

**Script for Telephone Awareness Campaign & Email Follow-up**

**Overview**

Our experience at TwoGreySuits is that the Association staff understanding and awareness of the value of members using TwoGreySuits to better manage people and HR processes does not always transfer to member companies. (At least not right away)

So, telephone awareness marketing by Association staff is often required. People are very busy these days and may see using TwoGreySuits and the HR Power Centre as ‘extra’ work, when in fact the opposite is true. It is designed to make a Manager’s job ***easier*** when dealing with HR challenges. Many studies have now proven beyond any doubt that professionally managing HR in business leads to better profitability. That is a big statement and 100% true. [Click Here to Read about Employee Engagement Research and Information](https://twogreysuits.com/employee-engagement-research-and-information)

***Pre-reading* before the awareness call to a member company:**

**Why is it important for companies to use TwoGreySuits?**

1. When an answer is needed about an HR or people management issues, it is usually needed fast. The 24-7 HR Hotline answers this need. A senior HR professional is available with a 24 hour response time, usually much faster. This is known to be a key value driver.
2. Employees are more productive when they have formal objectives, when they know exactly what they are responsible for (job descriptions) and how they will be measured (performance review) The HR Basics module covers how to implement both.
3. Employers are required to understand new or existing laws and employment regulations. Everything here is in the Risk Management Module.
4. Lack of structure or knowledge about recruitment and selection results in enormous costs to business. Recruitment errors are common in business and the Recruitment Module has all the training, information, forms and processes needed to start making better quality hires immediately.



1. Lack of structure around people policies often results in expensive and disruptive employment terminations. The lack of HR policy in a company often results in favoritism and often subsequent employee terminations. There are hundreds of HR policies and a complete HR Policy Guide in the Administration Module, including detailed step by step process of how to develop and implement HR policies.
2. Poor people management is by far the number one reason why good employees decide to resign. In the Performance Management module, managers can self-teach or be coached by their manager on every important aspect of managing people. This subsection contains literally hundreds of “what to do’s” and “how to do’s” when it comes to the management of people.
3. Knowing the ins and outs of employment terminations can save significant dollars in legal fees and law suits. The Termination subsection of the Risk Management Module explains everything in simple to understand language, with all the legally vetted forms and termination letters you will need. Never expose your business to a wrongful dismissal law suit again! The FAQ section here is a must read for the new manager.
4. Not dealing with poor performers is costly & unfortunately common in many businesses. The Performance Management Module will help companies improve the problem employee’s job performance and provides the manager with valuable insight on managing all employees to optimum job performance.
5. Health & Safety is important in any business from a legal and moral perspective. Download a complete Health & Safety Policy Guide in the Health & Safety subsection of the Risk Management Module



**Telephone Suggested Script**

(Log yourself in and have TwoGreySuits [www.twogreysuits](http://www.twogreysuits) website homepage open on your screen)

Hello, may I please speak to \_\_\_\_\_\_\_\_\_. Hello, I am \_\_\_\_\_\_\_\_\_ from \_\_\_\_\_\_Association. How are you? This is a courtesy call and I am calling to let you know of a valuable member benefit, TwoGreySuits provided free of charge to you by (Association name). Have you already heard of TwoGreySuits? Good, I see you have not yet logged in though. Are you the person responsible for HR in your company? If not please tell me who is and I can direct my call to them.

We have licensed TwoGreySuits, an on-line HR help resource for the benefit of all our members. Do you have 5 minutes so I can briefly explain? (If not reschedule the call with a specific time and date of next call)

Are you at your computer? Let me help you log in to the site. Go to [www.twogreysuits.com](http://www.twogreysuits.com)

**Case 1: For Associations *with* their members loaded on the TGS website:** Your user name is your email address, the one the Association has been given, it is \_\_\_\_\_\_\_\_\_\_\_\_. Your confidential password is (Association acronym and 01, ie) CASA01. (zero 1)

**Case 2: For Associations *without* their members loaded on the TGS website:** Let me send you the sign up page link on email and we can walk through the sign up process together. The confidential Association Code is: \_\_\_\_\_\_\_\_\_\_\_\_\_. You can select your own username and password.

Let’s get you signed in and I can show you in 3 minutes what it’s all about. OK? See at the top right where it says log in and sign up, type in your username and password, now you’re in. See the top line where it says HR Basics, Recruitment, Performance Management, Pay & Benefits, etc.

Those are the 6 modules, please put your cursor over HR Basics and you will see what is in that module, if you want to go into anyone of those for more detail, just click on it. Each document can be easily downloaded to your computer. Look at the bottom of each module for FAQ’s, look at these questions and click on it and the answer will pop up. (Get them to scroll over each module; you can be doing the same thing on your screen)

Can I send you a few documents that will explain when and why you might use TwoGreySuits in future to help you with HR challenges? (send asap via email, the FAQ’s for Users document in the Marketing Resource Library and the 50 Reasons to Use TwoGreySuits document, also in the Marketing Resources Library)



There is also the 24/7 HR Hotline answered within 24 hours but in reality about 2 hours!

Companies are finding their own ways to manage HR every day, for hiring, determining HR policy, assessing employee performance, dealing with employee performance issues, being legally compliant, etc. TwoGreySuits provides professional information and access to a HR Professional via phone.

Any questions? Thanks for your time and I hope the next time you are hiring or looking at HR Policy or even terminating, you will consider using the TwoGreysuits website.

Follow-up email (a ‘must’, but ok to customize)

Subject line: TwoGreySuits

Thank-you for your time today in allowing me to briefly walk you through the TwoGreySuits website. We know our member companies are dealing with HR every day and we want to ensure you have professional information and advice as the need arises. I really encourage you to take some time and look around the site to become more familiar with it, so when an HR need arises, you will know you have the information and advice (HR Hotline) you need. Managing HR in a more structured and professional sense has no downside and as you can see on the home page “Employee Engagement Research and Information” this now proves this idea beyond any reasonable doubt and it is clearly linked to improved profitability in any company.

Whether you are hiring, terminating, dealing with significant workplace change, or dealing with an employee performance issue, developing HR Policy or Code of Business Conduct, or even when you have a situation you want advice on, TwoGreySuits is there for you.

As a reminder the 24-7 HR Hotline is 1 888 661 9234.

I have attached 2 documents and I ask you to review them so you know better how TwoGreySuits can help you in your daily business. Have a great day!