

Partnership with the private sector

Wise Owls has been working with private sector companies and employers since the start, initially by promoting their vacancies to our clients

Why work with the private sector

- They are responsible for most of the products and services in the UK and employ the majority of workers.
- If you can establish positive relations with them they can act as customers of your services or suppliers of your needs
- They can be an additional source of revenue
- You can benefit from partnerships with them

Reasons to be wary

- They are motivated by profit and you can help them with cheap services / products
- You can provide them with income as overpaying customers
- They can operate in ways which may conflict with your aims / objectives / ethics
- They can overwhelm you
- They may be in competition with you

How we do it

- We provide a free service to employers whose vacancies we wish to fill by advertising them on our websites and match them to our clients
- We sell our advertising services to employers / to companies to advertise themselves to our web visitors
- We sell or offer free staff training to employers
- We offer PR / equalities expertise to employers
- We provide business services to companies – marketing / business planning – expansion / IT / websites / financial

How to do it

- Always target your market – what can you offer / what are your USPs/ what can clients offer them –
- what segments do you target – geographic / sector / service / client / size / image
- Make sure you meet their needs and legislation
- Reason we created Equality Recruitment

How to reach your market

- Benefits to them – reach new customers / reduce costs / overcome problems
- Sell your brand and benefits
- Use the right media – website / email / networking / new communications / adverts / leaflets + posters / network / events

How to keep your customers

- Use marketing management information systems – record contacts and relations
- Bargain hard – deliver happy
- Keep clients happy / resolve problems
- Keep in touch
- Provide good value and friendly service

Problems to resolve

- Get your price right – break even – surplus vs market price / value or money
- How do you confirm contracts / payments
- Can you deliver where and when you say
- Make sure you promote your service / contracts and partnerships
- GOOD LUCK