

Basics of Business Engagement

Innovations in Employment Supports

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1

Business Engagement — Whose job is it anyway?

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2

Whose job is Business Engagement?

There was an important job to be done, and Everybody was sure that Somebody would do it.
Anybody could have done it, but Nobody did it.
Somebody got angry about that because it was Everybody's job.
Everybody thought that Anybody could do it, but Nobody realized that Everybody wouldn't do it.
It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done

- Charles R. Swindoll



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3



Raise your hand if you are responsible for Business Engagement.



4



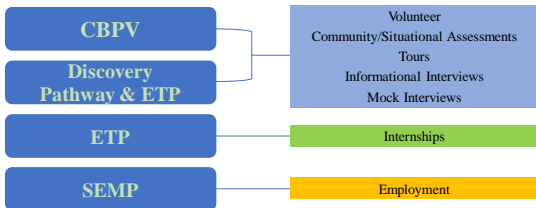
What opportunities are you seeking from businesses?



5



Opportunities for Engagement



6

What are your fears about meeting with businesses?



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7

Seven horizontal lines for writing.

Approaching Businesses —
Are we meeting expectations?
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8

Seven horizontal lines for writing.

What do you think?

Ultimately, the needs of the job seeker are more important than the needs of the employer because our services are person-centered.



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9

Seven horizontal lines for writing.

Approaching Businesses

Employer Focused — Employer Centered

Identify employer needs for individual job seeker or other services

- Identify hiring needs based on trends, problems, community issues, growth, etc.
- Look for a match between a business' need and the interest and abilities of job seekers

Adapted from: "Beyond Traditional Job Development: The Art of Creating Opportunity" by Denise Bissonnette



10

10

Moving From Applicant Focused to Business Focused Processes

TransCen Inc. Technical Report

Strategies used by Employment Service Providers in the Job Development Process: Are they consistent with what employers want?

(Simonsen, Fabian, Buchanan, & Luecking, 2011)



11

11

The Path to Success

Providers believe...	Employers believe...
<p>Success relies on the flexibility of the employer:</p> <ul style="list-style-type: none"> ✓ Attitudes ✓ Accommodations 	<p>Success relies on:</p> <ul style="list-style-type: none"> ✓ Jobseeker competence ✓ Quality service provision



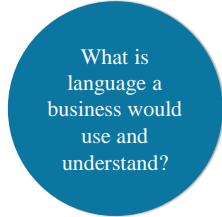
(Simonsen, Fabian, Buchanan, & Luecking, 2011)

12

12

More than Just Semantics – Business Language

- We Say...
- Job Development
- Job Coaching
- Follow-Along
- Assessment
- Individual / Consumer / Client / Participant
- SEMP / Supported Employment



Rob Hoffman, Owner, Employment Analytics



13

13



14

14

Trust is the glue of life. It's the most essential ingredient in effective communication. It's the foundational principle that holds all relationships.

- Stephen Covey

WWW.VERYBESTQUOTES.COM

How do we demonstrate trust?

1. When you reflect on the word "trust," what are actions that lead to trust in a relationship?
2. Based on the words identified above, what actions by the provider will diminish trust with a business?



15

15

Steps of Business Engagement

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16

16

Business Engagement **Where do you start?**



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17

17

Positioning

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18

18

Laying the Groundwork – Educate Yourself

- Learn the history and background of your agency
- Understand your organization's strategy, and commit to its goals of community employment
- Know your part – how are employment/vocational services coordinated and who are the responsible staff
- Think ahead – anticipate objections, gather your organization data and key indicators of success.



JOB DEVELOPMENT ESSENTIALS: A Guide for Job Developers, Wycoff L., Clymer C., 2005



19

19

Positioning

THE SECRET TO SUCCESS IS



- Know what services you can offer to a business and what sets your program apart from other programs and placement services.
- Create your business image; gather your marketing materials
 - Business cards / [vCard QR Code](#)
 - Marketing / Education brochures
 - Success stories and statistics
 - Leave behinds



20

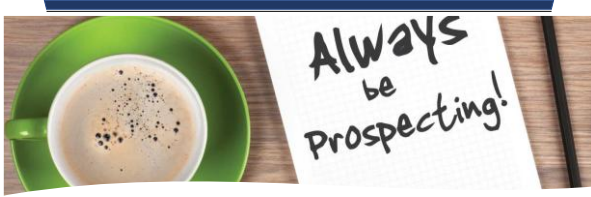
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Prospecting



21

21



Prospecting

- Reach out to businesses that your organization already has relationships and continue to strengthen relationships
- Research where new opportunities be created
- People sources vs. Data sources

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22

22



Prospecting with Purpose

- Locations of businesses
- Types of industries
- Interests and career goals of the job seeker(s)
- Programming needs
 - Volunteer opportunities
 - Assessment opportunities
 - Internships
 - Job placement
 - Others

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23

23



Information to Track

- Business name, address, and type of industry
- Contact name, phone number, email
- The primary Employment Specialist managing the business relationship
- Status: Active vs. Inactive; status of SEMP employees past and present
- Types of activities (employment -> work experiences)
- Update notes
- Other information you collect?

