

BUILDING BUSINESS RELATIONSHIPS

YOU NEVER “CLOSE” A SALE, YOU OPEN A LONG-TERM RELATIONSHIP”
-DENNIS WAITLEY

COMMUNITY OF PRACTICE

- A collaborative learning environment.
- Supportive discussions to enhance the quality of services provided.
 - Best practice strategies and tactics
 - Financial infrastructure
 - Creative and innovated solution to challenges
 - Shared ownership of the discussions and a commitment to learning

QUESTIONS ABOUT A COMMUNITY OF PRACTICE?



PARTICIPATORY SESSION



WHY DID YOU ATTEND THIS SESSION?



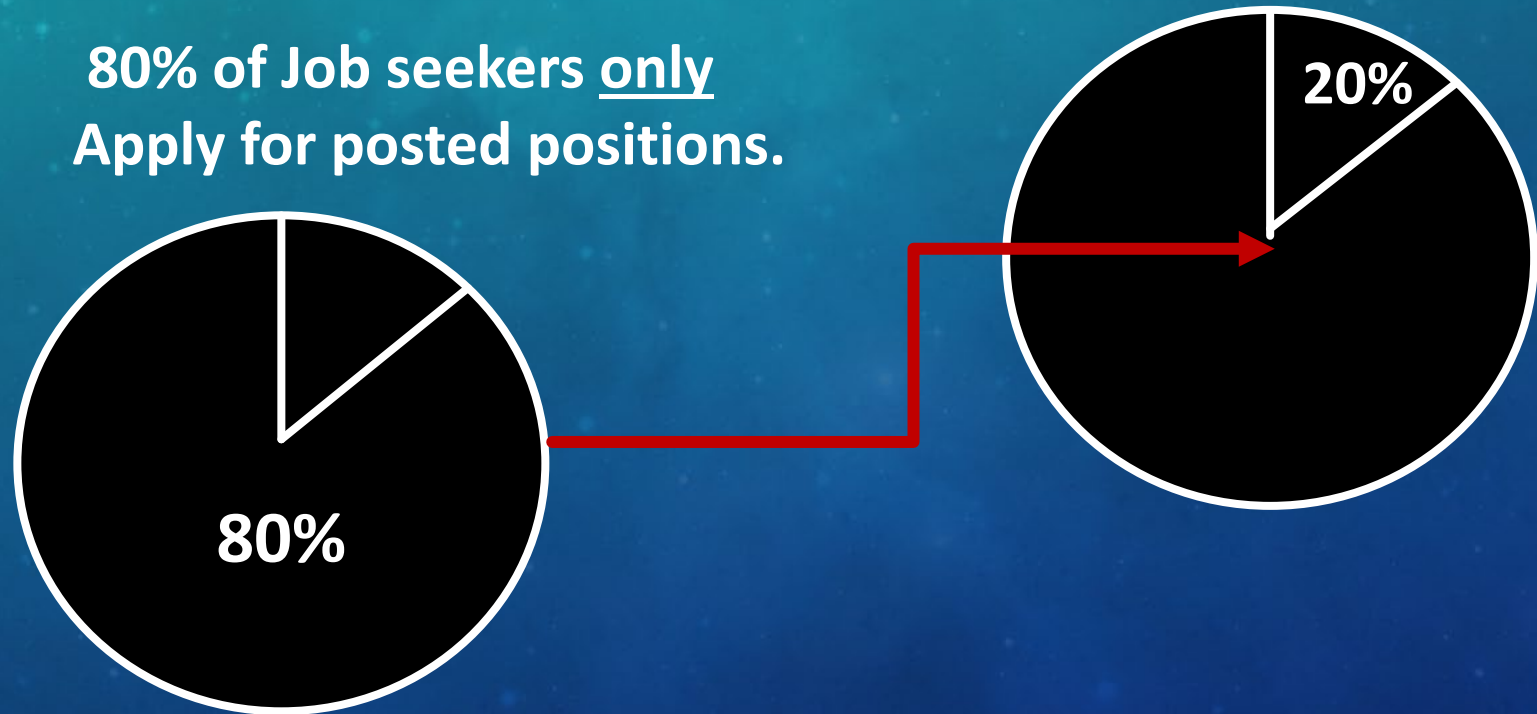
WHAT WE KNOW...

- Job development is more than just job placement
- There will be job out there for everyone who wants one
- Employment services should address both:
 - ✓ The **'supply' side** (job seeker's interests, needs, supports and opportunities)
 - ✓ The **'demand side'** (what employers want and need)

MOST BUSINESSES HAVE NEEDS, GET TO THEM BEFORE A POSITION HAS BEEN POSTED

Only 20% of Jobs are ever posted.

80% of Job seekers only Apply for posted positions.



EVERYONE IS A JOB DEVELOPER!

- Everyone in your agency has connections
- The Job seeker's personal network should also be tapped
- Find “warm” contacts– no more cold calls
- Professional services – doctors, chiropractors, banker, plumber, barber, how many do you know?
- Personal associations – religious, political or business affiliations, how many do you know?

WHAT DO EMPLOYERS WANT TO HEAR FROM US?

