



Building Your Local Unique Selling Proposition (USP)

Webinar #2
July 8, 2024



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Topics

- Quick Review: Webinar #1
- Why conduct a competitive analysis
- How to use a competitive analysis template to identify your unique selling proposition (USP)
- Deep dive into toolkit items & messaging deconstruction
- How to tailor the toolkit items using your USP
- Sequencing your employer lead follow-up using the toolkit
- Next Steps



Webinar #1 Review: Campaign Summary

Goal: To make the Illinois system of noncredit and adult education providers top of mind with employers when considering solutions to help them compete.

Strategies:

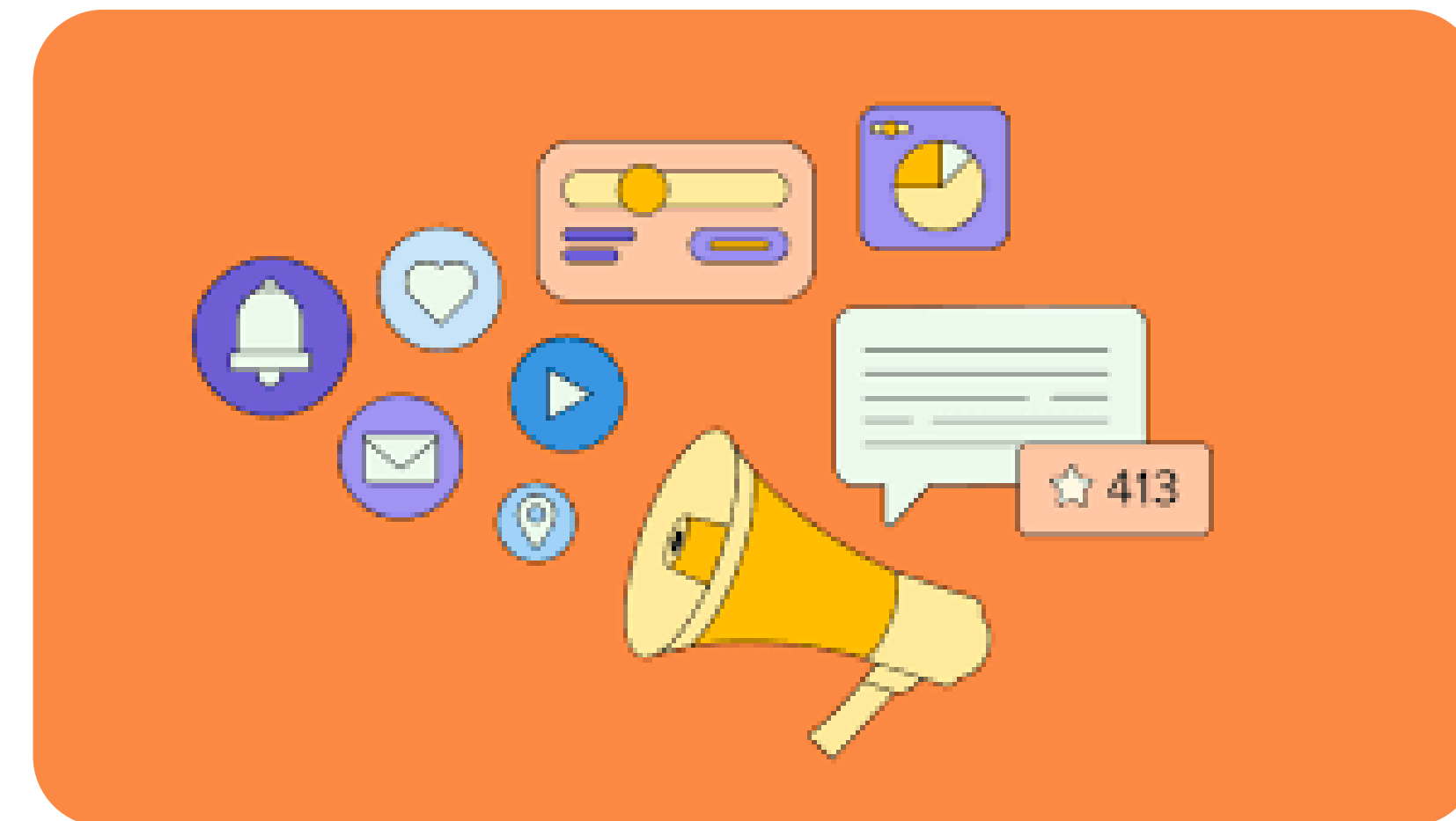
1. Increase awareness about the collective employer solutions of noncredit and adult education providers for Illinois employers.
2. Improve employer market penetration for noncredit and adult education providers.
3. Increase employer engagement across the state by building the capacity of noncredit and adult education providers to have an “employer first” mindset.

