

Successful Employer Engagement by Phone

ONSITE OR VIRUAL DELIVERY



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

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:

- Employability, Skills, Social Care, 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.



Mobile: 07855 213591
Website: outshinegroup.co.uk
Email: audrey@outshinegroup.co.uk



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: 9.30–4.30pm. Will include 1 hour lunch and 2 short breaks.

Up & Coming Dates

Thursday, 6 March 2025

Thursday, 17 April 2025

Tuesday, 13 May 2025

Thursday, 5 June 2025

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.

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.

Please contact 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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