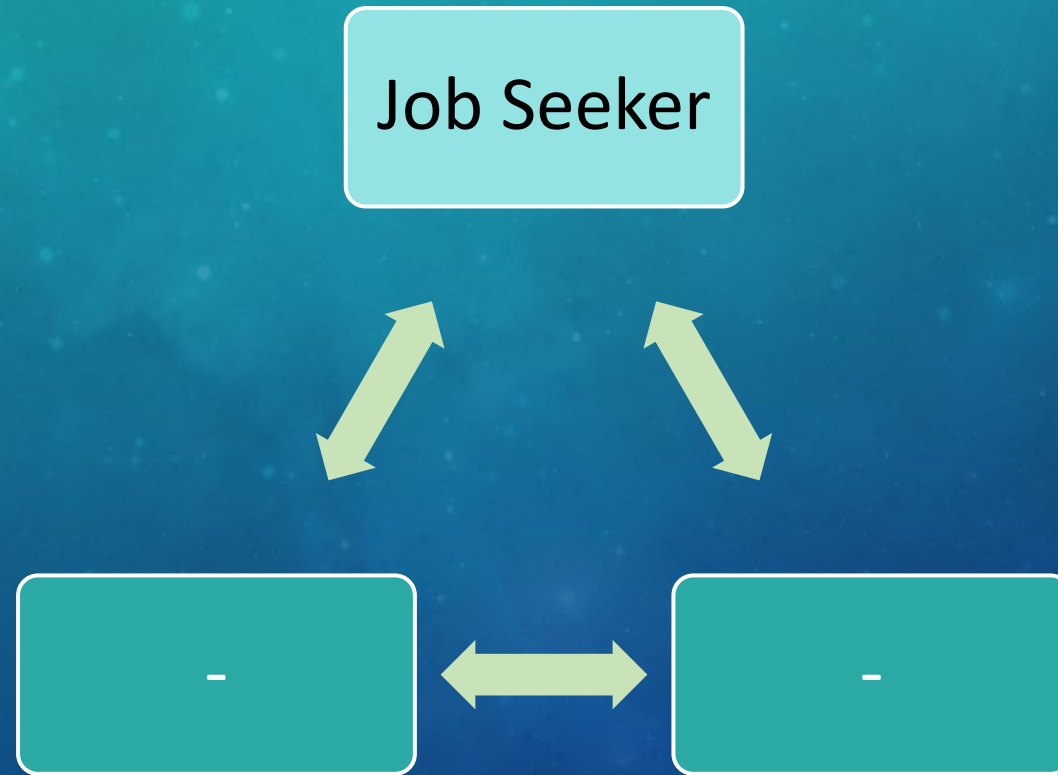
We represent...

- Motivated employees who are excited about working
- Candidates with skills sets that add value to their workforce.
- Business solutions that improve the company's productivity and/or workflow.

LESSONS LEARNED

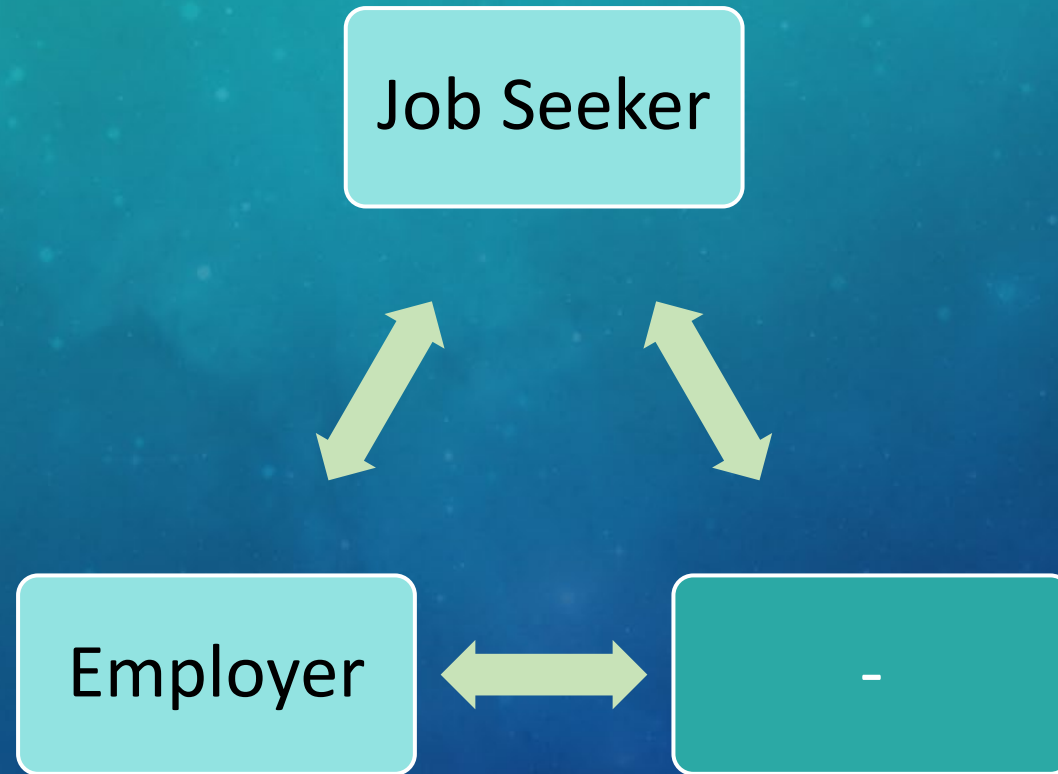
- Hiring is a business decision– position must add value to the workforce
- Participate in business groups
- Network! Build relationships
- Develop employment proposals
- Follow-up with all employers all the time
- The employer “buys” you before they “buy” your candidate