Tactics:

Statewide lead generation digital campaign

Campaign toolkit

Professional development webinars



What are Touchpoints and Why Does Each One Count?

Toolkit Summary:

- Campaign Logos & Usage Guidelines
- Ready-made Fact Sheets & Flyers
- Editable Fact Sheets & Flyers
- Guide: How to Edit Fact Sheets
- eNewsletter Template with HTML Code
- eNewsletter in PDF Format
- Ready-made Social Media Posts & Graphics
- Editable Press Release
- Campaign Video

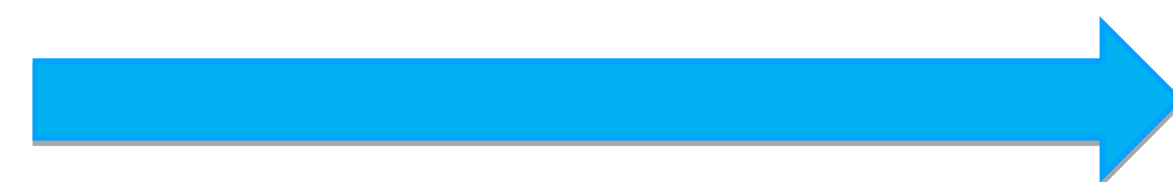


B2C & B2B Messaging Differentiators



Engagement Fueled by **Emotion & Basic Human Needs**

Brand Appeal: **Personal & Emotional**



Engagement Motivated by **Business Goals, Budgets & Relationships**

Brand Appeal: **Competency, Expertise, Problem-Solving**

Competitive Analysis

A competitive analysis is the process of **examining similar brands** in your industry to gain insight into their offerings, branding, sales, and marketing approaches.

In the private sector, knowing your competitors is important to **increase market share and sales**.

It's just as important in the public and nonprofit sectors because as a noncredit and/or adult education provider, **there are for-profit schools and programs that offer similar** education and training services. And, even if your services are **free**, the employer still evaluates the benefits of engaging with you **based on their time** that they need to engage with your program.

How do you **stack up against these options** in the mind of employers?

Competitive Analysis helps you answer...

Why would an employer want to partner with your organization versus a competitor?

What do you do different and/or better than your competitors?

Is engaging with you worth their time?



Poll #1: Competitive Analysis

Have you ever conducted a competitive analysis?

Yes

No

Not Sure



Competitive Analysis Benefits

- Differentiate your services against those who provide similar offerings
- Fulfill customers' desires and solve their problems better than competitors
- Distinguish your brand
- Stand out in the market
- Identify your USP
- Develop critical marketing messages



BENEFITS

Getting a Handle on Your Competitors

- Conduct a Google Search of key words likely used to find your programs/services to identify competitors within your service area. Start with general search terms like “training for employees [insert your county]” or “workplace literacy for employees” [insert your county]” to identify similar organizations in your service area.
- Make a list of organizations that directly compete for employers’ attention and offer similar services as noted on the campaign landing page.

WAYS TO ENGAGE WITH US

The Illinois Community College System and its network of adult education providers offer a variety of **innovative business solutions to help employers in Illinois thrive.**

- Customized Training**
Whether it's technical skills or soft skills and professional development, we can create the right program for you. We're flexible, too, and can train your employees on-site or at the college.
 - ✓ Stand-alone, skill-specific workshops or seminars
 - ✓ Continuous improvement training
 - ✓ Reskilling and upskilling programs tailored to your business[YES! I NEED CUSTOMIZED TRAINING >](#)
- Business Solutions**
Think of us as your new partner who wants to see your business succeed as much as you do. Our services are limitless! Examples include:
 - ✓ Leadership training and strategic problem-solving
 - ✓ Process reviews, quality and safety audits
 - ✓ Contract procurement assistance and event planning[YES! I NEED BUSINESS SOLUTIONS >](#)
- Basic Literacy & English Language Acquisition**
Our providers offer workforce literacy training for your employees at no cost and with significant benefits for employers.
 - ✓ Essential and foundational skills such as reading, writing, and math
 - ✓ English as a second language
 - ✓ Increased job retention & improved productivity[YES! I NEED WORKPLACE LITERACY >](#)
- Partnerships**
When employers partner with their local educational leaders, everyone benefits. Connect with us to better serve your community and create lasting partnerships.
 - ✓ Join an advisory board to help ensure the curriculum meets your workforce needs
 - ✓ Learn how to participate in internship programs or offer facility tours
 - ✓ Donate equipment that our students can put to good use[YES! I WANT TO BE A PARTNER >](#)

Competitive Analysis Grid

Use your template to start the Competitive Analysis.

