

Building the Employer Relationship

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Marketing Exchange Theory

For a voluntary exchange to occur all parties to the exchange must **PERCEIVE** that the benefits of the exchange outweigh the costs of the exchange

When one perceives the benefits outweighing costs – we call this **perceiving value**

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Creating Value for the Employer

Value is very subjective – what you perceive as value I may not perceive as value

What we perceive as value is dictated by what our needs are

How do I determine my employer's needs?

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You Build a Relationship ...

Unless we get to know someone it becomes very difficult to anticipate what their needs may be.

Without knowing their needs it becomes very difficult to present our solution in a way that the employer will see value in it

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4 Steps (Stages) to Building a Relationship

1. Prospecting
2. Needs Analysis
3. Selling
4. Follow up

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Key Point

Every time you have contact with an employer you must ask the employer to DO something!

Each stage we must ask the employer to do something (something that is appropriate for that stage)

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Prospecting

What is prospecting?

Prospecting is the first stage in relationship building – this stage you determine which employers from your universe will be the ones you will contact

What are we going to ask the employer to do?

Give us a time to meet!

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Methods of Prospecting

Direct Prospecting

Cold calls, letters, fax, walk-in ...

In-Direct Prospecting

Billboards, advertising, public speaking ...

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Needs Analysis

What is Needs Analysis?

Face to face meeting with an employer to understand their needs and to describe your services

What are we going to ask the employer to do?

Talk about their needs and listen while we describe our services

Key Point

The employer will always describe the “ideal candidate” first, but they will always settle for less than the “ideal”, for the “viable”.

How far the employer is prepared to move away from the “ideal” is something you need to determine

Key Point

The most effective tool you have at your disposal to influence the employer's perception of you, your candidates and your agency is your ability to ask **insightful questions!**

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Selling

What is selling?

Selling is the stage when you describe the benefits of your solution and how it will address the expressed needs of the employer.

What are we going to ask the employer to do?

Try out our solution!

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Key Point

Anything you can offer the employer that is perceived by the employer to reduce their risk – will be seen by the employer as something of value!

i.e. job trials, background information ...

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Follow up

What is follow up?

In the follow up stage you will arrange for delivery of your candidate, negotiate the final terms, answer the employer's questions ...

What are we going to ask the employer to do?

Give us feedback, refer us to another employer

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Key Point

You always have to follow up with the employer and thank the employer even if the placement did not work out. It is very difficult to go back to an employer unless you thanked them the previous time

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Key Point

An employer will not stop doing business with you because you sent them the wrong person. An employer will stop doing business depending on how you respond when they tell you they hired the wrong person

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Your Primary Focus

Make your focus over the next few months not to secure many job openings but to begin the process of building a relationship with at least one employer per month.

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For More Information ...

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