THREE CUSTOMERS



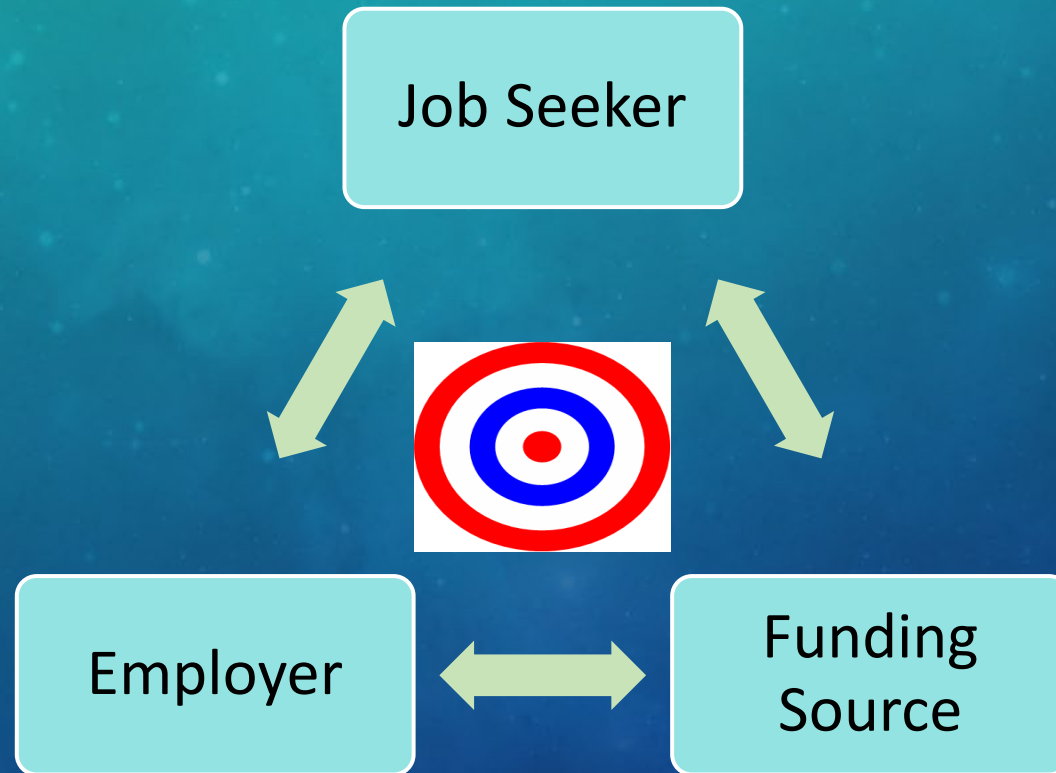
THREE CUSTOMERS

2



THREE CUSTOMERS

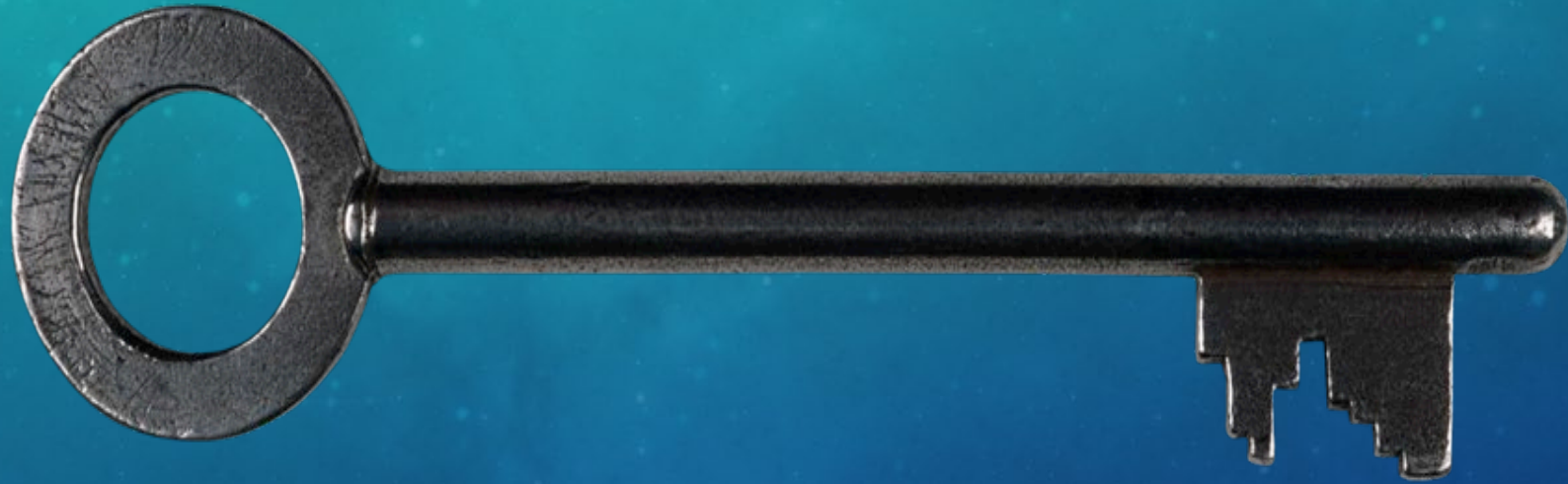
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JOB MATCH



THE SECRET TO SUCCESS!



