



“TELL ME and I FORGET
TEACH ME and I REMEMBER
INVOLVE ME and I LEARN!”

Business Builder Tips and Techniques:

Making connection:

Elevator speech – I don’t have one and that is key. I just introduce myself and say that I work with people with disabilities and help them find jobs.

If I am working with a business that already knows DVR etc. I will be much more specific.

Piggyback on existing connections. Be personal. Name dropping. Keep it simple. Keep it quick.

Businesses have financial goals on their minds as well.

If a business responds to your immediate conversation, just go with it. And keep promoting your service.

Trusting your gut.

No is a normal answer from business. There is a lot of rejection. The best job developers are told “no”. How you bounce back from it is the most important. If an employer says no, ask them what they are looking for instead and let them know you will keep that for future options. Promote another service , such as company tours, job shadows, etc.

Create natural opportunities to connect at other times, or go and visit them as a customer.

Be persistent and assertive. Not aggressive.

Don’t be discouraged when you receive a no in the beginning. Keep asking. Don’t give up.

Smaller businesses/local businesses seem to be more responsive since they have an investment in the community at a different level.

Seeking business:

Look at the environment of a business. Consider stimulus – and culture, i.e. managers, co-workers.
Ask and schedule ahead for a tour and or meeting.
Watch how employers treat their own employees.

Specific business development: start a good conversation. Take a personal approach with businesses and employers.

Start with complimenting them. Research them ahead of time, i.e. Linked In. Etc. Speak highly of their business.

Promote the participant. Present solutions for those employers. Always follow up with business builders.

Concept of “Unmet Needs” – finding out what the need is.

Ask what tasks have been added to employees that may be brought together to create a position.

Catch people when you are out shopping, exercising, etc. – just being interested in people and what they do and learn from them.

Go on tours. Just to find out more about the company.

Tap into your board of directors. They are great to connect with – as they may not always know that they can make an impact.

Where do you get “bottlenecked” , where do things get caught up. Where are the inefficiencies within a work environment? Many times this is where the “perfect job match is”. And – the person who matches this need – becomes the HERO vs. a hindrance.

Evaluating options to partner:

If it's not a good match as it first develops – give some options/suggestions to explore other possible solutions. If the participant is not right – we look for other individuals.

Always keep a good rapport, stop in, check in with them. Keep an open relationship. Always send a thank you card to keep a personal touch.

Bring your team into this and ensure continuity for the employer. Eliminate silos with your business developer team.

Be honest. Stay connected – send Christmas cards to employers who have hired someone from our organization that year.

Share with our DVR counselors and other vendors/providers for possible match. Keep the employer updated on this.

Business Plan:

One option: start with email. Explain the program and request for 15 minutes to meet. Then, when I meet with them, I keep it informal on developing the relationship. Learn about them and bring it up in meetings and conversations.

Employers/Corporations/Government Agencies may request this at times depending on the size of the business. Then, it is a great opportunity to put every benefit to the partnership in the proposal.

Business plan: focus on what the participants will bring to the employer along with what funding sources/initiatives are available to tap into.

Relationships/Results and Outcomes:

Quarterly connections with employers – schedule on your outlook calendar to follow up with employers.

Be transparent with the business. Don't overpromise and under deliver.

Be upfront with how the partnership is going to work. Remember all of the details ahead of time.

Be personal – ask lots of questions.

Join networking groups.

Don't talk shop when you see them in the community. Just "talk with them".

Don't overuse sights.

Maintaining communication. Schedule follow up meetings. Checking in on their business.

Be collaborative . That is really critical.

THANK YOU!!!!!!!!!!

We appreciate your collaboration today in building our expertise.

If you want to continue the conversation, please email:

Robin Kennedy rkennedy@oppinc.com

Elizabeth Filter emfilter@varcinc.com

SUBJECT LINE: Business Builder Network

