

Steps to Engage with Employers



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UNDERSTAND...

1 the motivations of the employer

For example:

- Reduce the cost of doing business
- Reduce staff turnover
- Attract the right staff
- Act as good corporate citizens
- Industry specific drivers

2 the employer's pain points

(the challenges that can be solved by the placement of refugees and vulnerable migrants)

3 the employer's processes, successes and failures with recruitment



THE SALES PROCESS

1 Mobilise existing networks

3 Network to develop new contacts

5 Organise first introductory meeting

7 Develop & submit a proposal

9 Request the placement

2 Identify potential employers to target

4 Develop sales call plans

6 Organise second meeting with decision-makers

8 Follow-up on proposal, questions & make modifications



THE VALUE PROPOSITION

1 Craft using all information and insights gathered

2 Speak the language of the employer

3 Demonstrate real business benefit (e.g. work ethic, Corporate Social Responsibility (CSR), innovation and to address labour shortages)

4 Emphasise support of settlement providers to address barriers to employment, such as:

- Develop a job ready client pool to match employer needs
- Post-placement support for workplace integration