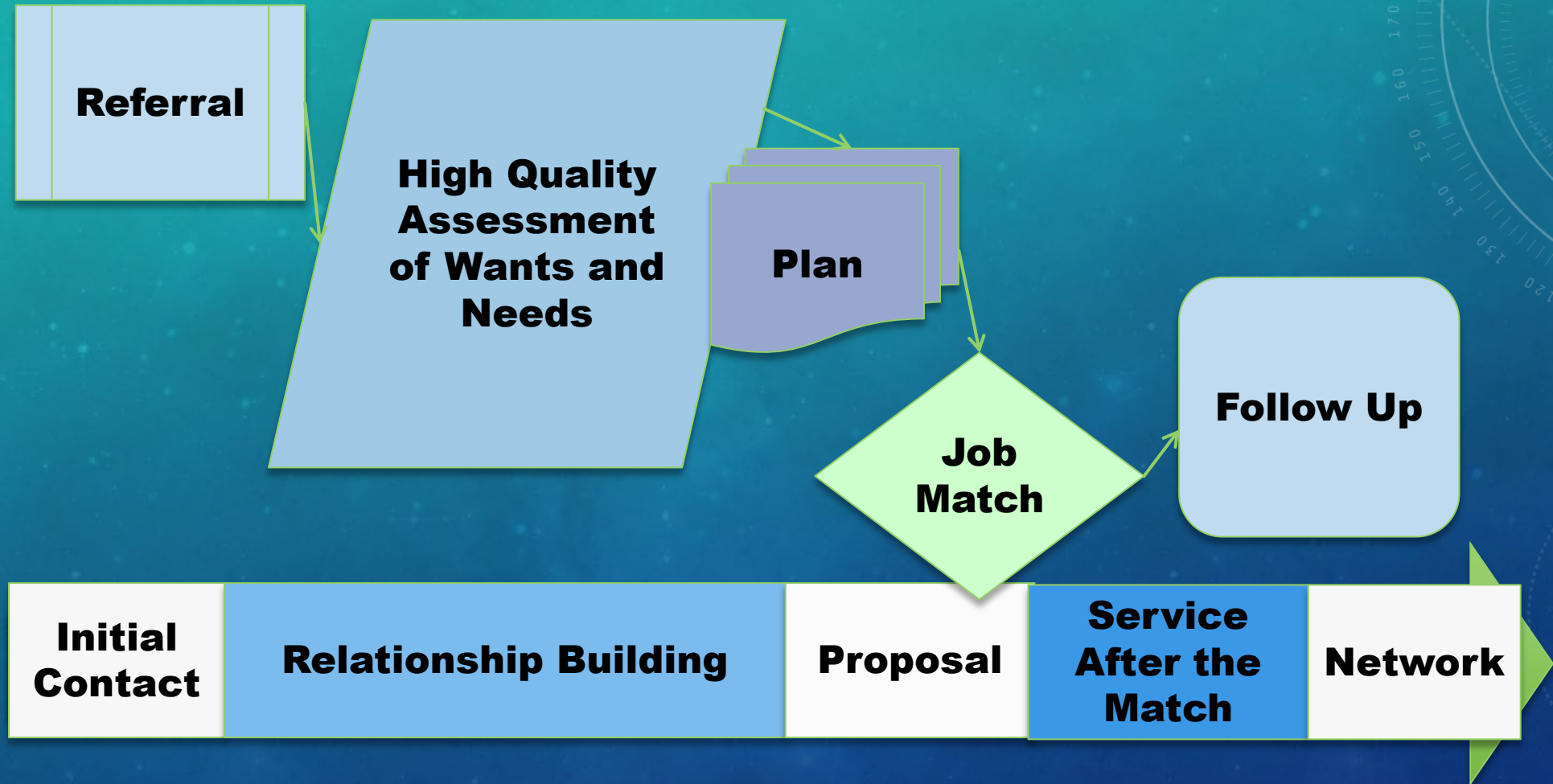
THE 10 YARD MILE!



