



**ADVANCED  
MARKETING  
SKILLS FOR  
JOB DEVELOPERS**

## THE CHALLENGES

**You already do job development** - finding jobs for people with employment barriers such as disabilities, age, race, new immigrants, gender, felons, ex-offenders, welfare, or nationality. You hope, need or want to do more with these job development efforts.



## YOU WANT TO:

- Have more control and impact in the job market.
- Connect with employers who are not responding to current techniques.
- Maximize handling funder's needs for new employment solutions.
- Get jobs with better wages, more benefits, better advancement opportunities.
- Better help candidates with limitations get jobs fitting their capabilities.
- Get candidates excluded from their professions into their professions.
- Solve how unusual employment barriers are accepted in the job market.
- Thrive in both economic booms or busts.
- Offer the best in job development performance.

What new skills will help successful job developers get even better?  
What new skills will move you from traditional employment success to higher levels of excellence?

### How do job development skills evolve to meet new or expanded funder and candidate needs?

You will need to initiate and manage employer relationships to utmost efficiency. You want to know how to break into good employers, who are not receptive, have erected major obstacles, or don't respond to previous job development efforts.

You will need different job development strategies for larger firms than those strategies you used with smaller ones. You will need to know how to get past the heavy competition for good jobs from people without employment barriers, against yours who have employment barriers.

DTG-EMP's Advanced Marketing Skills for Job Developers (AMS) can take your job developers and your organization to higher performance levels. AMS teaches the skills needed to expand current employer opportunities and to establish new employer relationships. AMS focuses on job development excellence.



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## THE SOLUTION

Advanced Marketing Skills for Job Developers (AMS) is the next level of practical marketing and selling skills needed by job developers to move to greater job market penetration and a higher level of effectiveness with employers.

AMS is a two-day hands-on workshop that builds on existing job developer marketing skills, either

learned from years in the field or from having taken previous training from DTG-EMP.

AMS starts where the job developer is already successful, able to meet employers and place candidates in jobs. It assumes that the job developer can sell a candidate to the employer without needing to use a financial incentive or for the

candidate to go through the competitive process.

If you cannot do these things we strongly recommend you take our Employment Outcomes Professional II (EOPII) training or a refresher in that material to master these primary skills. Information on EOPII is available through the contact information at the end of this document.

## AMS PRESENTS THE FOLLOWING SKILL SETS:

### CANDIDATE PLACEMENT READINESS TOOLS

- Techniques for expanding and verifying candidate job placement readiness (ensure candidates are ready and able to go to work).
- Prepping to deal with more significant candidate employment barriers.
- Expanding candidate choice and desirable job opportunities.
- Designing a strategy to deal with possible employment failure to save the candidate and the employer.

### SELLING AND MARKETING SKILLS/TECHNIQUES/TOOLS

- Learn to read employer interactions to guide your responses.
- Three new communication techniques for more effective messages.
- Advanced applications in job development's four steps - prospecting, needs analysis, selling and follow-up.
- Job carving and minimum needs selling strategies.
- Multilayered and referral prospecting strategies and techniques.
- New ways to open and better position your services in the needs analysis.
- Creating, controlling and managing employer hiring expectations.
- Advanced question design to probe deeper and better position your services.
- Defining and articulating your way of doing business to maximize the employer contact and get more opportunities.
- More ways to handle objections and build stronger employer relationships.
- Dealing with significant initial employer reluctance Getting employers past their traditional, pat or standardized positions to consider new possibilities.
- Moving past selling to employers to becoming their business partners.
- Bringing in new targeted employers specific to your labour market needs thinking outside the traditional job development marketing box.
- Selling large organizations is different than smaller organizations; learn the difference and how to work it.
- Measure your efforts against the 5 elements of successful selling, quality, service, choice, cost and relationship.
- Learn to discover, uncover, build or create new employer job needs that will benefit your candidates.

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## BENEFITS OF AMS

AMS can help organizations and job developers accrue some or all of the following benefits:

1. Job development made easier and more rewarding as skills are honed.
2. Greater confidence and control with more sophisticated skills.
3. Program growth through handling new types of candidates.
4. More business and revenue as job placement success increases.
5. Greater community change and impact with more employment success.
6. More candidates get their start or restart in life.
7. More success with complex employment issues.
8. Enhanced positive relationships with government funders.

## WHO SHOULD ATTEND?

AMS is a two-day hands-on workshop that requires prior employer contact knowledge and experience.

The skills in AMS build from field experience or training in the EOPII workshop. As an advanced workshop, AMS focuses on marketing skills enhancement not marketing skills introduction.

## SOME SELECTED CLIENTS

Organizations in the USA:

- Oregon Vocational Rehabilitation Services (OVRs)
- Oregon Commission for the Blind
- Wisconsin DVR
- New Mexico DVR
- Idaho DVR
- Florida Division of Blind Services
- Michigan Rehabilitation Services
- New Jersey Commission for the Blind
- Missouri Rehabilitation Services

Organizations in Canada:

- Ontario Works
- Alberta Works
- Ontario Disability Support Program
- Ontario Ministry of Training Colleges and Universities
- Ontario March of Dimes
- Job Start
- Help Centres
- Youth Employment Services
- Canadian Paraplegic Association Ontario
- Ontario ACLs
- John Howard Societies

## FIND OUT MORE

To discuss AMS or/and other training options please call or email:



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