

2.2.3 Sector specificity

The employers' organisation looks to give added value to its advice. One of the ways of doing so, is to take the sector specificity on board in your advice.

It may be an element to underline in marketing the service. The sector specificity may imply that your advice also takes into account the sectoral situation of your member, that you link it to the sector CBA's or other specific regimes which differ per sector. Also collaboration with sectoral associations (if having staff on board) are a must.