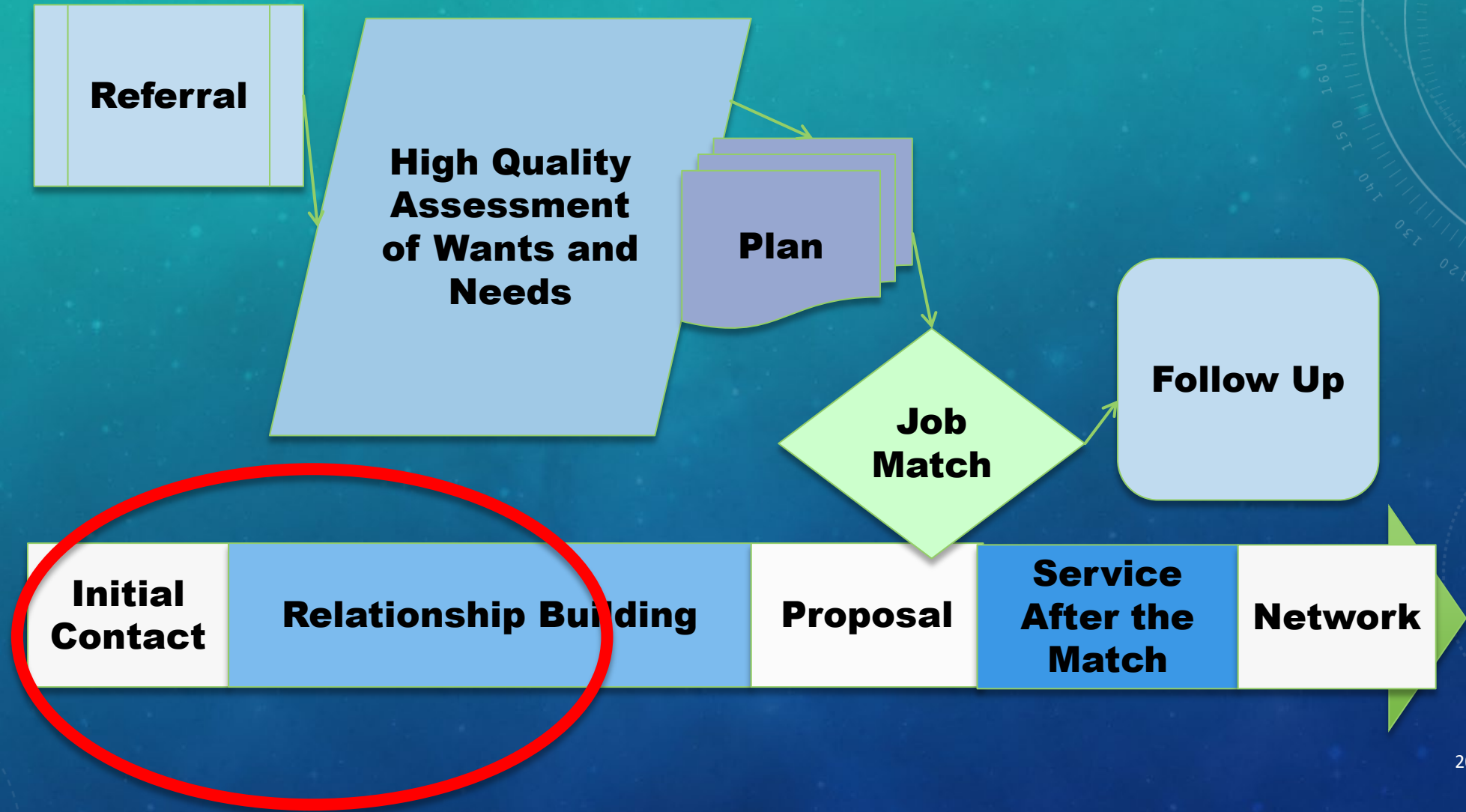
PROGRAMS



EMPLOYMENT FLOW



EMPLOYMENT FLOW

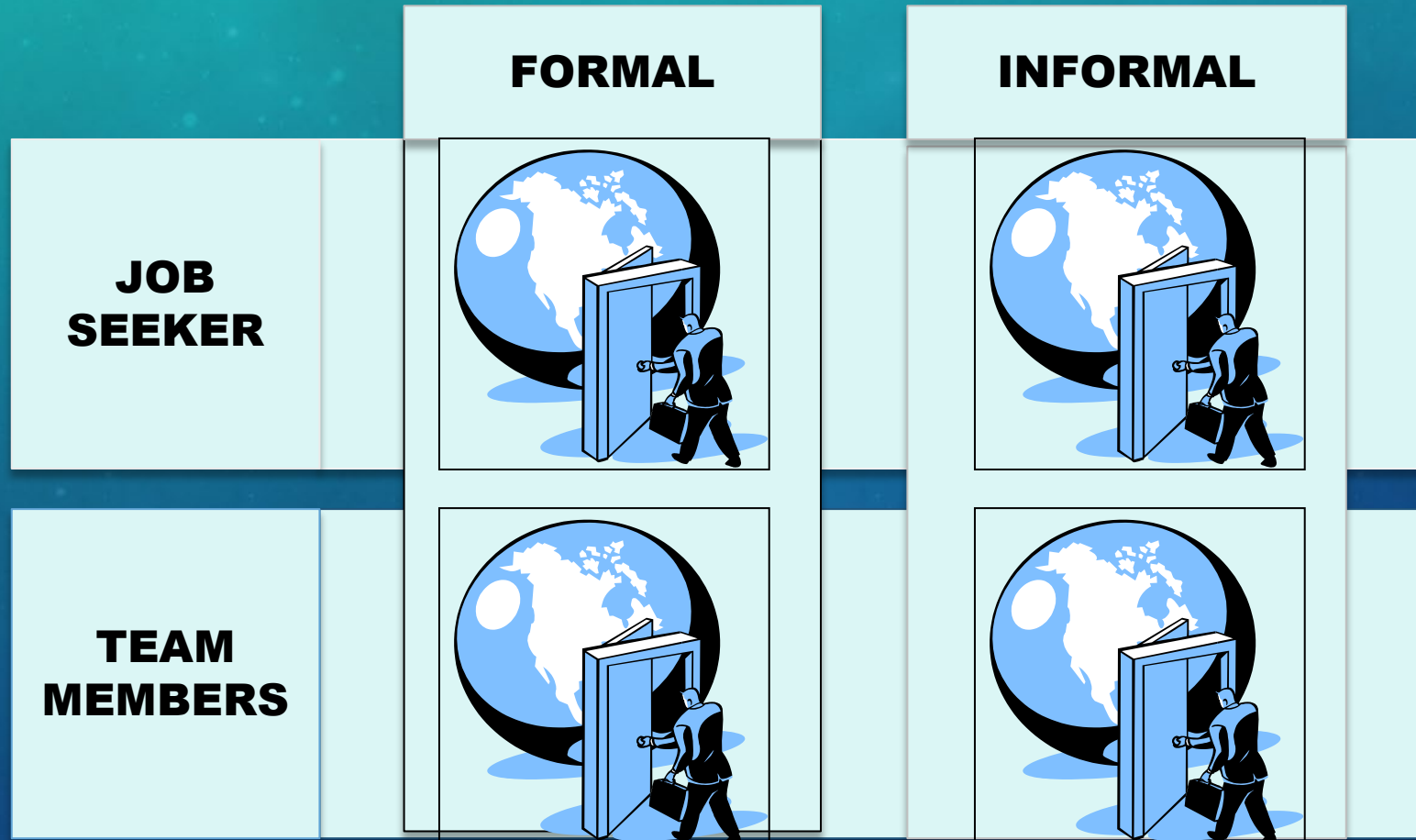


DATING?



