Developing Relationships with Employers

It’s About Asking for Time, Not Jobs

Presented by
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Why Focus on Employer Development Over Traditional Job Development?

- Where the most job opportunities are
- Employer Preferences
Definitions

- **Job Development:** Typically means supporting a job seeker to gain employment. They are the primary customer and employers are more of a passive participant.

- **Employer Development:** The employer is the primary customer where we work to build relationships and ultimately create fundamental changes in the way they think and act in terms of recruiting and hiring people with disabilities.
Where the Jobs Are...

Hidden Job Market

80-90%

Public Job Market
Where the Jobs Are…

Large Companies

Small to Mid-size Businesses
How Employers Prefer to Hire

- Resumes
- Advertising
- Employment Agencies
- Proof
- Referrals

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Marketing & Employer Development

- Positioning
- Prospecting
- Proposals
- Preparation & Promotion
- Presentation
Preparation & Promotion

- Before we begin defining our services and our message, we need to use Business Language!
- Job Development – Recruitment Assistance
- Job Coaching – Retention Support
- Follow-Along – Post-hire Support
- Assessment – Short-term Internship
- Clients – Applicants, Job Seekers, Talent
- Supported Employment – just “Employment”
Preparation & Promotion

- Before we can begin to effectively market and present ourselves and our services we need to know what we offer and how it will benefit our customers.
- We do this by defining three things:
  - **Features:** *The services we offer*
  - **Benefits:** *Addresses “What’s in it for me?”*
  - **Unique Selling Proposition (USP):** *The reason that our services are different than that of the competition.*
Features & Benefits

Example:

- Feature: **Recruitment Assistance**
  (we usually call it job development)

- Benefits:
  - We provide you assistance finding quality applicants
  - Reduce costs for recruiting and advertising
  - Our employment agency takes the time to learn about your company to understand your hiring needs and qualifications to help make the best possible job matches
  - Ultimately, knowing your needs and expectations paired with the extensive knowledge about our candidates helps take most of the guess work out of hiring. (USP)
Making Contact: How We Present Ourselves

Introductions, Networking, Conversations

- Initial Contact: Introductions (formal/casual)
- Ask for time, not jobs
- Find out what they want and need
- Networking
Initial Contact - My Introduction

This....

- Hello, my name is Joe and I work for Happy Hearts Jobs. We are a supported employment provider and help people with disabilities gain meaningful and productive employment in the community. I was wondering if you have any openings?

Or This....

- Hello, my name is Joe and I work for Employment Solutions. We are an employment agency that provides area businesses with recruitment assistance and retention support. Much of our success comes from learning about our customers hiring needs and expectations. I would love to get 20 or 30 minutes of your time to learn more about your business...would you have some time next week to meet?
A Few Notes on Networking

- Networking is not a sales call...it’s about meeting potential contacts
- In order to network with employers, you have to be where they are (business groups/activities, etc.)
- It’s not an 8-5 effort
- Networking opportunities can happen anywhere anytime
- Networking is a two-way street
- Know your “stuff”, ask good questions, be interested and get involved
Making Contact

Informational Interviews

- The best way to learn about a business
- Allows us to gain valuable insight into the business (positions, hiring process, expectations, etc.)
- Have a list of good, open-ended questions
- Listen more than you talk
- Take notes and listen for key things, i.e. needs, expectations and opportunities
- Store all information, knowledge and “intelligence” about your customers
How are you storing critical knowledge, information and “intelligence”?

- File cabinet, spreadsheet, your head?
- It is critical we store all of this information to facilitate career exploration and quality job matches!
- A new service and a bit of shameless self promotion...

  - Web-based contact, knowledge & customer relations system
  - Developed specifically for our field
  - Expedites career exploration, job matches and enhances relationships with employers

[www.edpsite.com](http://www.edpsite.com)
Job Title: Busser
Position Summary:
Reports To: Manager on Duty

Basic Functions:
- Sets and resets dining room tables.
- Assists with cleaning tables, refilling water, serving bread, and restocking clean plates, silverware, and glassware.

Essential Functions: (Core Routines)
1. Resets tables according to specifications of restaurant.

Other Duties: (Episodic Routines)
1. Clean water and soda stations
2. Assist servers
3. Wipe menus down
4. Maintain exterior (walks, parking lots, garbage area)
5. Clean and wipe down waiting area
6. Stock supplies

Opportunities for Customization (e.g.: Job Carving, Streamlining Creation)

Additional Notes (e.g.: equipment used, certifications required, flexibility, training, growth opportunities)

Must be able to stand 100% of time. Receive 4 days busser training (paid). Busser can move to server positions depending on performance and abilities. Busser also receive a % of tips from their shift.

Form of Employment: Part Time
Strategies to Implement

- Spend time on your features and benefits
- Make sure any leave behinds, websites, etc. reflect these and business language
- Treat employers as the primary customer that they are
- Invest time getting to know the employer
- Think quality over quantity...it will lead to increasing both.
- To do an online demo of EDP just email me or visit www.edpsite.com
OUR NEW MANTRA...

*In Search of Opportunities… Not Openings!*
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