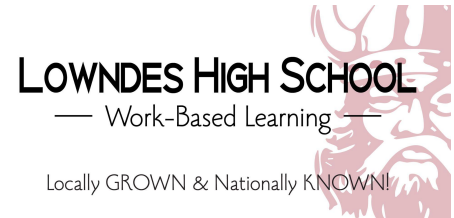


Recruiting Alpha's - WBL/YAP Elevator Speech



Scenario - A Cold Call with no research into the company and/or a Chance Meeting

Hello, my name is Jason Van Nus, and I am the Director of Work-Based Learning & Youth Apprenticeship for Lowndes County Schools. Can I have one minute of your time to tell you a little bit about my program?

(if answered, "No" - I give them a business card and tell them to contact me if they are ever open to an out-of-the-box, no extra-cost solution to their workforce issues.)

(if answered, "Yes"):

Great, thank you for your time. I run a program responsible for placing LHS students with local employers and industry. As an employer, you undoubtedly have experienced times when the pool of workers is insufficient, much like what we're experiencing now, where there are more jobs than willing workers. That's where my program can help! I can give you a substantial competitive advantage over other people in your industry seeking the same type of workers, especially regarding employee recruitment and retention. Most employers, probably even yourself, are looking to the post-secondary level to hire employees--and don't even think about the talent in the local high school. This practice is especially true in industries that are experiencing a critical labor shortage. So I say, 'If the pond has no fish, find another pond!'

What if you begin to target students just a few years before your competitors? Think about it, as soon as a student nears graduation from a college or trade school, everyone who needs that employee begins to recruit them--you are on the same playing field as everyone else. But what if that student already worked for you--because you targeted and invested in them while they were in high school. Now that student has been working for you for two years. They are onboarded into your culture and are on your payroll. By partnering with my program at the high school level, you can jump the line, so to speak, and identify and target the best and the brightest students, who will be your industry's future employees before your competitors even know that they exist.

I would love to meet with you to discuss this competitive advantage and how my program can help you solve your workforce issues.

(Give them a business card)