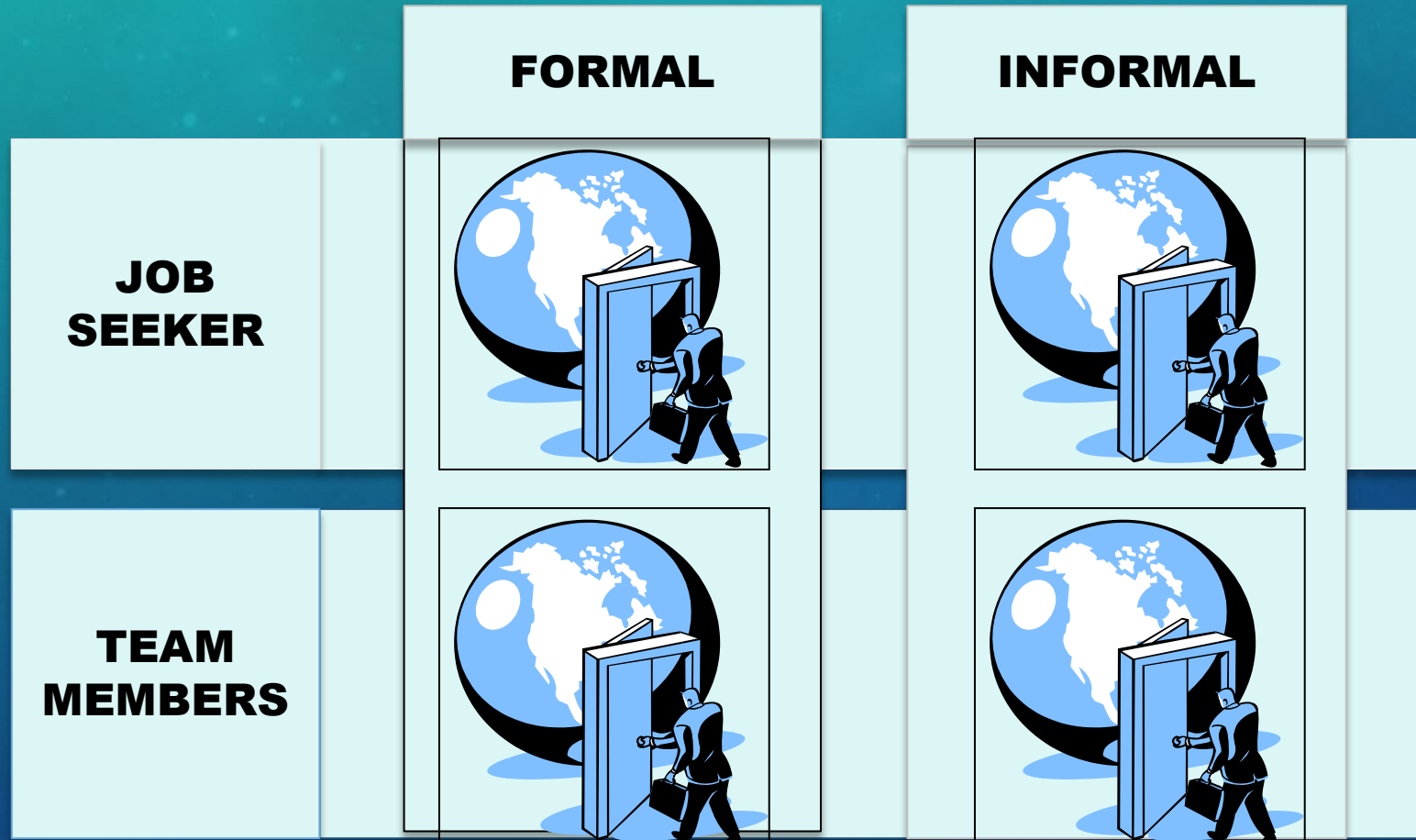
ALLOCATING RESOURCES

NETWORKING



ALLOCATING RESOURCES

NETWORKING



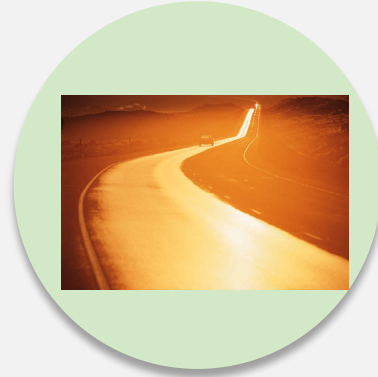
ALLOCATING RESOURCES



STAGES OF EMPLOYER DEVELOPMENT



**Initial
Contact**



**Relationship
Building**



Proposal



**Service After
the Match**



INITIAL CONTACT GOALS



Assess employer needs



Convey shared goals

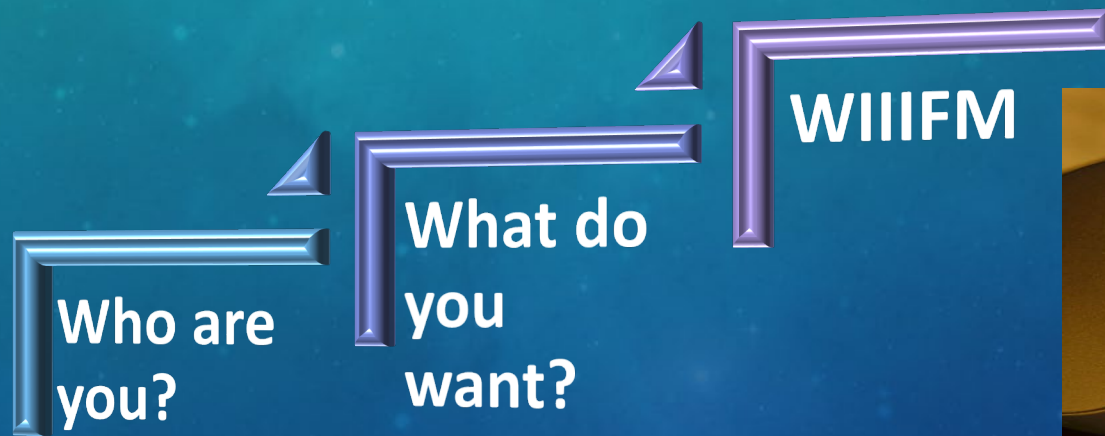


