

# Successful Employer Engagement by Phone

Virtual 1 day



Communicating by phone has become an important and unavoidable part of working within the Further Education, Higher Education and skills sector.

This course teaches delegates the core techniques and skills needed to effectively engage employers by phone in order to promote current initiatives which could be employability, events focused or projects.

This training includes **how to structure first calls** to employers.

## Recommended For:

New and experienced staff who are tasked with approaching employers and organisations.

## Objective:

Delegates will learn and apply several robust techniques and strategies to successfully engage key decision makers by phone. The overall outcome is to convert more employer conversations into tangible outcomes.

## Learning Outcomes

By the end of the training delegates will:

- Recognise the importance of having a **positive mindset**.
- Be able to utilise a Professional Call Structure that encourages engagement.
- Understand the key ingredients to a **successful opening to a call** and know how to **attract attention**.
- Be able to **overcome common objections with ease**.
- Learn how to **gain credibility from employers** by using active listening skills.
- Know how to manage their time more effectively.
- Recognise the importance of building solid relationships with contacts you speak to.
- Be able to **confidently** close calls to increase conversions.
- Understand how to deal **comfortably and confidently with gatekeepers**.
- Understand how to **confidently promote individuals and services** of the organisation they represent.
- Demonstrate the skills required to increase job and training outcomes.



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**CPD HOURS – 7 HOURS**

**Additional information:** Individuals will be required to complete a pre-course questionnaire. A certificate of completion of training will be issued within 7 days on completion.

**Time:** 9.15–4.30pm. Will include 1 hour lunch and 2 short breaks.

**Up & Coming Dates:** Monday 6<sup>th</sup> November. Get in touch for more dates.

**Fee:** £295.00 + VAT per person. Payment required in advance.

**Group fee:** Please get in touch. This course can be delivered ONSITE face to face as an alternative.

## **Background of Trainer**

- An established Telephone Skills and Sales Trainer and Coach for over 25 years within the FE, HE, Welfare to Work, Employability, Social Care and Skills sector.
- Specialist areas are Employer Engagement, Sales and Customer Service.
- Currently a volunteer supporting the unemployed to find work.
- Fellow of the Institute of Employment Professionals

**Member of: B.A.S.E, IEP and ERSA – Welfare to Work / Employability associations. ISP [Institute of Sales Professionals]. LPI [Learning Performance Institute]**

**Past and Present clients include:** London University, Lincoln University, Nottingham Trent University, Runshaw Canterbury, Westminster Kingsway College, City Bristol College, Mencap, Scope, Mind, Councils and NHS Trusts.

## **IMPORTANT NOTE:**

Places are limited to 12 only. Therefore, bookings are taken on a first come, first served basis.

Please contact [audrey@outshinegroup.co.uk](mailto:audrey@outshinegroup.co.uk) or phone Mobile 07855 213591 – if you would like to book a place. You will get confirmation if a place is available, followed by registration documents.



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