

Engaging Employers: *Job Development Strategies that Get Results!*



Facilitated by:

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Workshop Objectives

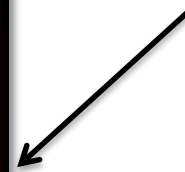
- ✓ Explain WIIFM Factor related to hiring/marketing clients with disabilities
- ✓ Determine the value & services you bring to employers
- ✓ Review the consultative interview approach
- ✓ Develop a plan on how you'll add value to your employer relationships

Key to Engaging Employers

Save them \$\$



Make them \$\$



Streamline Operations!

The What's In It For Me Factor or WIIFM Factor?

It's the RIGHT Thing to do!

Employer Interpretation:
Am I doing the wrong thing?

The WIIFM Factor

The Market: What Employers Should Know

By not considering PWD, employers in CA are overlooking an estimated 21.3% of the population & their families!

Fact: Persons with disabilities are estimated to be the third largest minority group in the United States!

U.S. Census 2010

The WIIFM Factor

Other Things to Consider:

Extensive “word of mouth” in disability community...by marketing to one person, employer has actually reached 3-4 people!



Becoming “**Supplier of Choice**”

=

Positive Business Results!

Know the Facts!

You'll be able to:

- Answer employer questions confidently
- Dispel your own concerns!
- Provide employer with a positive experience

“You can’t change fundamental beliefs...the only thing that’s going to change that is another experience.”

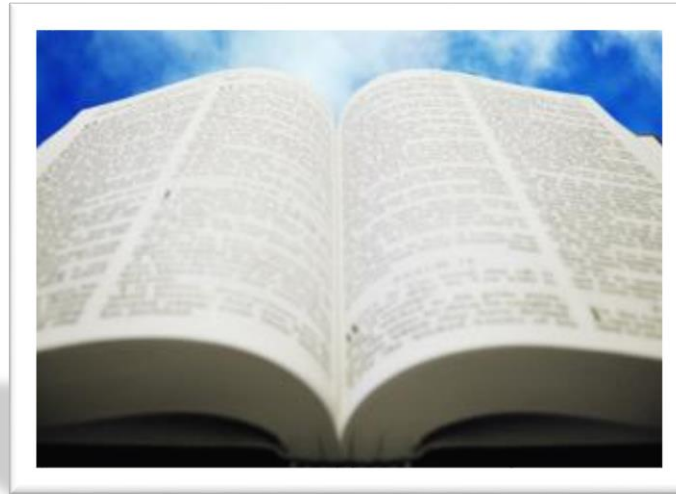
Christina Harrington

5 Strategies for Engaging Employers



***The “Basics” for Developing
Employer Relationships***

#1 Use Business Language



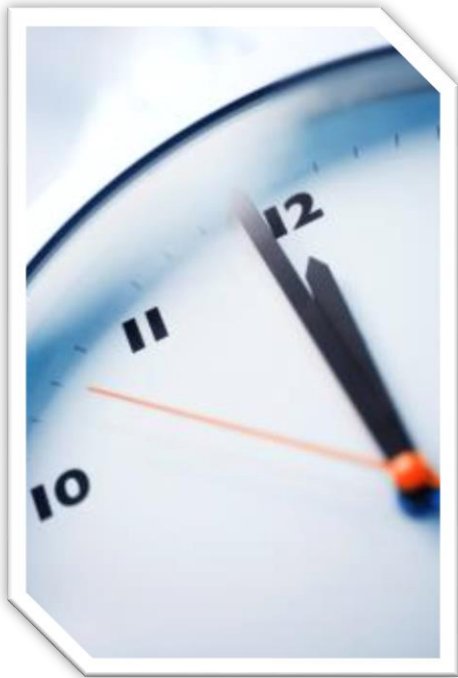
- Don't expect businesses to learn nonprofit jargon...they aren't interested!
- Avoid acronyms
- Practice, Practice, Practice!

#2 Employ Effective Communication Strategies

Keep it Simple:

- Use simple language
- Avoid long written descriptions
- Executive summary vs. grant proposal
- Use bullet points to make your point!
- Develop “elevator speech”

#3 Be Professional



- “Time is Money” – DON’T be late!
- Keep appointments
- Dress professionally
- Return phone calls promptly
- Show ongoing responsiveness

8 Pillars of Trust

- Clarity
- Compassion
- Character
- Competency
- Commitment
- Connection
- Contribution
- **Consistency**



Source: *The Trust Edge*, David Horsager

#4 Your Approach: Add Value!

- Be Prepared - do your homework before you meet!
- Always lead with business cause
- Introduce services based on business need
- Under promise & over deliver!
- Clarify employer expectations
- Match job candidates & employers based on skills & need

The ABC's of Engagement

“Old” Approach to Sales: **A**lways **B**e **C**losing...

- **A**ttunement
 - Do you know what employer needs/wants?
- **B**ouancy
 - If someone says no, then what?
- **C**larity
 - Are you clear on what you do, including what VALUE you bring to the table?
 - Can you communicate it clearly?

Source: *To Sell is Human*, Daniel Pink

#5 Evaluate Yourself for Effectiveness

Larry Robbins:

- What % of businesses that hire from you give you repeat business? Is the percentage improving?
- What % of businesses are willing to give you a quote or written recommendation?
- What % of businesses are referred by other satisfied business customers?

& Make Adjustments



Feedback is only useful if it's acted on!

- Need faster response time?
- Less follow up?

Good Service = Good Marketing!

Consultative Interview Process

Step 1: Schedule a time to talk

Step 2: Lead with WIIFM

Step 3: Evaluate business needs, strengths *

Step 4: Offer solution(s) *

Step 5: Set follow-up appointment*

Step 3: Evaluate Business Needs

- Gather information
 - “Where would you like to see your business go in the next year?”
 - “What is your toughest position to recruit for?”
 - Note any other issues you observe
- Look at 3 W’s (what, where, when, how)

Step 4: Offer Solution(s)

- Create a Task List
 - Base it on employer's needs
 - Speak in employer language!
 - Prioritize
- Get employer “thinking” about possibilities!

GOAL: Show your value!

Step 5: Set Follow Up Appointment

Close the deal!

- “Does this look like it will work for you?”
- “Do you have any more questions?”
- “Is there anything else I can do to make it work for you?”
- “When should we follow up next?”

Employers are more likely to consider it a “win-win” if it:

- Saves them money
- Makes them money
- Streamlines operations
- Any combination



Call to Action!



What Can You Do Next?

- Review your notes when you get back to the office!
- Share your business engagement plan with your center management
- Develop a plan to measure employer satisfaction



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