Be welcome back

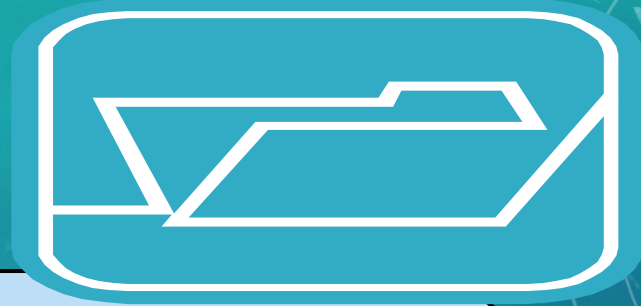
WHAT WOULD YOU SAY TO AN EMPLOYER
DURING THE INITIAL CONTACT?



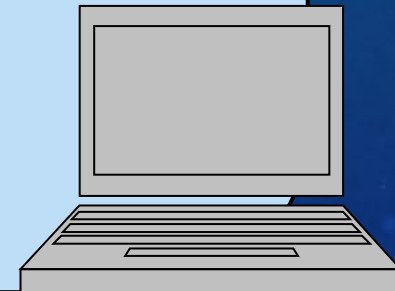
INITIAL CONTACT - CONSIDERATIONS



EMPLOYER FILE



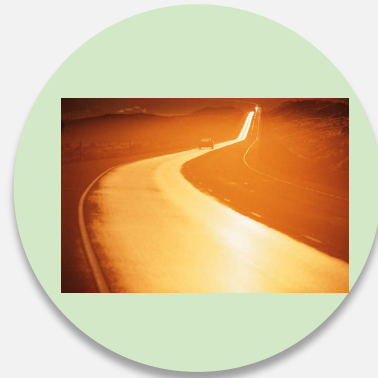
- **DEMOGRAPHICS**
- **CONTACT INFORMATION**
- **RELATIONSHIP MANAGEMENT PLAN**
- **CULTURAL ASSESSMENTS**
- **JSI**
- **FLOW CHARTS**



