# 

# WHITE PAPER

**MARKETING**

**the**

**TwoGreySuits (TGS) SYSTEM**

## 

## Introduction

Your Association has made an important decision to license TwoGreySuits for your members. It will require a concerted and focused marketing effort to make your members aware of TwoGreySuits and, while TwoGreySuits will provide comprehensive marketing support through our Marketing Resources Library, the ultimate responsibility for getting your Members to access and use this valuable member benefit rests with you. Rest assured your members will be thankful for a proper marketing effort when they experience the value of TGS.

The purpose of this White Paper is to provide you with an understanding of the marketing process and to lay out a roadmap that you can follow to ensure success.

*(Important to note: You are not selling anything here to members as the Association has already bought the license to use TGS, so you are educating and marketing the value of the product for members to use) Yes, we know, some people may still call that selling, but there is no exchange of funds taking place in the traditional sense.*

Effective implementation will result in providing your members with a unique and valuable service that will allow them to experience valuable on-line training, get people management answers quickly and download required information, documents and processes so they can focus on business priorities. Once you are comfortable with the marketing process and have experienced some success, the process should become second nature and you should see member usage increase gradually. As you are already aware the product becomes more valuable to members as they become aware of it and use it over the course of time and begin to rely on it. Long term Association clients have very high member usage rates. Lower usage rates even in the first 24 months are not unusual in our experience. If the marketing is not done properly members may not even be aware they have this valuable service/product perhaps in time of great need.

**The Sales/Marketing Process**

Marketing is defined as***: the management process through which goods and services move from concept to the customer.***

In this White Paper, we will address three major components of the marketing process:

* Understanding the Product/Service: what are you marketing?
* Marketing to Your Members: creating and sustaining awareness
* Getting your Members to log in: closing the deal

Association staff responsible for marketing TwoGreySuits must review the HR Power Centre in detail. We recommend reviewing the sub-sections of each of the HR Power Centre’s six modules as a critical first step in understanding the product. While it isn’t necessary or practical to remember all the website content, staff should be able to speak to the depth of information and shared knowledge available on the website.

There are three requirements to understanding the product:

1. Being able to understand that it is a proven fact via extensive research (on home page) that improved profitability is a result of proper HR Management which can be had by using TwoGreySuits
2. Being able to describe the HR Power Centre’s six Modules and their purpose.
3. Being able to provide examples of problems the HR Power Centre and HR Hot Line can solve

### What is the HR Power Centre?

You should be able to describe what the HR Power Centre is in 60 seconds or less. Your explanation must be succinct and clear while conveying the value that the end user will realize from the product/service. Your ability to do this well will have a direct impact on member usage success.

Below is a suggested script for describing the HR Power Centre and HR Hot Line. You can use it as is or customize it to your individual style.

#### “The HR Power Centre is a unique website and hotline service designed to help small and medium sized businesses deal with the inevitable people management challenges that arise. It was created by senior HR professionals with extensive experience working with small and medium sized businesses. The site is easy to navigate and is designed so that you can get the information you are looking for quickly including forms, letters, processes, policies, questions & answers and educational tools. The Hotline is for real time HR emergencies or when you want direction on the use of the website. In all cases, a senior HR professional will respond to your questions within 24 hours. Many users refer to TwoGreySuits’ HR Power Centre as having HR insurance for their business.”

**The HR Power Centre’s Six Modules**

1. **HR Basics** – Contains everything a company needs to set up a basic Human Resources system including preparing job descriptions, writing performance objectives for employees and setting up an annual performance review process.
2. **Recruitment** – Provides a structured approach to recruitment that will ensure better hires. The six subsections include direction and materials on sourcing and screening candidates, behavioral interviewing and selection, checking references, making the job offer, new employee orientation and more.
3. **Performance Management** – Contains a comprehensive section on improving supervisory skills called “The 11 Management Challenges”, a detailed approach to dealing with poor performance and a section on handling the annual performance review.
4. **Pay & Benefits** – Contains all the information and direction needed to build a compensation and benefits plan, including a tool for ranking jobs in the company in terms of skills, effort, responsibility and working conditions.
5. **Risk Management Canada & USA** – This popular Module is well used, particularly the subsection on Termination. There are termination templates, legal release documents, everything required to ensure that terminations are handled properly, legally and with minimum risk. Links to all Provincial and State employment legislation are contained here, as well as a one of a kind union-free strategies section.
6. **Administration** – Contains a complete HR Policy Guide and a Code of Business Conduct that can be downloaded and customized with one click.

