**Employer email 1**

Subject: Hire employees with the skills you need to grow

Dear <>,

Hiring qualified employees is a time-consuming process. You need to review stacks of applications for the handful of positions you need to fill. How do you quickly pinpoint the applicants who will succeed in these roles and move your business forward?

Career readiness credentials are used by thousands of employers like you to quickly identify job applicants and incumbent employees with high skills. These credentials are:

* Applicable to any job or industry
* Portable across the country, states or regions
* Tied to foundational skills needed in virtually any job

A skill assessment system we recommend is ACT WorkKeys. WorkKeys consists of skills assessments, curriculum and job profiling services to determine and build the skills your workforce needs.

The following companies used ACT WorkKeys and saw great results.

* [Safran Aerospace Composites](http://www.act.org/content/dam/act/unsecured/documents/WK-Safran.pdf) used skills assessments and credentials to ensure new employees had the skills needed for technical jobs.
* [RoyOMartin](http://www.act.org/content/dam/act/unsecured/documents/WK-RoyOMartin.pdf) used skills assessments to decrease turnover and save $270,000 in training costs.
* The [Tri-County region of South Carolina](http://www.act.org/content/dam/act/unsecured/documents/2607_WK_Tri_County.pdf) is supported by 265 employers to use skills and industry credentials to fill the manufacturing jobs estimated to grow by more than 6% in the region.

As part of our ACT® Work Ready Communities initiative we are making sure all our area employers are aware of the tools available to help them hire qualified employees. Contact us at [phone] to learn more about how our community is strengthening our workforce and growing our economy.

Sincerely,

[Name]

[Contact info]