- ✓ Company Name & Location & URL
- ✓ List service/program offerings
- ✓ Review online footprint including website, social media accounts
- ✓ Ranking in search engines
- ✓ Brand narrative/story
- ✓ Defined Unique Selling Proposition (USP)



Example: Visalia, CA

Online Competitor Research

The screenshot shows a Google search interface with the search term "training for employees visalia ca". The search results are dominated by paid advertisements. The first ad is from Udacity, titled "Udacity™ for Enterprise - Upskill Your Employees - udacity.com", with a description: "See how Nanodegree programs can help you cultivate the tech skills in your organization. Help your people build needed tech skills through customizable curriculum & projects." Below the title is a "Sign In" button and the text "Enter the Required Details To Access Your Account." The second ad is from edX, titled "Corporate Training Solutions - Affordable Employee Training", with a description: "Tap Into Powerful Corporate eLearning that Delivers Essential & Sustainable Team Training." Below the title is a button that says "Get info - edX for Business Course Info". The third ad is from MasterClass, titled "MasterClass At Work - Empower Your Employees", with a description: "Ready to transform your learning and development? Learn how to unlock **employee** potential."

Search Term:

“training for employees Visalia CA”

Paid ads will be displayed first.
Review these competitors as well as those that come up organically in the search engines.

Example: Visalia, CA

Online Competitor Research

Sponsored



Develop Employees From Day One

Training Can Be Engaging – A Modern Learning Management System Designed To Make Learning Simple, Fast And Effective.



Training and Development - Human Resources ...

Current **trainings** include a Supervisory Academy, a mandated "Professionalism in the **Workplace**" course for new **employees**, and specialized workshops for ...



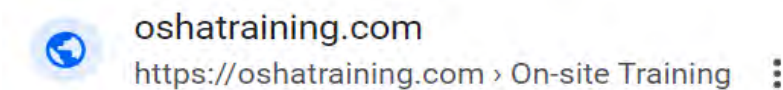
CSET

Community Services **Employment Training**. Where community happens. Discover CSET · File Taxes with VITA.



TCOE | Job Training

The WAI **program** provides comprehensive pre-**employment** skills **training**, **employment** placement and follow-up for students in special **education** who are making the ...



OSHA Training in Visalia CA

Visalia CA OSHA **training** provider of OSHA 10-hour and 30-hour **training**, confined space & competent person certifications on site & online.

Search Term:
“training for employees Visalia CA”

Organic results are followed by
“sponsored” paid ads

Example: Competitor Online Footprint Brand Narrative & Benefits

Next-level learning to unlock the full potential of your teams.

✓ Re-imagine employee development

Go beyond boring, boilerplate enterprise learning. Enable your employees to learn the skills they've always wanted, taught by the world's best.

✓ Keep teams motivated and engaged

Our strategic learning content will inspire your team with immersive, short-form lessons that bring moments of learning into their work day.

✓ Learning and development anywhere, anytime

Picture employee training and development that allows your employees to fit learning into their schedule seamlessly. Our bite-sized lessons and flexible content formats work in the office or on-the-go.

✓ A unique company benefit to drive business outcomes

Help teams develop critical skills with strategic learning and development that supports company goals as well as personal growth and transformation.

This particular company leverages high powered celebrities to teach employees online as “next level learning.”

While noncredit doesn't have celebrities, your instructors are “hometown heroes” that know your unique market which could flip this particular USP on its head.

How might the benefits statements on this slide be applicable or reframed to describe the benefits for your noncredit programs?

Example: Competitor Online Footprint

Stated USP

Frequently Asked Questions

What products are available for businesses to purchase and how are they different? ^

Both of our products can unlock access to all of the classes on MasterClass for your employees and business contacts. The key differences are with regard to method of delivery, administration, and use case:

- **License:** Provides your company or team with 12 months of access to MasterClass content leveraging a central admin panel for distribution. The admin panel gives your admin control over seat assignment (i.e., users may be added or removed at any time). The license product is great for complementing your learning and development programs or upskilling your workforce.
- **Gifts:** You'll receive unique codes that each provide 12 months of access to MasterClass. Once redeemed, each of these codes will be converted into a personal account by the redeemer and there is no requirement for a central administrator. These are great for employee or customer gifts.

