONE WHO LIKES THE OUTDOORS. WILL TRAIN THE RIGHT PERSON. GROWING BUSINESS IN THE SEVERN AREA. MUST BE 18 OR OVER AND HAVE A VALID MARYLAND DRIVER'S LICENSE. PAY BETWEEN \$4.65 AND \$5.50 TO START.

AUTO MECHANIC: ARLINGTON AREA GARAGE NEEDS THREE MECHANICS. MUST BE STATE CERTIFIED AND HAVE AT LEAST ONE YEAR EXPERIENCE. \$8.00/HOUR, BENEFITS AFTER 90 DAYS.

NURSE'S AIDE: A CHANCE TO TURN CARING INTO A CAREER. LOCAL NURSING HOME NEEDS A NURSE'S AIDE TO HELP CARE FOR THE ELDERLY. LOOKING FOR A WARM, LOVING PERSON WHO LIKES PEOPLE. MUST BE PHYSICALLY FIT. \$5.25/HOUR PLUS MEDICAL BENEFITS.

SALES CLERK: WORK AS A SALES CLERK IN A LARGE RETAIL STORE IN THE CHILDREN'S DEPARTMENT. KNOWLEDGE OF CHILDREN'S ITEMS HELPFUL BUT NOT NECESSARY. PREFER SOMEONE WITH CASH REGISTER EXPERIENCE. HOURS ARE FLEXIBLE BUT BETWEEN 10:00 A.M. AND 5:00 P.M. WEEKDAYS AND 9:00 A.M. AND 9:00 P.M. SATURDAYS. \$5.00/HOUR TO START. GUARANTEED 40 HOUR WEEK.

TELEPHONE SCRIPTS

TELEPHONE SCRIPTS

The way in which the telephone is answered is critical to agency recruitment. You can spend time, money and effort recruiting clients only to have them turned off or turned away at the telephone contact. Below is a sample phone call I made to an agency to inquire about an ad I had seen which marketed training. As you read through the dialogue, I hope you are wondering how your own phone calls are being handled.

SAMPLE #1

ME: "Hi, I'm calling for information about your ad in the 'Pennysaver'."

STAFF: "What do you want to know?"

ME: "Well, about the training."

STAFF: "We take people who already have a skill but haven't used it in a long time, who live in Someplace, USA, and who meet low income guidelines."

ME: "I see."

STAFF: "Are you one of those?"

ME: "Well, I live in Someplace, USA. The rest I don't know."

STAFF: "Did you work in the last six months?"

ME: "Yes."

STAFF: "How much money did you make?"

ME: "I don't know. (Pause) Maybe \$100."

STAFF: "Well, don't you have a pay stub?"

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ME: "I'd have to look around. I'm not sure."

STAFF: "What training did you want?"

ME: "Maybe office skills."

STAFF: "Where are you at?"

ME: "Hillsmere."

STAFF: "Why don't you go to OIC?"

ME: "Are they near Hillsmere?"

STAFF: "They're on Forest Drive."

ME: "Oh."

STAFF: "The number is xxx-xxxx. If they have any space they might take you if you're unemployed."

ME: "Okay."

Hang Up

SAMPLE #2

CLIENT: "I have been looking for a job for almost a year. There doesn't seem to be anything out there."

STAFF: "What kind of work are you interested in?"

CLIENT: "At this point I would take almost anything."

STAFF: "Let's see...We are starting a class next Monday at 9:00. Can you make it then? I'd like to get you started."

CLIENT: "Well, all right."

Hang Up

SAMPLE #3: Much Better

CLIENT: "I have been looking for a job almost a year now. I don't think there is anything out there."

STAFF: "It is a difficult time to find jobs. However, even though the job market is depressed, we were able to place 10 people in jobs last month. I would like to do the same for you."

CLIENT: "Well, what kind of jobs did you get for people? I am not interested in McDonald's."

STAFF: "I can understand that. McDonald's isn't for everybody. I am afraid I forgot to explain how our program works. We will work with you to discover the types of jobs you are both interested in and qualified for. We try to match people to jobs. That way you end up with a job you'll like. To answer your first question, we have helped individuals obtain jobs like butcher, receptionist, nurse's aide, salesman, automobile mechanic. The type of job we'd help you get depends on your skills and interest."

CLIENT: "That sounds reasonable."

STAFF: "I think it's a good approach. I can sign you up for an information meeting on Tuesday that will explain all of our services...."

RESPONDING TO NEEDS WITH BENEFITS

1. I am calling about getting a job.

2. Someone said you could help me get into some free classroom training.

3. I need a job, but I'm not exactly sure what kind of job I can do.

4. My case worker told me to call to see about getting into your program.

5. Could you tell me a little about what you do?

TIMING

1. The first strategy is to advertise most during the slow cycles in an attempt to compensate for the low recruitment months. In advertising this is not a wise strategy and your response rate will be low.

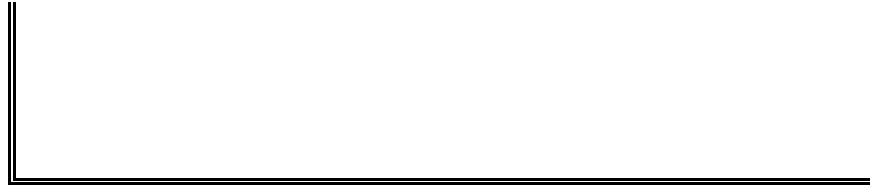


2. The second strategy is to advertise consistently regardless of recruitment cycles and numbers. Again, this is not a wise strategy decision because you are not taking advantage of the times that customers are psychologically ready to buy--ready to do something about their lives.



Recruiting Customers for Workforce Development Programs

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3. The third strategy is to time your advertising to coincide with the recruitment cycles that you already know exist. This is the preferred way. This will allow you to capitalize on the high times, remain in the public view during the low cycles, and thus get the maximum traffic at the lowest cost.



ORIENTATION

Training Design

- Introduce self
- Introduce participants
- Success stories
- Agency expectations
- Training process
- Easy steps to join the team
- What happens next
- How will this help you