

BUSINESS ENGAGEMENT

PART I: BUILDING BUSINESS RELATIONSHIPS

**Building Partnerships and Long-term
Relationships with Businesses**





SUCCESSFUL RELATIONSHIPS COME IN MANY FORMS, EACH
UNIQUE.

BUT THEY ALSO HAVE THREE THINGS IN COMMON.....

THREE THINGS ALL SUCCESSFUL RELATIONSHIPS HAVE IN COMMON:

1. {
 - They Fulfill a Common Purpose or Need
2. {
 - They Provide Trust and Support of One Another
3. {
 - Effective Communication





THIS APPLIES TO SUCCESSFUL
BUSINESS RELATIONSHIPS TOO.

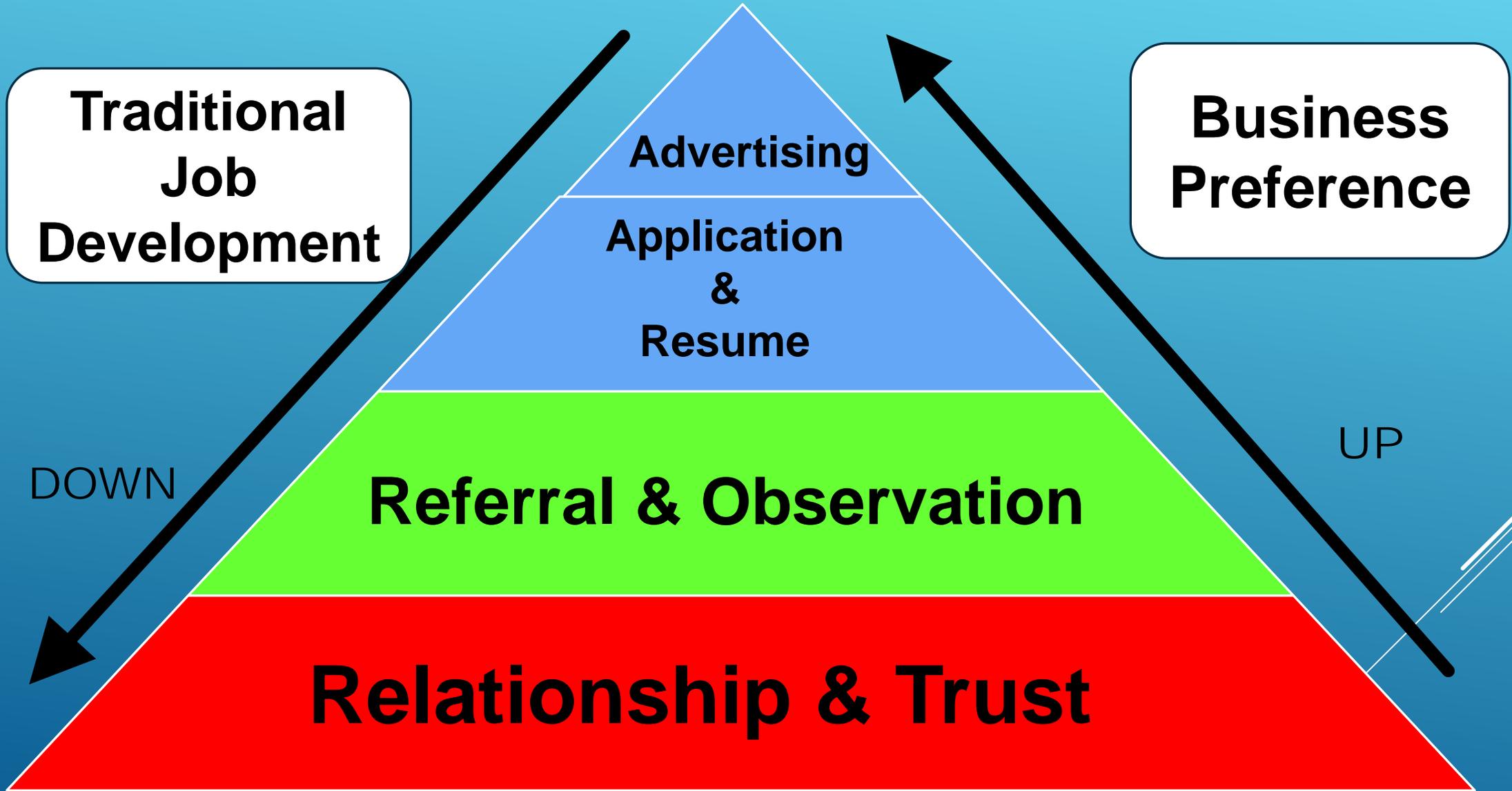




