



≡ Employment ≡ Express

Courtesy of Senior Employment Center
A division of Mature Services, Inc.

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InfoCision
THE highest quality call center company in the world!®



InfoCision's Call Center



InfoCision's booth at SEC's Career and Job Fair, September 2, 2009.

InfoCision, headquartered in Akron (Ohio), has twenty-five years experience in the teleservices industry. Fortune 100 companies and leading non-profit organizations choose them. They operate call centers in Ohio, Pennsylvania, and West Virginia.

Don Zirkle, the Senior Employment Center's (SEC's) Training and Placement Supervisor, has been working with Dana Wherley, InfoCision's District Manager, for a number of years. When she moved into her present position, Zirkle sent her a Project Directory of SEC's programs, which she shared with all her sites. Over the years a number of SEC's Job Club members have been hired at InfoCision.

Sometimes Zirkle takes his Job Club people on a tour of InfoCision's

Uniontown facility, where there is a call center and a printshop, where the call-center scripts and marketing materials are created. InfoCision recently received its eighth Northcoast 99 Award: these awards recognize 99 great places to work in Northeast Ohio, that is companies whose corporate culture is designed to support the needs of employees.

InfoCision's product and service offerings include Business-to-Business sales, which is where Neil McNeil is employed (see 'Salesman' story in this newsletter). They also include fundraising for non-profit organizations; customer acquisition, retention and care; plus creative services, and fulfillment and direct mail. Recently, InfoCision was accredited through ATA SRO (the American Telecommunications Association of Self-

The Senior Employment Center offers:

- **Job Club** provides up-to-date techniques for job search, resumes, and interview skills to individuals who are job ready.
- **Employer-based Training** subsidizes employers who offer you hands-on training.
- **Customer Service/Call Center Training Program** - a three week course on the basic phone skills needed.
- **Mature Staffing Systems** - a placement agency for mature workers.



SALES REP FINDS A NEW OPPORTUNITY

Neil McNeil started working in a Call Center at Infocision on August 31, 2009. The division where he works is targeted to small business customers, having twelve or fewer phone lines.

While it's not a job he ever envisioned himself doing, McNeil says that the work is not difficult. He sits in a cubicle with head-phones and the phone system dials one potential cus-

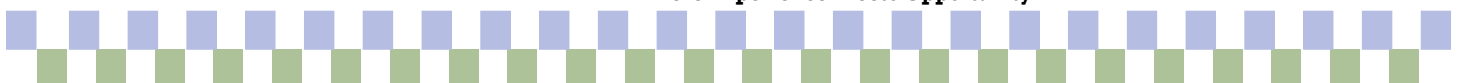
tomers after another. Neil has a script, but basically he talks with small business owners about their needs and how Time-Warner phone, internet, and/or cable solutions can help them.

After earning a Bachelor's degree in marketing, Neil was owner and manager of the Eastwood Grill (in the Tallmadge area). Thirteen years later, he started in the aerospace

industry and then went to the materials-handling equipment business. He was responsible for Goodyear's largest account for aircraft braking systems; later he worked with a British company in Florida that produced aviation safety equipment; then he sold materials-handling equipment (forklifts and such). The latter position went south after fourteen years, and Neil drew unemployment while

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Where Experience Meets Opportunity





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looking for another position.

Although he didn't enjoy being unemployed, Neil was fortunate that his wife, a teacher, was able to help keep the family afloat. Sometime in Spring 2008, Neil saw an article in a local newspaper about the Senior Employment Center's (SEC's) Job Club and decided to check it out.

"Job Club was beneficial," said Neil, "because I needed to update my resume." He learned a new resume style that he liked; but Neil found that he used two resumes: one for older-style companies and the other for newer businesses (ones that perhaps didn't exist fourteen years ago or were just getting started, such as Call Centers).

Neil was selectively looking for a year and a half. One day Chris Walker, Training and Placement Assistant for SEC, called him about the job at Infocision. He was familiar

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About 'Sales' as a Job . . .

According to the Bureau of Labor Statistics occupational outlook handbook, "sales representatives' primary duties are to make wholesale and retail buyers and purchasing agents interested in their merchandise and to address any of their clients' questions and concerns. Sales representatives demonstrate their products and explain how using those products can reduce costs and increase sales. . . .

"The clients of sales representatives span almost every industry and include other manufacturers, wholesale and retail establishments, construction contractors, and government agencies."

In last month's Opportunity Knocks newsletter, there was a story about a different aspect of sales: franchises. Ken Peterson, Jennifer Nagel, and Kevin Bricetto talked about their company, Aire-Master, saying that "sales is one of the few jobs where a person without a college degree can still make a decent living."

If you are a job seeker, 55 or over, who needs to upgrade his/her skills, the Senior Employment Center provides community-based services to assist you. Call us at: (330) 762-8666 or, visit us online at: www.matureservices.org

Taking all these opinions into consideration may reveal a broader perspective of the 'sales' field.

IF YOU WOULD LIKE A JOB LIKE THIS, YOU NEED:

- To be a people person
- To acquire excellent knowledge of product(s)
- To believe in product(s)
- To expect to work on the customer's schedule*
- To be honest
- To build trust – make friends
- To gain experience (may be as important, or more important, than having a college degree)**
- Not to push customer to spend dollars (especially when another solution is possible)

*Call-centers do have regular hours.

**Neil McNeil said this even though he has a degree.



Typical Call Center Environment

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with the company, but did not know about the Call Center (see Infocision story in this newsletter). Once he learned what the job was, he decided he could do it, and the company made him an offer.

Previously, Neil had gotten jobs through networking among his family and friends. While this is a viable way to get a job, it comes with obligations. He didn't feel comfortable leaving a job, even if he didn't really like it, because his leaving might reflect negatively on the person who recommended him. Few people today would be so considerate.

One week before his unemployment ran out, he accepted the position with Infocision. His advice to job seekers is, "Don't limit yourself. Find something you like!"



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