

Employment Outcomes Professional II Agenda

Three Day Workshop

EOP II is about the practical job development skills needed to find employment for people with employment barriers.

Day One

Time	Agenda Item
10:00–10:30	♦ Introduction
10:30–11:00	♦ Job Development Overview
11:00–12:00	♦ The 4 Steps Job Development Marketing Model
12:00–12:45	Lunch
12:45–3:00	♦ Identifying Which Candidates Need Which Job Development Strategies and Selling Techniques ♦ Understanding Marketing Exchange Theory ♦ Using Value Determined in the “Now” ♦ Accessing Job Markets
3:00–3:10	Break
3:10–5:00	♦ Open and Hidden Job Markets ♦ Understanding Employers Hiring Needs ♦ Distinguishing Amongst Employer Needs ♦ Significance of Needs Identification ♦ Determining Key Hiring Needs ♦ Practice with Needs ♦ Conclusion

Day Two

Time	Agenda Item
8:00–8:30	<ul style="list-style-type: none"> ♦ Introduction ♦ Summary of Day One
8:30–9:00	<ul style="list-style-type: none"> ♦ Features and Benefits Selling
9:00–9:10	Break
9:10 –10:10	<ul style="list-style-type: none"> ♦ Building a Features Benefits Sell Strategy
10:10–10:20	Break
10:20–12:00 (includes 5 minute break)	<ul style="list-style-type: none"> ♦ Finish Features Benefits Sell Strategy ♦ Probing Skills–How to Ask Questions ♦ Open Probes & Practice
12:00–1:00	Lunch
1:00–2:00	<ul style="list-style-type: none"> ♦ Probing Skills Continued ♦ Closed Probes & Practice ♦ Clarifying and Confirming Probes & Practice
2:00–2:10	Break
2:10–3:10	<ul style="list-style-type: none"> ♦ Finish Probing Skills ♦ Handling Objections ♦ Three Techniques to Address Employer Objections ♦ Practice
3:10–3:20	Break
3:20–4:30	<ul style="list-style-type: none"> ♦ Finish Handling Objections ♦ Conclusion

Day Three

Time	Agenda Item
8:00–8:30	<ul style="list-style-type: none"> ♦ Introduction ♦ Summary of Day Two
8:30–9:00	<ul style="list-style-type: none"> ♦ Closing Skills ♦ How to Ask for the Business
9:00–9:10	Break
9:10–9:20	♦ The Sales Process Plan Overview
9:20–9:30	Break
9:30–12:00 (includes 5 minute break)	<ul style="list-style-type: none"> ♦ The Sales Process Plan Overview ♦ Completing the EOPII Action Planner
12:00–1:00	Lunch
1:00–2:00	<ul style="list-style-type: none"> ♦ Completing the EOPII Action Planner ♦ The Sales Plan Practice
2:00–2:10	Break
2:10–4:10	♦ The Sales Plan Practice
4:10–4:30	<ul style="list-style-type: none"> ♦ Conclusion and Evaluation ♦ Thank You for Participating