STEPS IN BUILDING
SUCCESSFUL AND LONG-
TERM BUSINESS
RELATIONSHIPS.



HOW BUSINESS PREFER TO HIRE



THE TWO CUSTOMERS OF SUPPORTED EMPLOYMENT.

The Business

The Applicant

IN PART ONE:

YOUR ENTIRE FOCUS
NEEDS TO BE ON
THE BUSINESS ONLY

- ❑ You are not going to begin the relationship building with a specific client in mind.
- ❑ Your Only goal is to begin to develop a professional, trusting relationship with the business, which will in time develop into a partnership.

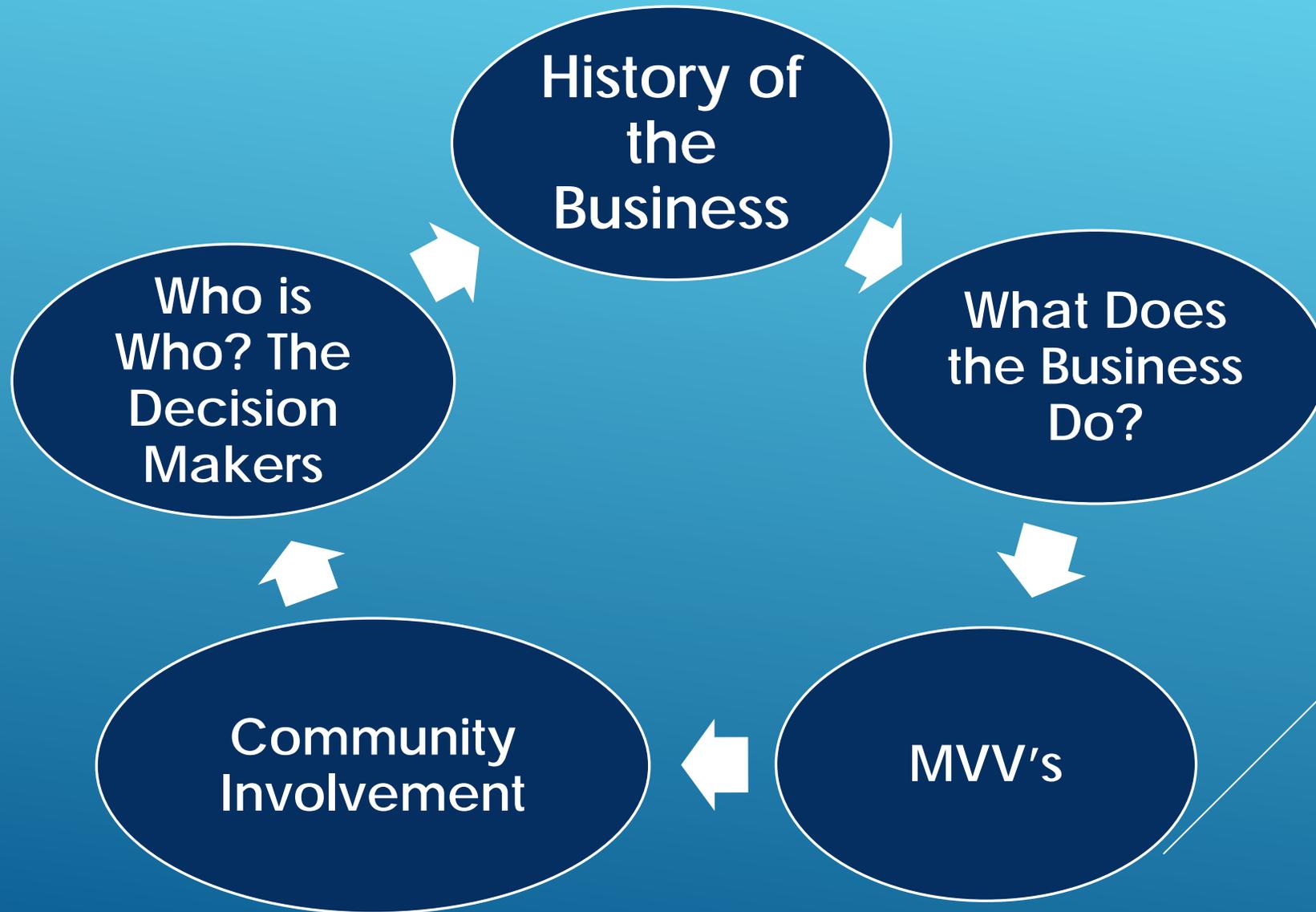
Step One:

