



## **Selling Your Company to the Driver**

Step 1- Identify who you are competing with for drivers

Step 2: Determine what distinguishes you from them

Step 3: Create an Employee Value Proposition

Step 4: Fine Tune Your Elevator Pitch

Step 5: Use your interview as an opportunity to deliver your elevator pitch and employee value proposition

### **What is an Employee Value Proposition (EVP)?**

Set of benefits offered in return for a certain skillset. Often, you will find it in the introduction of the job description. It is what a Unique Value Proposition is for a customer. Why should an employee work for you? What are they getting out of it?

Included in EVP:

- Total Compensation Plan: Salary, Bonuses, PTO, Health & Life Benefits, Training, Travel and Reimbursements
- Career Development
- Positive Work Environment
- Company Culture, Goals and Values

### **How to create your own EVP**

- Think about your own company- What are the qualities in an employee you are looking for?
- What does your company offer?
- Talk to employees and understand what they value. What do they want to improve on and what do they like?
- Don't be afraid to ask them what is unique about the company and what perks and benefits they love.



## Examples of Employee Value Propositions as taken from Indeed

- “Our team at Elevate values the importance of collaboration and engagement. That’s why we’re dedicated to making the office your favorite place to be. We want work to feel fun, instead of like a chore. To support this, we offer perks like a fully stocked kitchen, flexible hours, potential bonus opportunities, employee retreats and unlimited vacation. Come have fun with us and love where you work.”
- “At Best Tech Unlimited, we’re dedicated to the success of our employees and helping them achieve their goals. Our leadership team is constantly encouraging employees to advance in their career by offering leadership training, team building workshops and free college courses to employees who stay on our team for at least a year. We’re committed to enhancing the lives of our team and helping them grow as people and as professionals.”
- “Marking Solutions is looking for team members passionate about helping others. Our goal is to work side-by-side with our clients to promote their small businesses. We do this by thinking outside the box to craft creative content and marketing campaigns that drive consumers to these companies. To help our employees provide a one of a kind client-employee relationship, we offer benefits like paid travel to clients’ offices, customer service training retreats and career advancement opportunities.