Organizational Features to Benefits Form

When selling yourself and the services of your employment program to an employer, it is a good strategy to use this Features to Benefits Form better define the services you have to offer, the features of each service and how the features of each service will benefit employers. In the left column, define each service you have to offer employers, In the middle column, record the features or activities associated with each service. In the right column, list how each feature benefits the employer – and be specific! For example, a feature of your recruitment services might be pre-employment skills training. A benefit to the employer of pre-employment skills training could be better qualified job applicants and reduced recruitment costs. The more you can show an employer how your employment services positively affects a business' bottom line, the stronger the sell. Now you have the makings of a great Employer Proposal!

Employment SERVICES	FEATURES of the Employment Service	BENEFITS to the business