PREPARE



Do Your Homework Before You Contact a Business.

KNOWLEDGE SHOWS INTEREST





STEP One: Play the Investigator

- ▶ What is the person involved in within the community? Common Connections.
- ▶ What is this person's history in the field?
- ▶ 3. Do you have a warm contact?
- ▶ 4. What is the preferred method of contact?

BEGIN TO SPEAK AND THINK USING BUSINESS LANGUAGE.

Human Service Language:

My name is _____ and I am an Employment Specialist with _____. I assist individuals with disabilities in obtaining and maintaining employment. I would like a chance to meet with you for and informational interview and tour.

THE FIRST CONTACT: ASKING TO MEET

RULE #1 DON'T TALK JOBS.

RULE #2 DON'T TALK DISABILITIES

(PREVENTS STEREOTYPE THINKING BY THE DECISION MAKER)

1. YOU ARE NOT HIDING ANYTHING YOU ARE USING LANGUAGE WHICH THEY ARE COMFORTABLE WITH.
2. YOU ARE CREATING AN OPPORTUNITY TO EDUCATE.

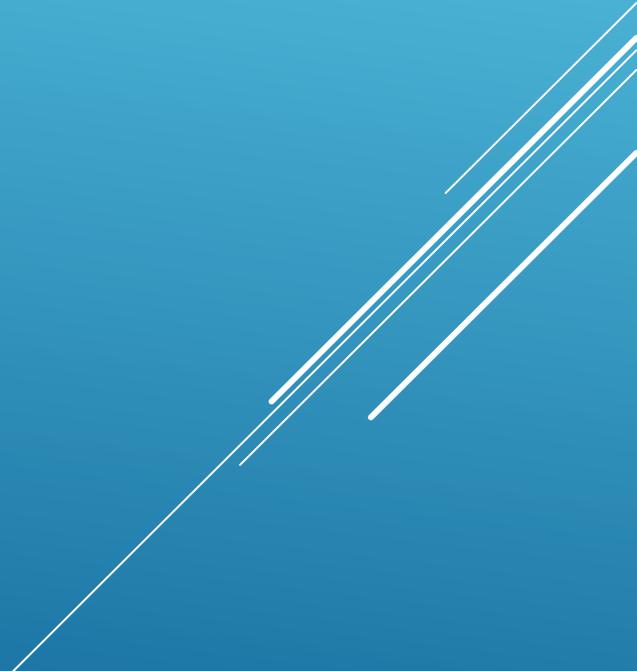
BUSINESS LANGUAGE:



Business Language:

My name is _____ and I am a Career Advisor and Retention Specialist with _____. I assist individuals in exploring career paths and career options. In order to provide my clients with accurate information, I come to the experts. I would appreciate the opportunity to meet with you to learn about your business, career paths and options and if possible, receive a tour of your business. I will then take this information back to my clients to assist them in making sound and informed career decisions.

