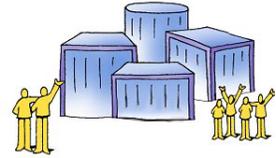


# ENGAGING WORKPLACE PARTNERS MARKETING STANDARDS

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By ensuring standards you can leverage your communications, and communications dollars, while ensuring that your organization is presented in a professional manner at all times. By following some simple design rules you can begin to brand an image, which is very powerful when it comes to saving marketing dollars.

## **Use professional looking materials.**

Consistency across materials helps with recognition. Position your logo on your flyer or other marketing and sales materials in approximately the same position as it appears on your brochure. Use the same typeface and color on all materials. Include the same border that appears your brochure.

## **Use a tag line.**

Use the same tag line, for example “Student Workers for Better Business”, as a headline, subhead or positioning line on all marketing pieces.

## **Use printed materials, try not to photocopy.**

Photocopy reproductions are discouraged, as many times photocopiers do not produce professional results. If you must reproduce a marketing piece on a photocopier, make sure it is a high quality copier that produces print ready copies only. If you want to include graphics, use line art or clear, simple illustrations. Photographs do not often reproduce well by photocopy and tend to become muddy and unattractive.

## **Keep your message simple and to the point.**

Use lots of white space and always ask the prospect to act- i.e. “Call now to...”

## **Personalize your message.**

Be creative. Make your material interest grabbing or eye catching so prospects don’t think it is just more junk mail.

## **Prove your claims.**

Use testimonials, third-party studies, and independent reports.

## **Get you offer out in the first couple of paragraphs and use a postscript.**

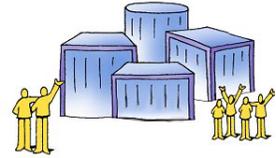
In direct mail, the offer is everything. Whatever it is you are offering get it out in the first paragraph or two. If sending a letter, add a postscript – even people who don’t read the letter will read the postscript.

## **Proof everything thoroughly.**

Have a staff member who has not been involved in the writing read your materials. Have someone read first for content, then read the whole piece backwards to check for misspellings and typos. As with all marketing and sales materials, have your Steering or Advisory Committee designate one committee member as your marketing liaison. Have that person proof your materials as well.

# ENGAGING WORKPLACE PARTNERS MARKETING STANDARDS

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## Customer Service Standards

Customers must be satisfied.

- Treat customers professionally at all times. The best sales and marketing campaigns will fail if job orders cannot be filled, customers are mistreated or ignored and daily operations are not handled in an appropriate manner. Remember to, that your co-workers are your customers as well, and should be treated the same way.

The customer is always right.

- Never argue with the customer. Listen, acknowledge their concerns and employ problem solving techniques.

Be responsive.

- Respond to phone messages and email within 24 hours. If you are unable to make contact personally after three attempts, send a letter. Respond to written correspondence sent through the mail within 48 hours.

Use professional phone standards.

- Much of a customer's first impression is created over the phone. Utilize telephone standards to insure that customers come away feeling like yours is an organization they want to continue to do business with.

Answer the phone within 2 rings and with a smile.

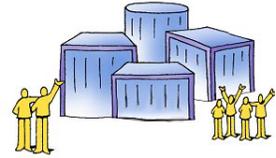
- Prior to answering the phone take a breath and put a smile on your face to insure your tone is pleasant and your pace is unhurried.

Telephones should be answered in the following manner:

- Use a standard greeting: "Hello", "Good Morning" etc.
- Identify yourself and your company: "This is Jane Doe at The Youth Connection."
- Offer assistance: "How may I help you?"

# ENGAGING WORKPLACE PARTNERS MARKETING STANDARDS

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## Sales Standards

Everyone should be responsible for sales.

- Everyone in the organization should be responsible for sales, as this is the lifeblood of your existence. Your organization will be more successful if it functions as a team and everyone knows how their particular job impacts the sales arena.

Know your product.

- Be able to speak about the benefits of dealing with your organization, and why your service is better than others.

Know your organization's history.

- Be able to speak about its place in the industry, how it got there and where it's headed. In addition, be able to talk about who's who in the organization.

Arrive ready to make your pitch.

- Research the prospect and tailor your presentation. Your marketing materials should be ready and organized, and you should have rehearsed your presentation.

Establish rapport.

- It is important to dress professionally. Pay attention to your body language, making sure you appear interested and engaged in your conversation. Listen more than you talk.

Be straightforward.

- If you don't know the answer to a question, admit it, and provide an answer within 48 hours. Don't make promises you can't keep. Always ask for the next step, and respond quickly to requests.

Immediately follow up with a letter of thanks.