### Sample Problems the HR Power Centre and HR Hotline can resolve or eliminate:

* Avoiding fines and costly legal problems by being legally compliant with employment legislation
* Minimizing legal risk and saving dollars regarding employment terminations
* Improving the quality of new hires by increasing knowledge of the recruitment processes
* Properly dealing with poor performers, managing them back to acceptable performance levels as opposed to terminating or living with poor performance
* Letting employees know exactly what is expected of them by developing robust job descriptions and meaningful performance objectives
* Allowing for fair and consistent treatment of employees by having an HR Policy Guide and Code of Business Conduct

Talking to a senior HR professional (HR Hotline) people can get people management questions answered quickly and professionally***.***

***Marketing to Your Members – Creating and Sustaining Awareness***

Marketing is required to create product awareness. It is the Association’s responsibility to actively market TwoGreySuits. The good news is that all of the marketing materials have already been prepared for you and can be found in the on-line Marketing Resources Library. The marketing materials are all designed to create awareness, interest, desire and ultimately, action within your membership. *Associations must be clear in assigning TGS marketing responsibilities to specific Association staff*. TGS can help by explaining how successful Associations have done this. (By using all current materials provided in the Marketing Resources Library).

Marketers of TwoGreySuits must understand the product and the value it brings to the end user. Marketing and acceptance of the product is somewhat easier when implemented directly by the Association to their members vs. a third party marketing effort. In other words, potential users need to know that a decision has already been made by their Association, based on research, that the product has significant value to the end user; otherwise, they would not have licensed it on behalf of their members. Marketing by the Association to their members is also made easier because of the established Association/member relationship. This is where your earned credibility is very important to enable you to leverage this existing relationship to encourage member use.

As mentioned, for an Association to be credible with its potential users, the individuals responsible for marketing have to have a reasonable understanding of the product. TwoGreySuits can only be marketed if the marketer truly understands and believes that the product has value and will help the end user solve the inevitable HR problems that arise in any business. We highly recommend 1:1 communication with members in support of the planned, frequent distribution of the marketing materials we provide to create and sustain awareness.

### Marketing to Your Members – Why, Who, When, Where, How

#### Why?

Your members will very likely not be aware of TwoGreySuits; it does not have Facebook or YouTube status on the internet!

The more people hear about this product, the more they are liable to log in and use it. Your members are busy in their businesses dealing with a myriad of priorities and Human Resources does not tend to be high on the list…unless a problem arises. The reality is that HR happens whether attention is being paid to it or not and the more frequently your members hear about TwoGreySuits and its value in resolving day-to day HR issues, the more likely they will be moved to log in. Almost everyone has a different knowledge level of HR management and what it is or should be. Members will need to know what problem(s) the product/service will solve and that it will save them time and money and also improve the Company overall. Once they understand this, they will be more inclined to convert their expressed interest into *action.*

User testimonials are very powerful and serve to create *super-awareness* of the product. Simply put, if the product is not effectively marketed, people will not understand the value and therefore will not be in a position to log in and use it. Marketing is very important from a frequency and consistency perspective. A consistent message of value is critical here. Simple email or newsletter marketing is often not sufficient. The product needs to be front and centre at annual and regional meetings and other important Association gatherings.

There are benefits to both parties here – members are provided a one-time valuable resource for helping them to manage the people part of their business and the Association is seen as helping their members by providing this valuable service at no cost to the member.

### Marketing to Your Members - Who?

Association staff in positions such as executive, sales, marketing, executive assistant or membership jobs should be capable of getting a member to log in. It is equally important that board members understand the product to the extent that they can explain the value to a prospective member.

### Marketing to Your Members – When?

Marketing TwoGreySuits is all about creating and sustaining awareness until the member takes action by logging in. We suggest that members be communicated with at least monthly using the materials supplied. The initial launch will bring in some early users; however, our experience tells us that people will take some time to understand the product before using it. This length of time is different for everyone. In some cases people log in when they have a specific need or crisis to be resolved. What we have learned is that, in many cases, the member will accept the value proposition but then will move on to other priorities. This is where regular 1:1 communication by Association staff is invaluable to move the member to action. For initial launch we strongly recommend a six week blitz campaign designed to heighten initial awareness combined with a telephone campaign designed to get members to go to the HR Power Centre website to see for themselves.

