



Benjamin Franklin said it best.....

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

KEYS TO BUSINESS BUILDING



WELCOME **Business Builders**

**Making Successful Business
Connections to Advance a
Diverse Workforce**

Facilitators:

Elizabeth Filter, Exec. Vice President, VARC

&

**Robin Kennedy, Vice President Mission Services
Opportunities Inc.**

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WELCOME

Business Builders!

Today's session is all about:

- 1. Listening to experts.**
- 2. Learning new techniques.**
- 3. Sharing ideas.**

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Listening to Experts

CRAIG CULVER

Culver's Co-Founder and Chairman of the Board

Professional Job Developers

Wisconsin Community Rehabilitation Programs

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Learn new techniques. Share ideas.

Make the connection –

How do you establish Trust and Credibility with business prospects?

Prospecting techniques

Business/Service Call

Initial Introduction – Elevator Speech

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Learn new techniques. Share ideas.

Determine Need of Business –

What is the potential for job matching with a diverse workforce?

How do you identify hidden opportunities?

What techniques do you use to eliminate challenges employers may pose and turn them into solutions?

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Learn new techniques. Share ideas.

Evaluate Options to Partner –

What points do you consider when assessing future partnership with business prospects?

Red Flags/potential pitfalls to business partnerships.

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Learn new techniques. Share ideas.

Developing a Business Plan –

*When do you propose a plan for partnership and can you share an example?
What is included in your communication? Do you have a formal write-up for a
business, or is this more conversational, etc.?*

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Learn new techniques. Share ideas.

Successful relationships – Results and Outcomes – *How do you deliver on your promise?*

Techniques for business-building relationships how do you develop ongoing relationships that you can return to later for additional clients.

Creative job matching – how to create solid job matches out of “task combining” and “task carving”.

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Thank you, Business Builders!

We appreciate your collaboration today in building our expertise.

**If you want to continue the conversation,
please email:**

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SUBJECT LINE: Business Builder Network

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