

# LSIS Regional Response Fund East of England

## Maximising Employer Engagement

*Friday 23<sup>rd</sup> September 09:30 – 13:30*

# Introduction

- **Welcome**
- **Health and Safety**
- **Timings**

# Hazel Wilcock

- **8 years sales experience**
- **6 years sales management experience**
- **3 years work based learning experience**
- **Successful small / medium / large client wins**
- **Senior manager supported recruitment / sales team through TQS, Matrix, IIP & Ofsted Grade 1**

# Maximising Employer Engagement

- **Tools available**
- **Communication**
- **Influencing others**
- **Maximising opportunities**
- **Refresher**

To influence anything, we all need  
to be excellent communicators

## Ice Breaker

# What is communication?

**The imparting or exchanging of information by speaking, writing, or using some other medium**

Communication is only complete  
when it is two way

# What makes up communication?

Our impression of a company is often formed by one interaction with one individual. This then influences our future buying pattern/opinion of this company and what we communicate to others

# Group Exercise

# Who are our customers?

Each communication we have  
with our customers impacts on  
their impression of your  
organisation regardless of type

# Group Exercise

Maximise your 'brand loyal' customers – make your referral schemes work for all parties

# Role Play

# Group Exercise

The holiday companies represented training providers in your market. The holidays on offer equate to your training offering

Each and every one of us has the ability to influence how our customers perceive us, either positively or negatively. This will make or break the long term success of your companies

# Sharing Best Practice & Feedback