

COMMUTER CONNECTIONS FY 2011 Employer Outreach Training Sessions and Schedule

1. Small Budget Success For TDM Outreach

How to stretch that small TDM Employer Outreach budget to meet goals and objectives. Using various strategy programs to increase levels of participation and maintain existing successful programs.

September 2010

2. Sales Research training

How to mine information for relevant data for current and prospective clients that will lead to meaningful conversations and sales meetings.

December 2010

3. The art of Cold-Calling

Breaking through the gatekeeper and setting meaningful appointments with decision makers that can help start or expand TDM programs.

March 2011

4. Effective Employer TDM Incentive Programs

Examples of employers who have effectively grown their programs and increased participation through the use of TDM incentive programs.

June 2011