

COMMUTER CONNECTIONS

FY2013 Employer Outreach Training Sessions and Schedule

1. September 2012 – Social Marketing Sales

Techniques

This training session will cover the use of social media, email, and mailings as a sales tool to help initiate a meaningful dialogue with employer target markets to either start or expand work-based TDM programs.

2. December 2012 – Surveying and Analysis

This session will cover the benefits of surveying employers as a first step to TDM program implementation and/or expansion. Equally important will be how to present survey data analysis in a manner that can lead to a TDM site plan and on-going program evaluation.

3. March 2013 – Customer Care

This session will focus on using customer service techniques associated with TDM program maintenance and how outreach maintenance can keep employer TDM clients engaged.

4. June 2013 – Incentive Programs

The final training session will focus on what employers have in regards to TDM incentives and how an outreach representative can offer to increase participation in commuting incentive programs.