



POWERED BY

California Community Colleges

Unit 2 – Marketing Contract Education to Employers

Discover how to prepare a message to potential industry partners, in their language, as well as strategies for capturing testimonials that can be used to generate leads. Included are best practices for connecting and collaborating with industry partners.

To complete the Unit, follow these steps:

Step 1: Read the Welcome Page

Step 2: Read the Reading

Step 3: Listen/Watch the Recorded PowerPoint

Step 4: Take the Quiz. The answers can be found at the bottom of the Quiz. A score of 80%, or 8 out of 10, is considered passing.

After completing the Unit, take a few minutes to use what you have learned to generate a list of actions you can put in motion.

Check out the California Community Colleges Contract Education website for information about the Market Plan Tool Kit for a deeper dive into Contract Education marketing strategies, best practices and benchmarks.

DID YOU KNOW...

Closing a client for the first time averages nine to 12 months. It takes time to build a trust-based relationship. A salesperson has to spend time getting to know a potential new client and sharing information that inspires the potential client to take the risk of purchasing a contract