STAGES OF EMPLOYER DEVELOPMENT



**Initial
Contact**



**Relationship
Building**



Proposal



**Service After
the Match**



RELATIONSHIP BUILDING GOALS



Assess job/s



Assess the culture

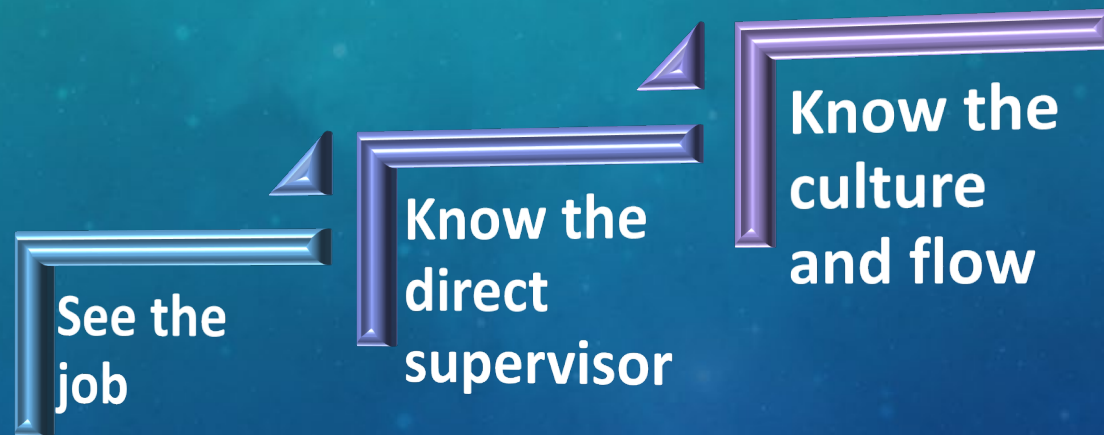


Know your customer



Be welcome back

RELATIONSHIP BUILDING - CONSIDERATIONS



TOOLS

Skill Inventories

Cultural Assessments

Task and Sequence Analysis

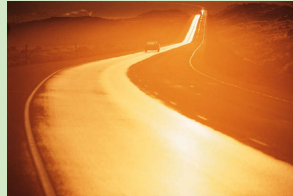
Flow charts and diagrams



STAGES OF EMPLOYER DEVELOPMENT



**Initial
Contact**



**Relationship
Building**



Proposal



**Service After
the Match**



PROPOSAL GOALS



Know the person



Know the job

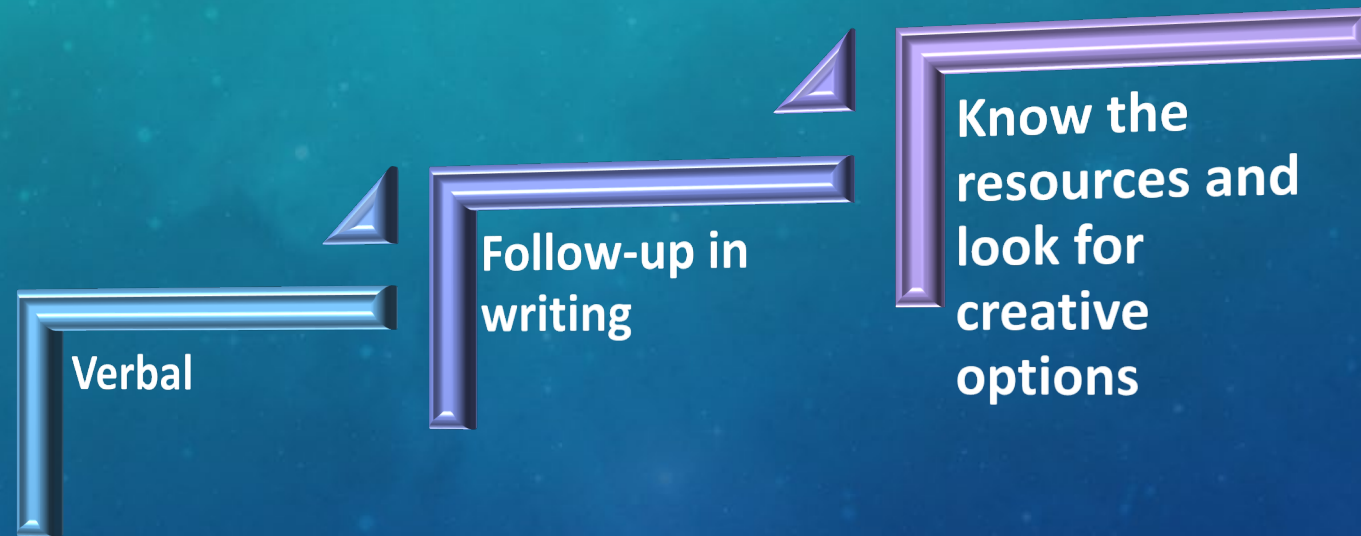


Know the resources



Present a clear plan

PROPOSAL - CONSIDERATIONS



METRICS



DATA DRIVEN PROCESSES



- Clearly defined program assessment and evaluation metrics (e.g. Employer Satisfaction Tools).
- Established competencies and standards of quality service for every level of the organization
- Performance reviews for managers are tied to the program metrics and team member development
- Performance reviews for team members mirror targeted competencies and quality of service

TRACKING JOB DEVELOPMENT ACTIVITY



SUPPORTING JOB DEVELOPMENT ACTIVITY

Team member	Contacts	Inform Interviews	Presentations	Placements
Michelle	20	4	2	2
John	10	8	6	2
Mama Cass	12	8	6	4
Denny	16	8	2	2