I would like to offer MasterClass to my employees as a perk/benefit. Which product should I purchase? v

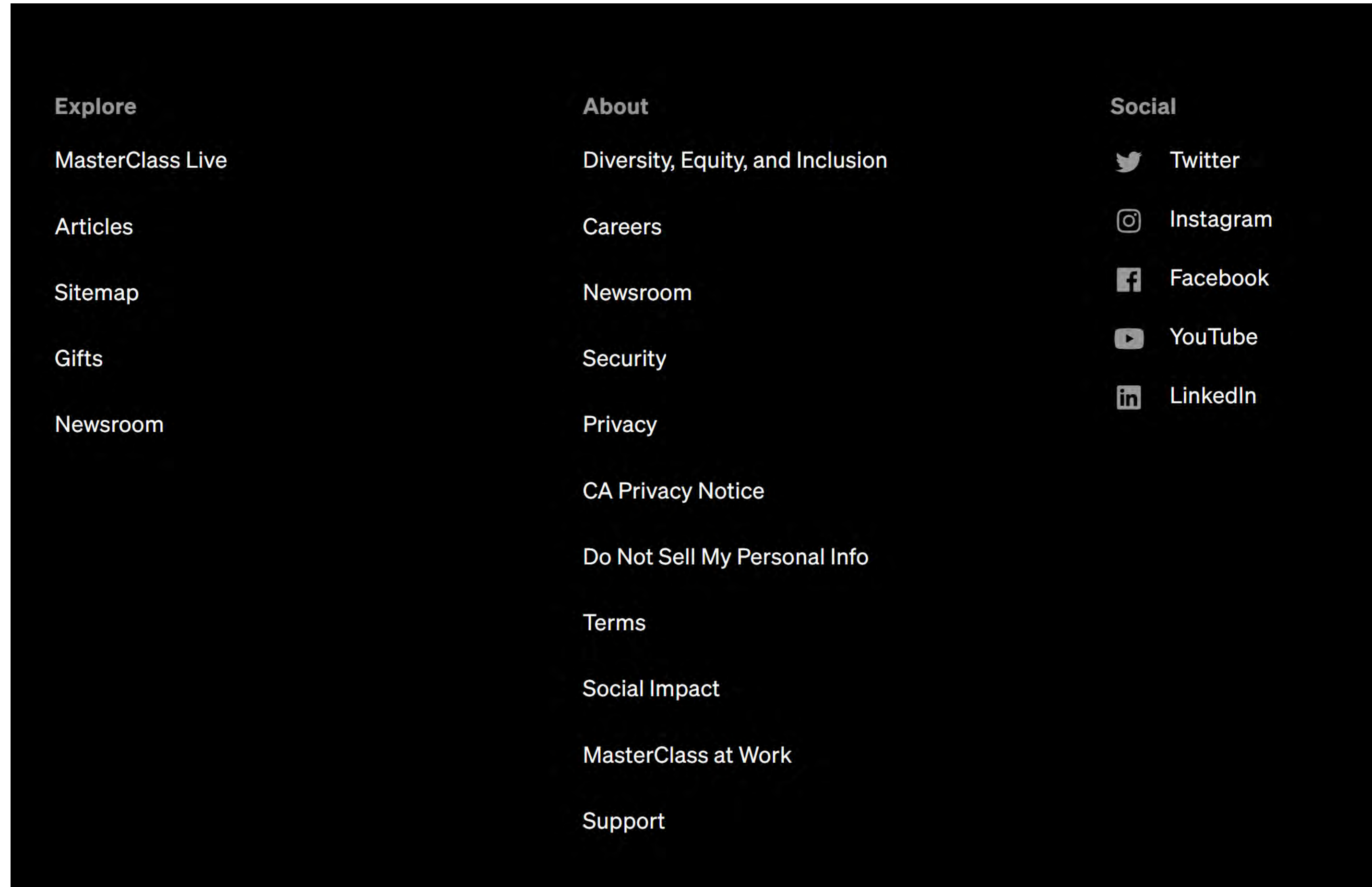
Let's say you considered this company a competitor, ask yourself what does noncredit program do different or better?

Example: You latest grant to design unique offering to support employers.

Make a list of what you believe is your USP to test with your current customers (slide 15 details the process for testing).

