

# Successful Employer Engagement by Phone

VIRTUAL 1 DAY



Phone-based employer engagement is one of the most critical yet underrated skills in the Welfare to Work, employability and Social Care sector. This one-day virtual course gives delegates the proven techniques to turn more calls into real job and training outcomes.

*One well-structured call to the right employer can open a door that changes someone's life. This course makes sure your staff know how to make that call count.*

## Recommended For:

Staff working in Employability, Welfare to Work and, Social Care – whether new to the role or experienced – who make calls to employers to identify job and training opportunities, and who have had no formal telephone training.

## Roles who have attended this course include:

Recruitment Advisor, Employment Consultant, Employment Specialist, Employment Coach, Employer Engagement Consultant, Employer Engagement Manager, Employment Support Specialist, Job Coach, Keyworker, Caseworker, Account Manager, Business Development Manager, Key Account Manager, Team Leader and Employer Services Manager.

## 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:

- Apply a **positive mindset** to drive better results.
- Use the most effective strategy for making outgoing calls to employers.
- Follow a Professional Call Structure that encourages engagement.
- Master the key ingredients of a **successful opening to a call to attract attention**.
- Build **credibility with employers** by using active listening skills.
- Develop solid, long-term relationships with employers and key contacts.
- Close calls **with confidence** to increase conversions.
- Navigate **gatekeepers effectively**.
- Promote **confidently individuals and services** to employers with clarity and impact.



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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:**

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

**Upcoming Dates:**

- Tuesday 10<sup>th</sup> March 2026
- Wednesday 25<sup>th</sup> March 2026
- Wednesday 15<sup>th</sup> April 2026
- Thursday 21<sup>st</sup> May 2026

**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. Ideal for a minimum of 8.

**Background of Trainer:**

With over 30 years' experience as a Employer Engagement Telephone Skills and Sales Trainer in the Welfare to Work, Employability and Social Care sector, Audrey specialises in Employer Engagement, Sales, and Customer Service. She currently volunteers supporting unemployed people back into work, bringing real, current information into the challenges your staff face every day. Her training is known for being highly interactive, memorable, and genuinely fun.

**Past and Present clients include:**

The Growth Company, Councils, Groundwork, NHS Trusts, Maximus, Shaw Trust, Seetec Pluss, Serco, Ingeus, Richmond Fellowship, United Response, Scope, G4S, Mind, Nottingham Trent University, Canterbury College, Positive Signs, and Down Syndrome Association.

**IMPORTANT NOTE:**

Places are limited to 12 and allocated on a first come, first served basis.

To book, contact Audrey at [audrey@outshinegroup.co.uk](mailto:audrey@outshinegroup.co.uk) or call 07855 213591. You'll receive confirmation of your place along with registration documents.



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