

REVERSE MARKETING THAT WORKS

A training program
that pays for itself!



Are your consultants effectively reverse marketing their Job Seekers?

This course can help you expand your Job Seeker's employment opportunities. We will train your consultants to reverse market successfully to boost your bottom line.

OVERVIEW:

The current Job Services Australia contract is focussed on obtaining brokered outcomes. To do this successfully, your staff need to be skilled in the art of cold canvassing and reverse marketing. If this activity is conducted correctly and compliantly, it may be drawn down from the Employment Pathways Fund.

This course covers the principles of reverse marketing strategies. Participants will gain skills to effectively reverse market Job Seekers into sustainable employment generating placement outcomes. Our experienced facilitators train your consultants to reverse market their Job Seekers into employment within their preferred industries. There are three phases to the program – Learning Phase, Example Phase and Delivery Phase.

1. THE LEARNING PHASE

This phase involves reverse marketing techniques:

- What types of questions to ask a Job Seeker and get the most out of them when put in front of an employer
- What kinds of questions to ask the employer
- Engaging the role with a sense of urgency
- Taking rejection and just getting on with it

2. THE EXAMPLE PHASE

This section involves the facilitator going through a CV

- Contacting a Job Seeker to determine their preferred industries
- Utilising the 'Field of Dreams' technique and expanding into what the Job Seeker has done, would like to do, can do and is in line with their interests or hobbies. This ensures that the Job Seeker will likely stay in the role for 6 months or more.
- Obtaining appropriate data and industry types to contact and cold canvassing employers until a placement is recorded.

3. THE PRACTICAL PHASE

This phase involves (whilst under our highly experienced facilitators supervision, guidance and continued assistance) the participants putting everything they have learned by workshop discussions and observation into practice. They will get on the phones and utilise the various techniques learned, generating referrals for their chosen job seeker.



This is a full day program with the first half of the day focused on the theory and strategies of reverse marketing. The afternoon session focuses on the practical aspects of reverse marketing. Participants are requested to bring along a resume of the Job Seeker they would like to reverse market. By the end of this day, participants will have successfully reverse marketed their chosen Job Seeker effectively and will have gained the confidence and skills to continue to do this.

If utilised correctly, the time spent reverse marketing Job Seekers can be drawn down from the EPF and pay for the course!

This is a practical package, it is recommended that your staff bring along the resume of a Job Seeker they can reverse market into the hidden job market.



KEY TOPICS

- Job Seeker preparation
- Searching for potential employers
- Targeted reverse marketing
- Skill shortage areas
- Reverse marketing follow up
- Using post placement support for additional marketing
- **LET'S DO IT** – Participants will reverse market their chosen job seeker

DELIVERY OPTIONS

This course can be delivered in-house at your premises or at our training facility in Melbourne.

To make a booking, please contact us on 1300 133 633 or email us at training@unitylink.com.au



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