

WE BUY BENEFITS NOT PRODUCTS

When marketing your agency, remember that you are not selling a Job, training or a GED. You may be offering them but it is not what you want to advertise. Almost every thing that we buy is because we want the benefit of the product not the product. When you advertise you should not emphasize the product but its benefits. For example: We do not want a light bulb but rather light. If you were selling light bulbs you would advertise how the light is different and can change a room or that you can see better. We do not want a vacuum cleaner but we want clean rugs. This week when you buy something ask yourself what are the benefits of this product, and it will help you in selling your ideas to others.

Too many of us advertise get a GED or a job? What we should be advertising is the benefits of a GED or a job. The benefit of a job and a GED is the promise of a better lifestyle. In most cases everything that we offer a client is either keeping the lifestyle they have (dislocated worker) or the promise of a better lifestyle.

We are not offering employers, employees. We are helping to make their job easier and more cost effective by spending less time screening and training people. What are the benefits of the workshops that your office offers? What kinds of things are you doing to get your customers in?

RESPONSES

I'm so glad you are bringing this recruitment issue to your web site and newsletter. Nationally the Title V contractors are having a heck of a time getting enough enrollees. HOWEVER, one of the problems is that most of the contractors have been creaming for years and now that they have to find "the others" they really don't know HOW, and they also don't really know what to do with "them" when they show up. I know there are plenty of eligible older workers in any town, but if the directors of the programs don't see "JOBS" when the person comes through the door, they don't really encourage them to apply. If they DO apply, they put them on the terminal waiting list. Truly, I don't think the problem is getting people to come in. I think the problem is building the people up who need the help the most.

I work a lot with the homeless, we seem to have more than our share here for some reason, and we have been extremely successful in getting them job ready and getting them jobs. Last year my site placed 102% of our enrollees in to permanent jobs...many homeless at the beginning but not at the end. Before you can discuss the recruitment "problem" let's discuss WHO we are recruiting. Trust me on this, the homeless who we have moved in to housing, gotten their teeth, glasses, medical help, transportation arranged, etc. are what makes this all worthwhile. The person who walks in and is job ready right out of the hat (which is the recruitment problem people) are a no brainier and gravy. Ginger CA

We really don't recruit anymore; we have more customers than we can serve. At the beginning we did promote our org. at job fairs, community meetings and through radio commercials. However, we did tend to get a lot of the same kind of job seekers, those on welfare or hard to employ. We also serve employed workers but did not seem to attract them. Jeff HI

One of the best lessons I have learned in recruiting people is to stop thinking like a "human service agency and meeting people's needs". Rather, I investigate to find out what people want or try to come up with ways to get people to want what we have to offer, which is what advertisement is all about. For example, you may not need that particular brand of dish detergent to get your dinnerware sparkling clean, but a good advertiser will make you want to buy it through clever ads.
Yvonne--New York

RE: Recruiting, my office doesn't do that. I actually work in a high school, directly with the students. I visit four schools in my area. The largest high school is about 650 students total. Patti

As far as the recruitment thing, I do advertise to the various individuals the great results they will get from obtaining a GED: better work opportunities and better MONEY. The workshops here also stress those points to a great extent. As far as employers, I stress how we will save them time and money because we will do what their human resource people initially do in our screening processes. Also emphasize that we are free to them and to the customers. Lastly we advertise on radio and newspapers and now billboards about this One-Stop and what we can do for people looking for work or employers looking for employees. Have a great time off and enjoy. It sounds wonderful. Talk to you soon. June NY

When I am talking to my clients I do my best to convince them that education is the way to self-stuffiness for themselves and their families. Hopefully they will get their GED because with that they can build the steps to the future.