CONTACT THE PERSON USING THEIR PREFERRED METHOD OF CONTACT.

- Email
 - Phone
 - Do they have someone who filters their calls?
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against a blue background.

FIRST IMPRESSIONS COUNT

My name is _____ and I am a Career Advisor and Retention Specialist with _____. I assist individuals in exploring career paths and career options. In order to provide my clients with accurate information, I come to the experts. I would appreciate the opportunity to meet with you to learn about your business, career paths and options and if possible, receive a tour of your business. I will then take this information back to my clients to assist them in making sound and informed career decisions.

OR

"Hello, my name is ____ and I am a Career Advisor and Retention Specialist. I assist individuals in exploring career paths and career options. In order to assist individuals in making sound and informed decisions, I come to the experts. I would appreciate the opportunity to meet with you to learn about your business and the possible career options that are in your field. If you have time, I would appreciate a tour of your establishment.

EFFECTIVE COMMUNICATION: USE BUSINESS LINGO



JOB DEVELOPMENT = **RECRUITMENT ASSISTANCE**

JOB COACHING = **RETENTION SUPPORT**

CLIENTS/CONSUMERS = **VIABLE APPLICANTS**

SUPPORTED EMPLOYMENT = **EMPLOYMENT!**

EMPLOYER = **BUSINESS**

INITIAL MEETING: BUSINESS FOCUSED

Starting Point of the Relationship

Ask Questions

80/20 Rule

Take Tour/Set Up

Send thank you



**What jobs
are you
hiring for?**

Prepare

Build

Present

THE SECOND MEETING.....

Take a tour.

Identify possible wastes of labor hours and cost.

Present the opportunity for a FREE job analysis.

Remember to use business lingo! It is still about the business.



- ▶ A Successful Business Relationship needs to have a purpose.
- ▶ Must fulfill a need for both parties.
- ▶ Provides a benefit for both.

FULFILLING A COMMON INTEREST OR NEED

THIRD MEETING: THIS IS YOUR OPPORTUNITY TO PRESENT!

- ▶ What benefit will this relationship bring to the business?
- ▶ **Bringing viable applicants to a business**
- ▶ **Cuts down on hiring time**
- ▶ **Increase of productivity**
- ▶ **Free training to business (disability etiquette training)**
- ▶ **Business supports**

- ▶ What costs can you save the business?
- ▶ **Hiring Costs**
- ▶ **Retention of employees**
- ▶ **Waisted Labor Costs and Hours**

Important Rule!