Example: Competitor Online Footprint

Website and Social Accounts



Also look at social media accounts to examine types of posts, hashtags utilized, followers.



➤ About us

Welcome to the College of the Sequoias Training Resource Center. By working closely with employers, the Training Resource Center provides local and regional businesses with industry-relevant, customized training and education that enhances employees' skills and develops a competitive and productive workforce.

- Our mission is to advance the economic growth and global competitiveness of business and industry in our region.
- Our vision is to be the preferred partner and provider of training and consulting services.

2019-2020

- Over 2,400 employees trained
- Over 240 employers participated
- 53% increase in learning

Contact Us

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 www.cos.edu/trainingcenter
 559.688.3130
 4999 E. Bardsley Ave.
 Tulare, Ca 93274

Training Topics

- Soft Skills & Leadership
- Food Safety
- Computer Software Skills
- Manufacturing & Automation
- Quality & Improvement
- Compliance

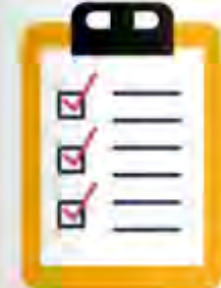
Customized Training
Flexible Schedule
Funding Possible
Expert Trainers
Your Location, Our Location or Online

Why Should I Train my Employees?



Benefits

- Reduced employee turnover
- Reduction of errors & accidents
- Improved employee performance
- Improved employee satisfaction & morale
- Addressing weaknesses
- Consistency
- Enriched talent pool & employee potential
- Increased productivity & adherence to quality standards



Check out the stats*:

- 94% of employees say they would stay at a company longer if it invested in their training
- 76% of your employees are looking for career growth opportunities
- 40% of employees leave their job within the first year unless they receive training and education from their employer
- 74% of employees feel they are not reaching their full potential unless they receive training from their employer
- 87% of Millennials state that having access to training is very important to their decision of whether to stay in their jobs

"Companies that offer training have a 218% higher income per employee than companies without formalized training; and, they have a 24% higher profit margin"

*"Why More Training?" (FPSA News, September 15, 2020)



Potential USP:

What we do different & better?

Over 95% of our instructors are from Tulare County so they understand the local market challenges you face firsthand & the skills your employees need to help you compete.

Brand Narrative

Using a USP to tell your story

Without USP

About us

Welcome to the College of the Sequoias Training Resource Center. By working closely with employers, the Training Resource Center provides local and regional businesses with industry-relevant, customized training and education that enhances employees' skills and develops a competitive and productive workforce.

With USP

The College of Sequoias Training Resource Center offers industry-relevant, customized training and education that elevates the skills of your employees.

Over 95% of our instructors are from Tulare County so they understand the local market challenges you face firsthand and the skills your employees need to help you compete.

COS **Training Resource Center**

Where local instructors grow local success
Or
Train Local

Testing Your USP

Qualitative Interviews with Current Customers

Script & Questions:

I'm conducting a few informal interviews with our current customers to identify how we can improve our services. I'd like to ask you a few questions. Your candid input is truly valuable.

- *You have utilized our (XXXX) training programs. Have you used other training providers in our area for similar programs or any other programs?*

If yes:

- May I ask the name of the provider & how they helped you?
- How would you compare the programs in terms of what worked best for your organization? Are there things that we do better or differently?
- Would you say that we are an organization that (insert your USP that you want to test)?
- Why or why not?

If no:

- What benefits did you derive from our program?
- Are there things that we could improve upon?
- Would you say that we are an organization that (insert your USP that you want to test)?
- Why or why not?

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Brand Appeal: **Competency, Expertise, Problem-Solving**

Messaging Grid

The Formula for a Targeted B2B Message

Use DATA!

Turnover got you down? Over 94% of employees, in a recent survey, said they would stay if the company invested in their training.

Target Audience Pain Point

Your Solutions & Benefits

Our industry-relevant menu of customized training options deliver results. Over 95% of our instructors are from Tulare County so they understand the local market challenges you face firsthand & the skills your employees need to help you compete.

Call to Action

Examples:
Contact XXX at XXXX
Go to www.TrainLocal.com

COS

Training Resource Center

Where local instructors grow local success

Tailoring the Toolkit

You have flexible options to tailor the toolkit using your organization's logo, using your USP and messages that are specific to your service offerings.

OR

You can use the ready-made assets.