### Marketing to Your Members – Where?

Association staff should be marketing TwoGreySuits at annual meetings where members are in attendance, or other social events such as golf tournaments or any event where members are gathering. Marketing is not a one-time event, it is a continual process. The best way of course is face to face with a member. Our experience suggests that face to face marketing from a credible person in the Association is the quickest way to generate usage. As an example, the Executive Director of an Association is in a powerful position to encourage members because they normally have the necessary trust relationships in place, and they can easily explain the value and describe the array of problems that are solved by using TwoGreySuits. When a Member asks for HR advice from Association staff, the staff member should always take advantage of the opportunity to explain to the member that there is a valuable product/service available which will resolve all of their people management needs, quickly, professionally, and affordably. The Association website should have a link to TwoGreySuits’ promotional video and also an explanation of TwoGreySuits including clear directions for logging in. Every Association newsletter should contain an article about the value of TwoGreySuits. A selection of articles for this purpose is included in the Marketing Resources Library.

### Marketing to Your Members – How?

Marketing is about creating awareness, interest, desire and *action*. This is done several ways. The initial launch and the six week blitz campaign combined with the telephone campaign is the starting point. Following this, a consistent and frequent stream of awareness/value messages should be sent on email, or via the Association’s newsletters. Your website should clearly explain what TwoGreySuits is and the log in procedure. Again, based on our experience to date, face to face marketing is very powerful. The Year 1 Marketing Plan that we will develop with you will help keep your efforts on track.

## Marketing to Your Members – Closing the Deal

Members will only log in if they can see where the product/service will save them money or time or solve a problem they have now or one they foresee. Knowing and being able to communicate the types of problems TwoGreySuits solves is critical at this stage. Also being able to explain the value in real dollars is important. First, the prospective member is being offered this service as part of their Association membership fees. (Retail value per company $595)

Second, using the HR Hotline, however infrequently, easily pays for itself compared to calling the member’s lawyer or accountant for people advice. The member will have a comprehensive HR service at their disposal complete with over 1500 pages of downloadable forms, documents, templates, processes, and educational tools along with a powerful 24/7 HR Hotline. This strong value proposition is the main reason that members will want to keep using the product/service year after year.

To explain the value, here, in random order, is a list of what we consider the top 10 reasons to use TwoGreySuits.

1. When an answer is needed about an HR or people management issue, it is usually needed fast. The 24-7 HR Hotline answers this need. A senior HR professional is available to you 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 these important topics.
3. As an employer, you are required to understand new or existing laws and employment regulations. Everything you need is in the Risk Management Module.
4. Lack of structure or knowledge about recruitment and selection results in an enormous cost to business. The Recruitment Module has everything you need to start making better quality hires immediately.
5. Lack of structure around people policies often results in expensive and disruptive employment terminations. There are hundreds of HR policies and a complete HR Policy Guide in the Administration Module.
6. 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 all the “what” and “how” to do’s of people management.
7. 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 letters you will need. Never expose your business to a wrongful dismissal law suit again!
8. Not dealing with poor performers is costly & unfortunately common in many businesses. The Performance Management Module will help you improve the problem employee’s job performance and provides the manager with valuable insight on managing all employees to optimum job performance.
9. 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.
10. There is no other product like this on the market that provides comprehensive HR support with a 24/7 HR Hotline. “Because HR Happens”….any business will inevitably have to deal with the people issues TwoGreySuits is designed to solve.

Members will log in if it is easy and not time consuming to do so. All they have to do is use their email address as their username and a predetermined password and they will have immediate access – that’s it, it’s that simple.

If a member is expressing any level of interest, this is your cue to strongly recommend that they log in immediately, so they will not be in a panic situation when the need for HR help arises. This also gives them a chance to see the content and very likely use other information/process/forms that they need.

It is important, as well, to keep marketing to users, so they are constantly aware that they have access to this valuable service, because members who log in but do not use the service are missing out on a valuable product/service for their business!

In summary, know the product and what problems it solves, understand your member needs and connect the two, encouraging your members to access the service as soon as possible. Face to face or in-person marketing is the best way to generate interest quickly. However, from our experience people tend to take a little time to begin using the service– so do not panic if it looks like a slow start. Consistent and frequent marketing is recommended with a six week opening marketing blitz campaign accompanied by a telephone campaign.

If ever in doubt about any marketing expertise, we are a phone call away and are here to support all your marketing efforts.