



Benefits of Skills-based Volunteering:

- ✓ Transfer of skills, knowledge and technical expertise
- ✓ Increasing the skilled volunteers' awareness of wider social issues
- ✓ Providing community organisations with access to expertise and resources
- ✓ Building relationships with corporate and community spaces

SALES TRAINING FOR VOLUNTEERING WA

Volunteering WA (VWA) makes a difference by connecting thousands of volunteers to many community organisations. They aim to build strong communities through volunteering and provide a range of resources, services and support so that people in Western Australia are aware of, and understand, the nature and scope of volunteer activity.

The management of this number of volunteers is supported by VIRA (Volunteer Information Records Administrator), an IT product that VWA owns, uses and to date has reactively sold. Seeking to actively market the product, but lacking the funds to employ a sales representative, they sought a skilled volunteer to assist.

Taking part in a volunteer team day at the Foodbank, a BHP staff member learned about the skills-based volunteering program, and within days he was looking for his next volunteer role. Currently working as an Electrical Engineer, the volunteer had numerous years of experience in sales in industries such as energy, IT and electronics so was more than qualified to help.

Working with VWA's IT team, the volunteer observed a VIRA information session and offered feedback and recommendations on the sales process and techniques, prompting the VWA team to remark on both his knowledge and enthusiasm. While an increased workload resulted in the project closing earlier than expected, the volunteer's input helped to inform a VIRA demonstration video that has now been completed by another volunteer.

Thank you and well done on your contribution to this project!

