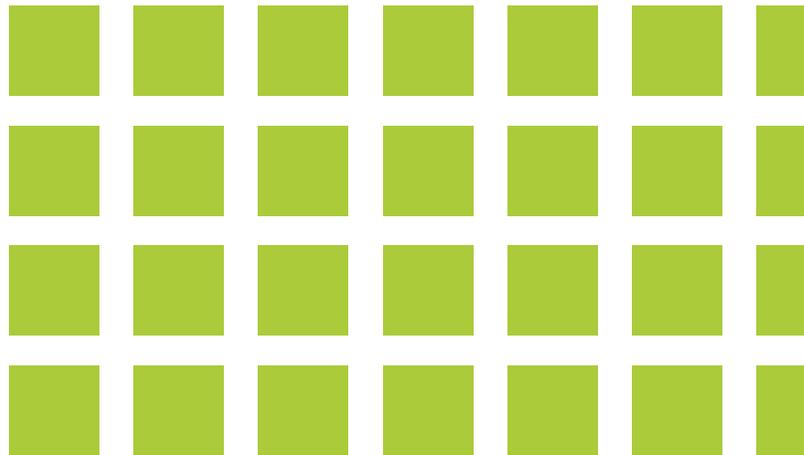




# THE EMPLOYMENT OUTCOMES

## PROFESSIONAL II

Achieving Employment Outcomes - The Marketing & Sales Skills



This workshop replaces as our foundation workshop EOP & BTR.

## THE NEED

Job Developers need effective marketing and sales skills to secure jobs for candidates with employment barriers. Job development is the art of marketing and selling to employers a candidate option that may not be the employer's first choice.

The Employment Outcomes Professional II (EOP II) workshop teaches the practical marketing, sales skills and techniques needed to secure jobs for candidates with any level of an employment barrier. The tougher it is to find jobs (rural environment, recession, limited job

availability, novice job developer, employer resistance, tougher candidate groups) the more the job developer needs effective marketing and selling skills to maximize success.

Getting employers to hire beyond traditional or comfort zone strategies requires managing the employer interaction to achieve a positive candidate perception. Candidates need to be seen as positive solutions and not risks. Increasing the employer's receptivity to non-traditional hiring decisions and getting the employer

to perceive value instead of scepticism is the job developer's job. The biggest obstacle to job development success is not having the "how - to" skills to ensure effective exchanges with employers.

The EOP II workshop is designed around "practicality and viability." The skills work. The staff can use them immediately and yield quick results. EOP II offers an effective learning process teaching marketing and selling skills that can be implemented and tailored immediately to get jobs.

The EOP II workshop is about the relationship with the employer. It focuses on the following:

1. How to initiate relationships with an employer
2. How to know and analyze the employers needs and expectations
3. How to connect employer needs and candidate solutions
4. How to add value to the employer relationship
5. How to be innovative in working with employers
6. How to ensure long term viable employer relationships

## OUR STRATEGY

**The EOP II strategy consists of the "whys", the "how tos" and faith in the job development process. It includes:**

- A concrete selling model that provides clear direction as to why and how job development succeeds
- Practical selling skills that work for any candidate with virtually any level of employment barrier or skill set
- Innovative selling skills that revise the perception of candidates making barriers irrelevant through focusing on needs and value
- Effective selling skills that invite almost anyone to work by opening up jobs for them
- Empowering selling skills that enable employers to see what they have not seen and candidates to be seen as they have not been seen



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)

# THE TRAINING

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)

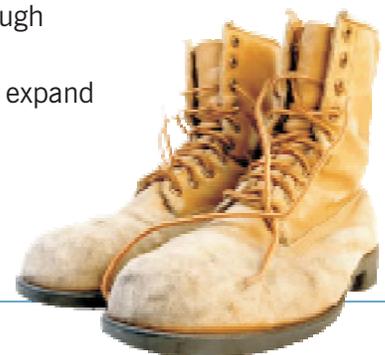
We provide onsite support by coming to your office to help the job developer prepare for, and then accompany the developer during employer sales calls.

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



## OUR CUSTOMERS

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.

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