

Reverse Marketing

Overview

This interactive and practical workshop is designed to explore and understand the hidden job market and create new opportunities for job seekers. It provides participants with new strategies to further develop their marketing skills, explore pipeline creation and develop skills to build long-term employer relationships with a high level of emotional intelligence.

The key to reverse marketing isn't just about providers getting a placement, the real benefits come from understanding exactly what the employer is looking for and matching a strong candidate to an opportunity.

Course content

- Gain an understanding of emotional intelligence and the importance of self-awareness, social-awareness and self-regulation in the marketing and job creation process.
- Understand the power of communication to engage with your job seekers and employers to influence them in a more effective way.
- Understand the 3 C's of effective reverse marketing and job creation.
- Gain tools to create strong ongoing relationships with employers and develop a positive footprint.
- Develop strategies to create a pipeline of job seekers ready to be marketed into positions.

Who's it for

This course is for anyone working in employment services from frontline staff to management looking to build strong and lasting relationships with employers and job seekers.

Options

Time: 2 hours to a full day
Delivery: Easily tailored to suit
(In-house workshop, webinar, group delivery or individual coaching)



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