Solutions to Keep Your Business Competitive

The secret is out—the **Illinois Community College System** and its network of adult education providers offer a variety of innovative business solutions to help Illinois employers thrive. Whether you're a small business or a Fortune 500 company, we're ready to **help you stay ahead of the curve** and keep your business competitive.

WAYS TO ENGAGE WITH US

CUSTOMIZED TRAINING

Whether it's technical skills, soft skills, or professional development, **we can create the right training program for your business.**

BUSINESS SOLUTIONS

Think of us as your new partner who wants your business to succeed as much as you do. **Our services are limitless** – connect with us to learn more.

BASIC LITERACY & ENGLISH LANGUAGE ACQUISITION

Our adult education providers offer workforce literacy training for your employees at **no cost** and with significant benefits for employers.

PARTNERSHIPS

When employers partner with their local educational leaders, everyone benefits. Connect with us to better serve your community and **create lasting partnerships.**

Illinois Community College System

- **Largest** workforce training provider in the state.
- Partnered with **9,800 unique employers.**
- Ready to help your business **thrive!**




Scan to learn more or visit: BehindEveryEmployerIllinois.org



POWERED BY



The Illinois Community College Board supports this initiative through a grant to the Illinois Center for Specialized Professional Support with State Noncredit Grant and Federal Adult Education Leadership Grant funds.




Solutions to Keep Your Business Competitive

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HEADLINE HERE

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Illinois Community College System

- **Largest** workforce training provider in the state.
- Partnered with **9,800 unique employers.**
- Ready to help your business **thrive!**



Insert your logo here

Insert your website URL and contact info here



POWERED BY



The Illinois Community College Board supports this initiative through a grant to the Illinois Center for Specialized Professional Support with State Noncredit Grant and Federal Adult Education Leadership Grant funds.

What are Touchpoints and Why Does Each One Count?



Touchpoints & Your Toolkit

Your goal in the campaign is to **“get the sit”** with the employer, meaning you want to be able to have a time to either conduct a zoom or face-to-face meetup with the employer.

Best practices for what occurs during that meetup is covered in Webinar 3, but for now, let’s get the sit. You do that by contacting them by **phone, email, text and through the items in the toolkit to help you reach the necessary number of touchpoints.**

When you receive a lead from the campaign that means a prospective employer has seen the ad at least **one time or more!**

That’s one to two touchpoints down and at **least 6-7 more to go** to get a possible “sit” with the employer.

Let’s give you example of how to execute touchpoints with your tailored messaging. **These are only examples so you’ll need to edit the content and tactics to your communication style.**



Touchpoint #1 Ads



Connect With Us To Keep Your **Business Competitive**

PROUD PARTNER **Behind Every Employer ILLINOIS** POWERED BY: **ICCB**

This advertisement features a man in a dark blue work jacket, safety glasses, and yellow ear protection, smiling in a factory setting. The background is a blurred industrial environment. The text is positioned on the left side of the image, with 'Business Competitive' in a larger, bold, yellow font. At the bottom, there is a white banner with the logos for 'Behind Every Employer ILLINOIS' and 'ICCB'.



Largest Workforce Training Provider in Illinois

PROUD PARTNER **Behind Every Employer ILLINOIS** POWERED BY: **ICCB**

This advertisement features three workers standing together. On the left is a man in a white chef's coat, in the center is a woman in an orange safety vest and hard hat, and on the right is a man in a light blue shirt and white hard hat. The background is a teal and orange gradient with a large, stylized 'E' logo. The text is positioned on the left side of the image, with 'Largest' in a bold, yellow font. At the bottom, there is a white banner with the logos for 'Behind Every Employer ILLINOIS' and 'ICCB'.

Example: Touchpoint #2

Email

When you receive a lead from the ICCB campaign team, you need to follow up as quickly as possible!

Craft an email that aligns with your personal communication style. Here's an example.

Hi (Employer Name):

We are excited that you'd like to get more information about (insert what they are interested in which will be noted on the leads sheet). As a proud partner of the Behind Every Employer Illinois campaign, our organization is known for (insert your USP).

I've attached a [link to our short video](#) as a starting place for you to learn more and I would like to set up a zoom or face-to-face meeting to get started on finding the right solutions to keep you competitive.

