

# DEVELOPING EMPLOYER FOCUSED PITCHES

This resource provides strategies and techniques for approaching employers and crafting an effective initial “pitch.” It addresses common challenges in employer engagement and offers guidance on structuring outreach efforts.

Key components of a successful pitch and adaptable sales techniques are outlined to help map your message to employers effectively. The resource serves as a practical guide to support your employer engagement initiatives.

Below are some of the key components included in the resource, elaborated on for clarity and impact.

EMPLOYER PITCH COMPONENTS	
COMPONENT	EXAMPLE
Start with a hook to generate interest	“How much time per week are you spending reviewing job applications and resumes? What if there was a way I could help you reduce that time?”
Keep the tone engaging and aspirational	“Here at ABC Organization, we aim to be an additional HR resource and partner for all your hiring solutions.”
Demonstrate success with a result driven focus	“In 2023, we partnered with 100 employers in the community to help fill 150 vacant positions.”
Define the problem and offer a solution	“Many of our manufacturing employer partners are concerned with finding skilled workers. That is why all the job candidates we refer have obtained the NRF Rise Up Warehouse, Inventory & Logistics credential.”
Show the value and benefits to partnership	“Our employer partners see multiple benefits working with us. By pre-screening job seekers, we save time and advertising costs for the employer. In addition, we host quarterly in-person job fairs where you can meet multiple job candidates all in one morning.”
Service-based vs. mission based	“At ABC Organization, we partner with local businesses to help fulfill their hiring needs.”
“Sell the sizzle, not the steak”	“At ABC organization, our team is ready to show our commitment to strong customer service, follow-up, and employer to job seeker matching skills”