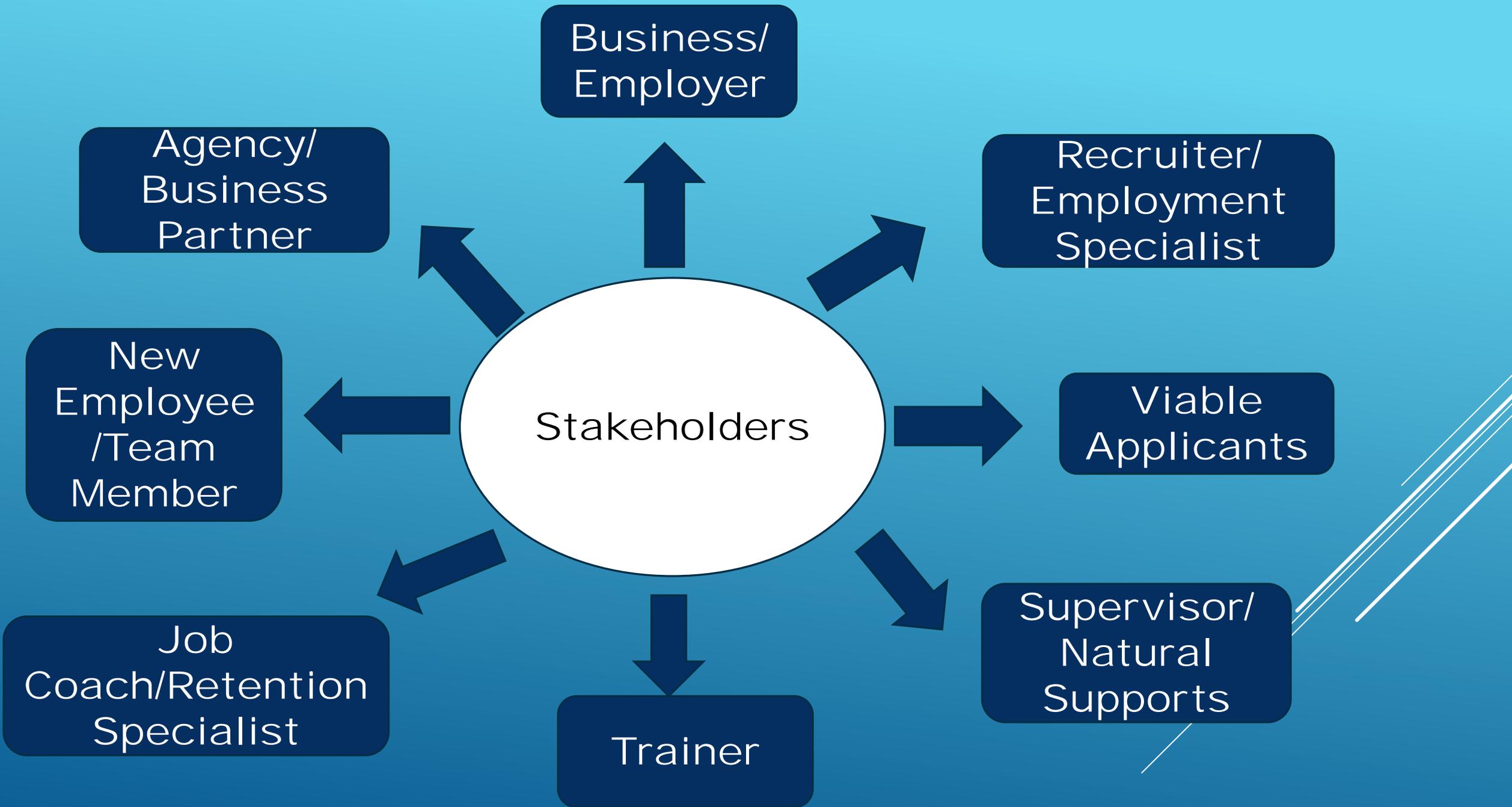
PROMISES

DO NOT MAKE PROMISES WHICH
YOU CAN NOT KEEP!

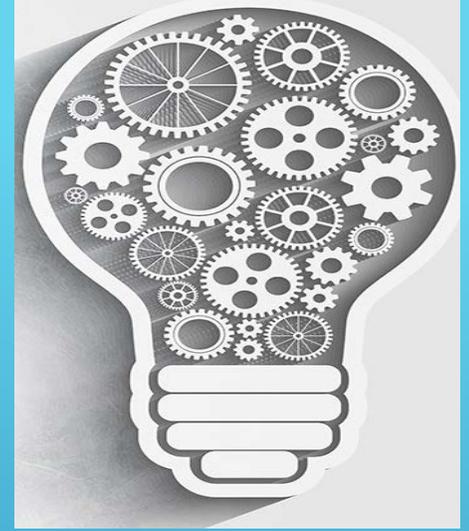
THIS IS YOUR OPPORTUNITY TO PRESENT! CONT.....