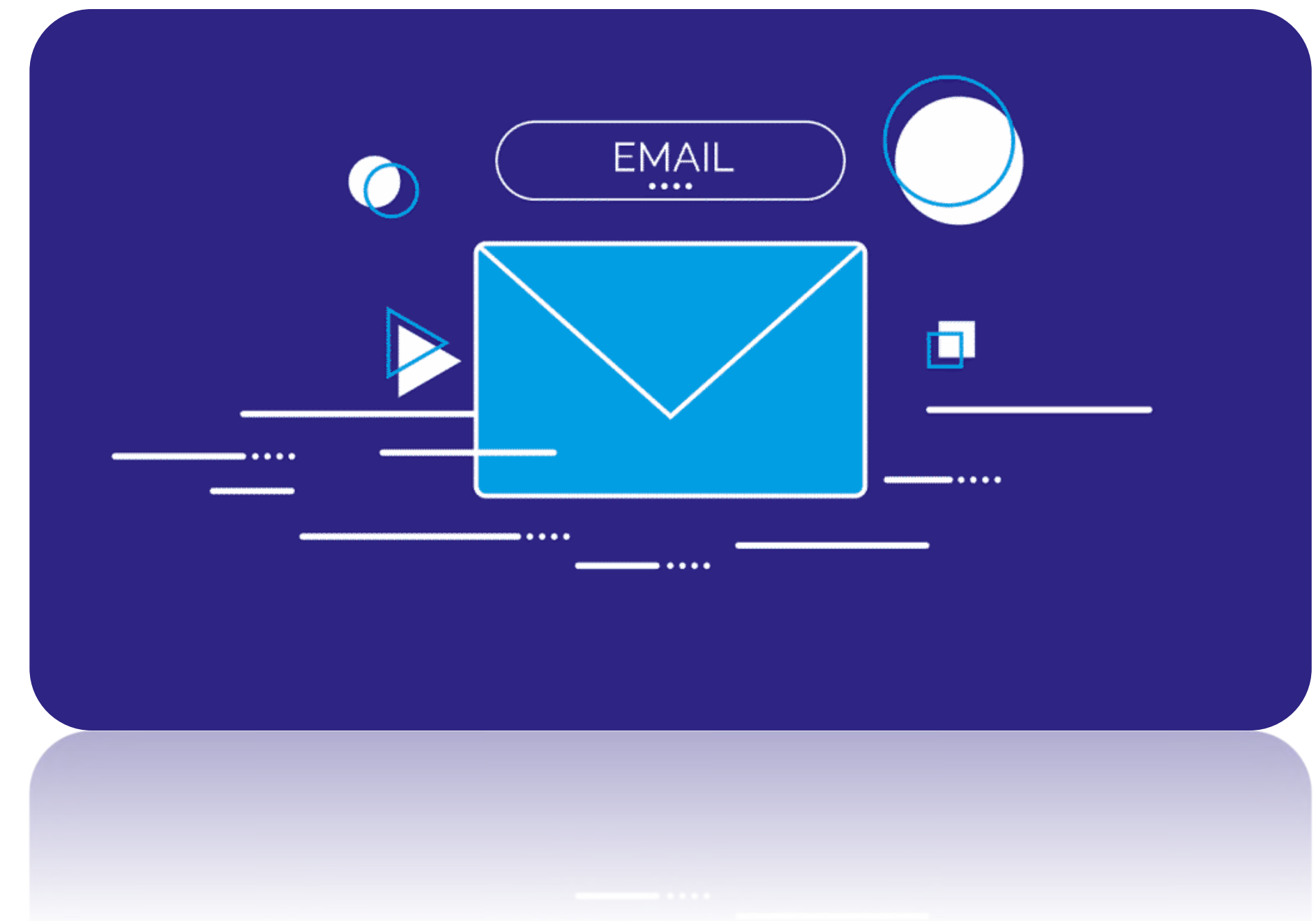
What works best for you?
(provide 3 meeting days and times)

Looking forward to connecting with you, (insert your name)

(insert signature line)

(insert proud partner Behind Every Employer logo)

Opt In to our eNewsletter (link to your eNews sign up)



Example: Touchpoint #3

LinkedIn

After you send your initial introduction email, search for your prospect on LinkedIn and ask to connect with a note:

Hi (insert name): I'm part of the Behind Every Employer Illinois network at (insert your organization). I just sent you an email to provide more information about (insert what they are interested in). Looking forward to connecting with you.



Example: Touchpoint #4 - Phone

48 hours later if no response to your email, give the prospect a call and leave a message that is different than your email.

Hi (Employer Name). This is (your name) from the Behind Every Employer Illinois campaign and (insert your organization's name).

I sent an email on (date) as I know you were interested in getting more information from our network about (insert what they are interested in).

We've successfully worked with more than XX employers in our area to provide this exact service, helping them (insert data point about the results of your efforts).

