

COMMUTER CONNECTIONS

FY2024 Employer Outreach Training Sessions and Schedule

1. September 2023 – Incentive Programs

This will be an informative TDM sales training session on how to assist employers obtain information to jumpstart and maintain incentive programs that will lend themselves to commuter benefit programs beyond typical hybrid and flexible work schedules at employer work sites.

2. December 2023 – Strategic Sales Tactics

This sales training session will give participants a set of robust sales strategies and tools to identify, approach and work with employers to help them start or expand their employee commute benefit programs.

3. March 2024 – Educating ETC's

This TDM sales training session will help “train the trainer” on how to provide educational opportunities for employers to implement, evaluate, maintain, or expand their commuter benefit programs.

4. June 2024 – Communication Strategies

This sales training session will focus on how to use authentic communication strategies that get results when working with employers in implementing commute benefit programs at their worksites.