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24

24



The Hidden Job Market

Moving beyond Indeed

- Join a professional networking group (Employment Consortiums, Chamber of Commerce, others in your area)
- Contact businesses directly
- Sign up for Google News Alerts <https://www.google.com/alerts>
- Attend a conference/Trade show/One-Stop events
- Tell everyone, everywhere, about what you're looking for

Adapted from: Forbes.com

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25

Preparation

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26



Preparation

What information can you learn before the meeting?

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27

Creating Your Questions

- What are 3 things you want to know about the business?
 - Why is this important to you?
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- What are 3 things you want the business to know about your services?
 - Why is this important to the business?

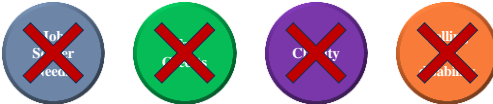


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28

failing = prepare
to prepare = to fail

How will you start your presentation?



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29

The Bottom Line

80% of employers surveyed found the most persuasive recruitment strategy is demonstrating **how job developers address the BOTTOM LINE.**

~Simonsen et al., 2011



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30



Benefits to Businesses – Community work experiences

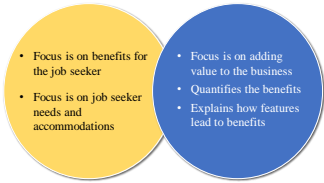
- Find future employees
- Test-drive talent
- Increase productivity
- No financial cost
- Give back to the community
- Close the skills gap
- Foster leadership skills in current employees
- Improve the overall work environment

Adapted from <https://www.internships.com/employer/resources/setup/benefits>



31

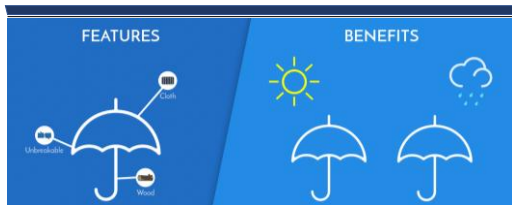
Finding the Balance



Which Side Are YOU On?



32



Features vs. Benefits

- Features describe the product or service
- Benefits explain what the user gains from the features
- People buy benefits, not features



33



Features vs. Benefits Part 2

- Name 3 **features** of your services
- Name 3 **benefits** of your services



34



The Bottom Line Return on Investment [ROI]

- Focus on how features lead to benefits
- Quantify the benefits



35

Presentation



36

Pitch Perfect?

Hello, my name is Jeanne, and I am a direct support professional with a non-profit organization called Disability Employment Services. We help people with disabilities who need a little extra help, support and accommodations.

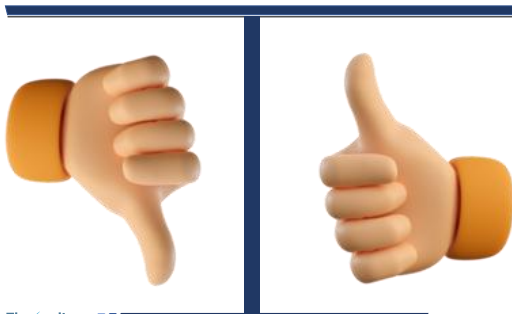
I'm wondering about the job posting on Indeed because I have a person who really wants to work here, and this location is within walking distance from his house. His name is Sam, and he is qualified and pre-screened. Sam has never actually had a job, but he has been in our CBPV program for 2 years and is making a lot of progress.

Sam is responsible, dependable and is willing to do any job. He can't operate the cash register, but anything that's easy, like cleaning. I will be here for as long as he needs to help him and make sure the job gets done, so you don't have to worry about training him.

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37



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38

Pitch Perfect?

Hello, my name is Jeanne. While visiting your business last week, I overheard an associate mention that your Main Street location was currently experiencing frequent turnover in some of your entry-level positions. I know how costly it can be to have on-going job openings, and I may be able to assist. I work for an organization that helps employers find qualified employees at no cost. Employment Solutions has been doing business in this community since 1989 and currently has relationships with 8 businesses similar to your industry, with 12 successful job matches.

To help me fully understand your business needs and how Employment Solutions may be able to meet your personnel needs, it would be beneficial for me to visit your location and have a deeper discussion on how our services have helped other businesses save money and reduce employee turnover.

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39



40



Handling Objections

- Listen first and seek to understand – what is the underlying message?
- Validate the concern / objection
- Ask open-ended questions to clarify concerns
- Dispel myths
 - Know the facts
 - Have your testimonials and stories ready
- Provide solutions; check to see if you have successfully countered the objection



41



42

Perseverance

43

perseverance

[pɒsɪ'vɪər(ə)n(s)] noun

perseverance in doing something despite difficulty or delay in achieving success; to finish what you committed to regardless of obstacles that stand in the way.

Perseverance




- How can you continue to build / strengthen relationships?
- Satisfaction surveys with employers
- Long-term support of participants and employers

44

You Are A Business Engagement Specialist!

45



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