

Tips On Marketing Wage Subsidy Programs To Potential Employers

Now that it has been determined that you are eligible to apply for a wage subsidy program it is time to start thinking about how you plan to sell yourself and the benefits of the wage subsidy program to potential employers. The following tips will help you to do this effectively.



Submit a copy of the wage subsidy eligibility letter, provided to you by your Employment Counselor, along with a copy of your resume and cover letter to potential employers. Keep in mind that these letters **should not** be submitted to just any employer. **These letters should only be submitted to employers who you feel can provide you with, and for whom you can make, a long term employment commitment. Please note that unless otherwise stated by your Employment Counselor only full time positions can be considered for a wage subsidy.**

If you do not hear from the employer, be sure to follow up with him or her in a timely fashion. We recommend within two weeks. Ideally, schedule a meeting in person but you can also follow up over the phone or in writing if this is not possible.

Be sure to introduce yourself, if you are in person shake the employer's hand, tell the employer why you are there and mention the following information:



- ♦ The purpose of the wage subsidy program is to help offset the cost of providing on - the-job training and work experience to employees.
- ♦ The amount and duration of the wage subsidy can be negotiated on a case by case basis with the wage subsidy provider. In most cases the more training that is provided the higher the amount and length of the subsidy.
- ♦ Tell the employer about the skills you bring with you to the position. While everyone's skill set differs, some examples of skills you may wish to mention include: being reliable, hardworking, friendly, good with computers, able to handle cash, able to work as a team, organized, etc. If you are unsure what skills you wish to market to employers your Employment Counselor can work with you to identify your unique skill set.
- ♦ Remind the employer that at the end of the subsidy he or she will have a fully trained staff member who will be employed with the company on a long term basis.
- ♦ Suggest that the employer may wish to contact your Employment Counselor to obtain additional information on how to apply for the subsidy.
- ♦ At the end of the meeting, conversation or letter be sure to thank the employer for his or her time and let them know that you would welcome the chance to have a formal interview.
- ♦ **You cannot start working for the employer until they have completed the appropriate paperwork and have been approved to receive the subsidy.**

Note: In some cases your Employment Counselor may also be able to contact a potential employer on your behalf. Advise your counselor of where you have submitted your eligibility letters to ensure follow up calls are done whenever possible.