I would like to set up a Zoom or face-to-face to discuss how we can execute these results for your company.

(Provide name/number and available times to connect).



Example: Touchpoint #5 - Email

48 hours later if no response, send another email using the fact sheet.

Hi (Employer Name). I left a message for you and sent a request to connect on LinkedIn.

Given busy schedules, I've included a fact sheet on (insert what they are interested in), along with a few customer references and quotes that provide insight into how we've helped other companies be competitive.

I would like to set up a Zoom or face-to-face to discuss how we can execute these results for your company.

(Provide name/number and available times to connect).

(insert signature line)

(insert proud partner Behind Every Employer logo)

Opt In to our eNewsletter (link to your eNews sign up)



Behind Every Employer ILLINOIS

Solutions to Keep Your Business Competitive

The secret is out—the **Illinois Community College System** and its network of adult education providers offer a variety of innovative business solutions to help Illinois employers thrive. Whether you're a small business or a Fortune 500 company, we're ready to **help you stay ahead of the curve** and keep your business competitive.

WAYS TO ENGAGE WITH US

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Whether it's technical skills, soft skills, or professional development, **we can create the right training program for your business.**

BUSINESS SOLUTIONS

Think of us as your new partner who wants your business to succeed as much as you do. **Our services are limitless** – connect with us to learn more.

BASIC LITERACY & ENGLISH LANGUAGE ACQUISITION

Our adult education providers offer workforce literacy training for your employees at **no cost** and with significant benefits for employers.

PARTNERSHIPS

When employers partner with their local educational leaders, everyone benefits. Connect with us to better serve your community and **create lasting partnerships.**

Illinois Community College System

- **Largest** workforce training provider in the state.
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- Ready to help your business **thrive!**

Scan to learn more or visit: BehindEveryEmployerIllinois.org

Behind Every Employer ILLINOIS POWERED BY **ICCB**

The Illinois Community College Board supports this initiative through a grant to the Illinois Center for Specialized Professional Support with State Noncredit Grant and Federal Adult Education Leadership Grant funds.

Example: Touchpoint #6

eNewsletter

Privacy laws are getting extremely complex so always get people to opt in to your eNewsletter. You can send your prospect an email with some excerpts from your eNewsletter as a start and ask them the following;

Hi (Name): I thought you might enjoy this article from our latest eNewsletter that shares more information about (insert topic the prospect is interested in).

If you'd like I can subscribe you to the (insert cadence, e.g., monthly) eNewsletter for our valued business community.

All the best, (insert name)

(insert signature line)

(insert proud partner Behind Every Employer logo)

Opt In to our eNewsletter



Example: Touchpoint #7

LinkedIn

Back to LinkedIn! If the prospect has connected with you on LinkedIn, send another note to see if you can get a time to connect via Zoom or a face-to-face meetup.

If they haven't accepted the invitation, look to see if you have common connections and ask for an introduction through your connection.

LinkedIn 



Example: Touchpoint #8 - Phone

Hi (Employer Name). This is (your name) from the Behind Every Employer Illinois campaign and (insert your organization's name).

I just wanted to make one more attempt to see if you'd like to get a quick consult with me to discuss (insert interest area).

We just received a new grant to support employers in this area and I would really like to make sure you can leverage this opportunity.

(Provide name/number and available times to connect).



Summary Touchpoint Examples

Touchpoint Number	Event	Next Step
1	You receive a lead from the ad campaign	Follow up immediately via touchpoint #2
2	Email/Video	Follow up 24 hours later via touchpoint #3
3	LinkedIn	Follow up 48 hours later via touchpoint #4
4	Phone Call	Follow up 48 hours later via touchpoint #5
5	Email/Fact Sheet	Follow up 48 hours later via touchpoint #6
6	Email/eNewsletter Opt In	Follow up 72 hours later via touchpoint #7
7	Linked In	Follow up 72 hours later via touchpoint #8
8	Phone Call	Re-assess



Next Steps

- Conduct a competitive analysis to determine your USP & tailored messaging
- Start editing the toolkit
- Identify your touchpoint sequencing
- Set up a leads team as to who will be following up with the leads
- Attend Webinar #3: Consultative Sales Process



Upcoming Webinars

Webinar #3: From Prospecting to Engagement

This webinar assists colleges and adult education practitioners in closing prospects from the campaign leads.

July 18th
3pm – 4pm CST





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full capacity marketing, inc.
communications experts in workforce & education



Thank you!