**Employer email: Increase hiring ROI**

Subject: Lower your costs by finding the right employees fast

Dear<>,

Today’s competitive business market means that you need to be as efficient with your resources as possible. That includes hiring the right employees and keeping training costs low. But that’s easier said than done. Luckily, there are tools available to help you find qualified employees to fill the positions and grow your business.

Companies across the US have implemented skill assessment programs in their hiring process with great results. RoyOMartin, a forestry manufacturer, is just one example. The company decreased its turnover by 5% and saved $270,000. The company also found that using assessments and credentials to find the best workers saved training time, resulting in a more productive workforce.

WorkKeys is 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]