

# Successful Employer Engagement by Phone

*Virtual 1 day*



Communicating by phone has become an important and unavoidable part of working in the Welfare to Work, Social Care and Work Based Learning Industry.

This course teaches delegates the core techniques and skills needed to effectively engage employers by phone.

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

## Recommended For:

Welfare to Work, Social Care, and Work Based Learning staff members both new and experienced working on an employability or skills initiative.

Any individual who calls employers to identify job and training opportunities.

Any individual who has had no formal training in making first calls to 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 job and/or training outcomes.

## Learning Outcomes

By the end of the training delegates will:

- Recognise the importance of having a **positive mindset**.
- Learn the best strategy to use when making outgoing calls to contacts.
- 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.
- 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.



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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:** Wednesday 15<sup>th</sup> May 2024, Tuesday 11<sup>th</sup> June, Tuesday 16<sup>th</sup> July, Thursday 12 September or Thursday 17<sup>th</sup> October 2024.

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

**Group training fee:** Please get in touch. This course can be delivered virtually just for your organisation or ONSITE within the UK.

## Background of Trainer

- An established Telephone Skills and Sales Trainer and Coach for over 30+ years within the Welfare to Work, Employability, Social Care and Skills sector.
- Her specialist areas are Employer Engagement, Sales, and Customer Service.
- Currently a volunteer supporting the unemployed to find work.
- She designs training that is highly interactive, memorable, and FUN.

**Member of many associations including** – B.A.S.E [British Association of Supported Employment], I.E.P [Institute of Employment Professionals], I.S.P [Institute of Sales Professionals]. LPI [Learning Performance Institute], ISE [Institute of Student Employers]

**Past and Present clients include:** The Growth Company, Maximus, Shaw Trust, Seetec Pluss, Workpays, Catch 22, Serco, Jobs 22, Ingeus, Richmond Fellowship, United Response, Scope, G4S, Mind, Nottingham Trent University, Canterbury College, Councils, Positive Signs, Down Syndrome Association 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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