THE EMPLOYMENT OUTCOMES

PROFESSIONAL II

Achieving Employment Outcomes - The Marketing & Sales Skills

DTG-EMP
working knowledge

This workshop replaces as our foundation workshop EOP & BTR.
EOP II skills are adaptive and flexible. They reflect that job development is unique with each community, employer and job developer. We support marrying great skills to the personality of the job developer. Learning these skills and making them your own produces the best results.

(EOP II is our updated and upgraded version of the original EOP workshop, same workshop with improved and more recent techniques)
Many veteran job developers have learned their skills through trial and error. Unfortunately most new job developers experience this method as their only learning option. The trial and error learning curve is often long, arduous and full of negative experiences. As a result of this many new job developers do not survive.

Learning the appropriate skills early through a strategic format, and then utilizing those skills to continuously increase outcomes is a proven process for success.

EOP II teaches the critical skills needed by job developers. These skills are taught over three-days in a highly interactive and supportive learning environment. Participants learn to build from their own strengths, practice and then perfect the EOP II skills specific to their own needs.

The information taught in the three day EOP II workshop includes:

- Learning the most effective way to conceptualize and think about how to do job development
- A four step road map model that outlines the successful formula for job development
- An outcomes based approach that evaluates and realigns efforts based on achieving concrete objectives during the four step model
- A hands on model for determining job placement strategies and the resources needed determined by the candidate’s employment barrier
- Applying Marketing Exchange Theory and the Marketing Model to design and evaluate selling efforts
- Learning how to manage the employer’s perception of candidates with employment barriers
- Strategically using the unique value in the open and hidden job markets
- Identifying, understanding and working with different types of employer needs
- How to use effective and innovative selling techniques like features and benefits
- Designing selling communications and options
- Learning to probe as a means of gathering selling information
- Learning to handling objection to your candidates or services
- Learning how to get selling decisions
- Learning and using a step by step, easily memorized, sales call planner to help prepare for and organize your sales calls
- Practicing how to make an effective job development sales call

POST-WORKSHOP SUPPORT
(No additional professional fees)
We support what you’ve learned with post-workshop assistance. You can call or email us for direction and implementation suggestions as you apply EOP II to your individual situations.

POST-WORKSHOP COACHING
(Additional professional fees)
We provide onsite support by coming to your office to help the job developer prepare for, and then accompany the developer during employer sales calls. Later we will debrief the job developer on improvements to their employer interactions and the marketing process.

YOUR BENEFITS
You can accrue the following benefits through investing in EOP II training:

1. Increased employment outcomes, quality and quantity
2. More choice in jobs for candidates as access to employers increase
3. Stronger and longer term employer relationships
4. Easier job development and job development management
5. Positive community development
6. Greater job developer control in achieving successful employment outcomes
7. Increased confidence while generating employer relationships
8. Better return on investment through effective strategies
9. Enhanced potential to meet and expand organizational goals and targets
10. Secures or increases funding through generating employment outcomes
EOP II represents a 19-year evolution of job development training by Allen Anderson and his company DTG-EMP. He initiated the design in 1989 and has continually upgraded versions of this program. EOP II replaces the EOP and BTR versions of this widely used and highly successful job development workshop. Allen has trained over 15,000 job developers across North America.

Many state and provincial Vocational Rehabilitation agencies and community-based organizations use this systems approach to job development. It is also widely used by other organizations interested in employment outcomes like TANF, welfare, youth programs, corrections and programs for older workers. All of these organizations want to engage in a more systematic and long-term approach to generating employment outcomes for a population with employment barriers.

Organizations that have been involved with this approach include:

Canada
- ACL's Ontario, Manitoba, Alberta
- HRDC's Ontario, Manitoba, Alberta, British Columbia, New Brunswick and Nova Scotia
- Ministry of Training Colleges & Universities, Ontario
- Ontario Disabilities Support Program, Ontario
- Ontario March of Dimes, Ontario
- Ontario Works, Ontario

USA
- Department of Labor, New Mexico
- DVR New Mexico
- Oregon Vocational Rehabilitation Services
- South Carolina Vocational Rehabilitation Department
- Oregon Commission for the Blind
- Missouri Rehabilitation Services
- Idaho Division of Vocational Rehabilitation
- Georgia TANF
- New Jersey Commission for the Blind and Visually Impaired
- Florida Division of Blind Services
- Division of Vocational Rehabilitation, Kansas
- Wisconsin Vocational Rehabilitation Services
- Conklin Center for the Multihandicapped Blind Florida
- Goodwill North Georgia

Participants often say:
- “You definitely are the how-to guys”
- “We finally know how to do job development”

Manager comment:
- “Now we know how to get jobs for most people on our caseloads.”

THE NEXT STEP

Think about how more effective job development skills could help your candidates, your organization and you.

Please contact us to see how we can assist your organization in achieving a greater number of employment outcomes.

Allen Anderson, President
DTG-EMP

Tel: (416) 922-3791
Email: allen@dtg-emp.com

130 Carlton Street, Suite 1510
Toronto, Ontario, Canada, M5A 4K3
Tel: (416) 922-3791
Website: www.dtg-emp.com
Email: info@DTG-EMP.com