Keeping the Funnel Full

ENABLING STRATEGIC EMPLOYER DEVELOPMENT

PRESENTED BY: KYLER CRAWFORD

CAFCE NATIONAL CONFERENCE 2016
• 3 Faculties

• 23 Programs

• 25% growth since 2013

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<tr>
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<th>2013/14</th>
<th>2014/15</th>
<th>2015/16</th>
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<td>Total Work Terms</td>
<td>786</td>
<td>871</td>
<td>980</td>
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WELCOME to the RECOVERY!!!
this way up
Agenda

• Employer Development Process
• Employer Development Methodology
• Planning Cycles
This presentation contains content developed in conjunction with Sales Training Experts

http://www.salestrainingexperts.ca/
Mapping the way

EMPLOYER DEVELOPMENT PROCESS
Employer Development Process

“A measurable, consistent and repeatable series of steps to map and track interactions with a prospect from the first point of engagement through to the closing of an opportunity.”

- Harris Consulting

“And then you’ll close the sale.”
Discussion

How do we track job/employer development?
The Opportunity Funnel

1. Lead Development
2. First Contact
3. Needs Assessment
4. Value Proposition
5. Posting Secured
6. Co-op Ex. Secured
Why Define Your ED Process?
Implementing an ED process

1) Clearly map the steps
2) Define key performance indicators at each stage
3) Establish a tracking system
4) Be consistent
5) Don’t forget the bigger picture
6) Consider outside support
Building value

EMPLOYER DEVELOPMENT METHODOLOGY
Employer Development Methodology

“The learned behaviors, tactics, and strategies used by a team to execute and fulfill the sales process.”

- Harris Consulting
Discussion

How do we message the value of Co-op to employers?
Why focus on your ED Methodology?

• Helps you create value for employers by understanding their needs
• Standardizes your approach to employer development
• Gives a set of “tools” to work with... and sharpen
Consultative Selling

• **Goal:** to become a valued partner to the employer

• It’s *not about you* – it’s about your customer and how you can improve their situation.

  “First seek to understand, then to be understood.”

  - *Stephen Covey*
Consultative Employer Development

• Understand their business
  • What do they do?
  • What keeps them up at night?
  • Would they make a good Co-op employer?

• Uncover unmet needs and their implications

• Make the connection:
  • How Co-op can meet these needs, and
  • The benefit the employer will see from having them met.
Asking the Right Questions

1) What do you need to know about your employers?
2) What benefits does involvement in Co-op offer an employer?
3) What questions will give you the answers you need?
4) How are you going to capture and record this information?
Charting a course

EMPLOYER DEVELOPMENT PLANNING
Discussion

How do we plan for employer development?
Who hires your students?

• Create a clear picture of your employer base
• Why do they hire Co-op students?
• What factors affect them?
• Classify employers by their value to the program
  ◦ All employers are valuable, but all are *not* created equal
  ◦ Your time is valuable – maximize your returns!
ED Planning Cycles

• Three cycles
  • Annual
  • Term
  • Sprint

• Define your desired end state and work backward

• Establish milestones
Setting term targets

\[ \text{(\# students) } \times \text{(Job postings per hire)} = \text{Job posting target} \]

"Retained postings" + New postings from existing employers + Postings from new employers
"A good solution applied with vigor now is better than a perfect solution applied ten minutes later."

-Gen. George S. Patton