

Five Tips for Employer On-the-Job Training Marketing Materials that Get Results

1. Create OJT Marketing Materials for Each Phase of the Promotion and Sales Process

You will want to develop **OJT-specific marketing materials**: OJT buried in a generic menu of “business services” will probably not be enough to motivate a sufficient number of employers being interested in OJT.

You will also want to move beyond just having a general purpose, one-size-fits-all OJT brochure.

Develop OJT marketing materials for **each phase of the sales process**:

✓ *Broadcasted, Inquiry-Generating Materials*

Include just enough general OJT information to spark sufficient interest for the employer to contact you. The goal at this phase of the marketing process is simply to be contacted so you can arrange an employer visit. Too much detail at this phase can suppress response and it highly unlikely that you will ever be able to make an OJT sale without a visit.

Specific contact names before phone numbers and e-mail addresses always increase inquiries, since people like to talk with people, not organizations.

✓ ***Targeted, Take-Along Materials for the First Visit***

Materials at this phase are most effective if customized to a specific industry and/or employer. Employers will want specific information on your available talent, how the OJT process works, and the benefits they will receive with they provide OJT opportunities.

One-page, fact sheets are often more effective than generic brochures. Pack your brief case with an arsenal of fact sheets and present them one-by-one during your employer meeting to reinforce your oral presentation.

✓ ***Post-Visit Follow-Up Materials to Convert Interest into Action***

Always use the visit to identify specific follow-up promises for you to deliver on quickly and respond within the three-day window of motivation.

Always be prepared to send pre-screened resumes of OJT candidates immediately after every visit. (Don't forget: resumes sent to employers are marketing materials, too.)

Consider "worksheets" that provide specific information on the actual reimbursement dollar amounts (not the percentages), make sure you include any applicable tax credits, such as the Work Opportunity Tax Credit.

2. Customize Your OJT Marketing Materials to Specific Industries and Occupations, Whenever Possible

All customers are motivated to buy products that they believe will solve their specific problem and that they perceive to be specifically designed for them.

Even simply taking a generic OJT brochure and customizing it by adding an industry name will increase response, for example: *“OJT for the Health Care Industry”*.

The more you customize your materials, the higher the response. Think about including: industry-specific OJT jobs that you can help fill (or have filled); satisfied customer quotes from employers in that industry; and, the quantity of ready-to-train candidates currently available for jobs in those industries.

3. **Promote the People (Not Just the Program) by Developing Talent Profiles and Portfolios**

Employers will always want to know “who”, since even the highest of reimbursed wages will not make up for a poor hire.

In this economy, the public workforce system has **two significant competitive advantages**: the breadth and depth of the available talent pool and the ability to suppress job listings, so employers avoid being besieged by a deluge of unqualified applicants. Make sure you position on both!

Exactly how many and what types of job seekers do you have? Develop a fact sheet displaying the raw numbers of job seekers currently available; list numbers by industry, occupation, educational attainment, credentials, and/or skill levels.

Always, have a **portfolio of specific, pre-screened candidates** available to take along on your first visit and/or as a follow-up to the first visit. Customize your portfolio, wherever possible, by industry and occupation.

Develop an overview of available candidates with short “**candidate qualification snapshots**” and use this summary as a cover page for the more detailed and attached resumes. Consider adding to each of these snapshots the skills the candidate has and the skills that can be learned with OJT.

Make sure you carefully review the **quality of the resumes** present to employers, since this is the “packaging of your product” that fulfills the promise you made to the employer for quality candidate referrals.

3. **Build Credibility through Satisfied Customer Lists, References, and Quotes**

Why should the employer trust you and what you say? “I’m from the Government and I’m here to help” is *usually* not a high trust opening statement.

Past employer customer lists, testimonials, satisfied customer quotes, and references should always be a part of your OJT marketing materials arsenal. Whenever possible, include OJT-specific employers; if that is not possible, even including employers you have served in other ways will be helpful in building credibility

The research shows that the **higher the specificity, the better the results**. Avoid unattributed quotes. Seek your past customer’s permission to include an individual’s name, the company name, and the company location.

Again, customization brings the best results. Develop **targeted customer lists and quotes for your targeted industries**.

An alternative format for these “credibility fact sheets” are **letters from your current customers** attesting to their gain from and satisfaction with their OJT experience.

4. Promote all of the Benefits Employers Receive When They Decide to Participate in OJT

OJT is a bundle of employer benefits and includes much, much more than just reimbursement of wages. Employers also get: recruitment assistance, candidate screening, a training plan, post-hire support for the supervisor, new hire retention services, and much more.

Make sure you **promote a wide range of employer OJT benefits** in your marketing materials:

- ✓ Candidate **recruitment**
(so you are not besieged by applicants)
- ✓ Customized **pre-screening** of candidates
(so you don't have to review hundreds of resumes)
- ✓ Referral of only **qualified candidates**
(so you don't have to waste your time)
- ✓ Identification of the specific **skills** needed to do the job
(so you will be able to recruit and train even better)
- ✓ Development of a **customized training plan**
(so your new hire will get up to speed quickly)
- ✓ Active **support for the supervisor** during training
(so you don't have to do it all by yourself)

- ✓ Assistance in accessing **potential hiring tax credits**
(so you don't lose any of the tax-saving benefits)

5. **Promise Performance** (If You Are Sure You Will Deliver)

All customers want quick and easy, no matter what product they buy. Designing an OJT service delivery process that is simple for and responsive to employers is a prelude to promotion.

Ultimately, every promotion is a promise. Don't ever promise what you can't deliver. You may be able to get the sale, but lose a reputation.

Promise is a very strong word, but that is the reason it makes for effective promotional copy.

"I" personally promise "you" that when "we" work together, "you" will receive:

- ✓ **Quick** turnaround with qualified, pre-screened candidate referrals
- ✓ **Prompt** payment of promised wage reimbursements
- ✓ **Limited and easy** paperwork

If you cannot promise these three benefits, you probably don't have a promotion problem, you probably have a program design problem. Improve your service delivery process so you are able to comfortably make these promises.

If you “sold” it, you have the **responsibility to fulfill your promises**, no matter how many people in your organization is involved in the service delivery process.

Now is the time to...

- ✓ Position for the economic recovery
- ✓ Streamline your OJT policies and procedures
- ✓ Reinvigorate your employer services
- ✓ Develop effective employer marketing strategies
- ✓ Train staff in how to effectively market OJT in a tough economy
- ✓ Develop Center customer-flow protocols to successfully connect job seeker and employer services and staff

Greg Newton would like to help...

- ✓ **GregNewtonAssociates.com**

617.426.5588 NewtonGreg@aol.com