- 
- ▶ **Who are the Stakeholders in the relationship?**
 - ▶ **Remember to use business language**

 - ▶ **What are the roles of each Stakeholder?**
 - ▶ **Be specific**
 - ▶ **Put it in writing so that there decrease the change of confusion down the road.**



WHAT HAVE BUSINESSES TOLD US?



QUESTION? COMMENT? CONCERN? WE WANT TO HEAR THEM

- ▶ **Viable Applicants have not been presented.**
- ▶ **Job Coaching stops before employee is ready to be independent.**
- ▶ **Job Coaches do not show up as scheduled.**
- ▶ **Lack of communication between Job Coach and Supervisor and Human Resources.**
- ▶ **When there is a change in Job Coaching Staff, contact information is not provided.**
- ▶ **Main contact of agency is not provided when there is a staff change.**
- ▶ **Issues are not being addressed and supports are not increased as needed.**
- ▶ **Supports are decreased without agreement between all stakeholders.**

WHAT HAVE BUSINESSES TOLD US?



- ▶ **Training of natural supports is not being done to best support new employee.**
- ▶ **Job Developer disappears.**
- ▶ **If the employee leaves, the relationship appears to end.**

ARE YOU READY FOR THE
WORD...."NO"?

TAKE THE TIME TO LISTEN TO THE
REASONS BEHIND THE WORD "NO".

ARE THEY SAYING "NO" OR ARE THEY
HESITANT AND REALLY SAYING
"MAYBE"?

IS THE HESITATION DUE TO A POOR
EXPERIENCE IN THE PAST?



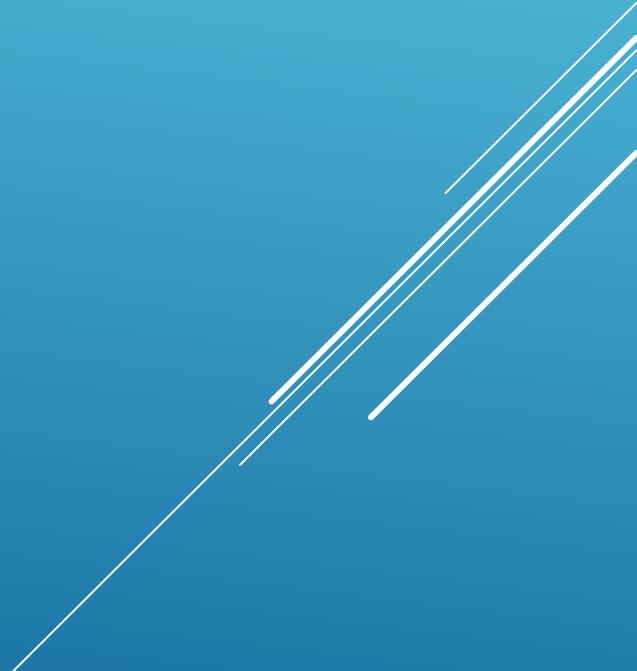
LISTEN! LISTEN! LISTEN!

VALIDATING BUSINESSES CONCERN

- ▶ REPEAT IN YOUR OWN WORDS WHAT YOU HAVE HEARD.
- ▶ BE PREPARED TO GIVE SOLUTIONS TO PREVIOUS NEGATIVE EXPERIENCES.
- ▶ EMPHASIZE THAT THE BUSINESS IS AND EQUAL CUSTOMER AND PARTNER.
- ▶ EMPHASIZE THAT CONCERNS WOULD BE ADDRESSED AND HOW.
- ▶ BE PREPARED TO PROVIDE SOLUTIONS.

END OF PART ONE

WHAT IS NEXT?





PART II: PROPOSING AND MAINTAINING

- The role of the Employment Specialist/Developer vs. the Job Coach (What they are and what they are not.)
- Introducing the viable applicants including when and how i.e. using tasks analysis, visual profiles, proposals, etc.
- What supports are and what do they look like?