



Fake it Till you Make it

Promoting your service as a business partner

What we will be discussing

- How do you see yourself
- What businesses to approach
- How to approach a business
- Get your ducks in a row before the meeting and nail it
- What else can you be doing



How do you see yourself

- See yourself in sales and marketing not social services
- See yourself working for a business not an agency
- You are selling a service and a product
- You must believe in the product and service



Employers to approach

- Do not refer to your list of candidates
- Branch out to different business industries
- Use business directories (print and online)
- Don't assume that a company is not hiring
- Don't assume that there is no chance that a business will hire a person with a disability
- All business's can benefit from public awareness regarding hiring people who have a disability



How to approach a business

Cold call 101



- Always have the name of the person before you call
- Always be prepared with your calendar open and pen and paper in hand
- Ask for a meeting to discuss your services and to create public awareness about hiring people with disabilities and leave it at that
- If the person says no be persistent
- Thank them and get off the phone asap

Cold Call Script



Job Developer – Hello Mr Smith its Andrea Hands calling from Community Living Sarnia Lambton, how are you today?

Employer- Good

Job Developer- Mr Smith I am hoping I can set up a quick ten minute meeting regarding our employment services at your convenience

Employer- We are not hiring right now

Job Developer- I am not necessarily looking for a job. Part of my role is to meet with local employers to provide public awareness regarding hiring people with disabilities

Employer- I have ten minutes now can't you just tell me over the phone

Job Developer- I have a small presentation on my lap top and it would be better if I could show it to you in person. As I promised I will only take ten minutes of your time and can meet whenever is convenient for you.

Getting ready for a meeting

- Dress for success
- Research the business prior to meeting
- Have your presentation ready and review it prior
- Ensure your equipment is charged and ready to go
- Show up at least 10 minutes early and go in 5 minutes prior to meeting



It's Meeting Time



- Introduce yourself and give a firm handshake
- Get the presentation going
- Use your presentation as a guideline. Try to turn it into conversation style
- Don't use social service language (Client, agency, job placement, programs, individuals)
- Be prepared to give examples of successes
- End with, "Do you see yourself partnering with us?"
- Confirm what the next action will be

After the meeting



- Put follow up dates in your calendar
- Document the meeting and make notes
- If there is a position start looking at your pool of job seekers (always thinking best fit)
- Send an email updating coworkers about the meeting and suggestions for candidates
- Make sure you follow up with the employer the day they requested and method (phone, email)

What else can I be doing

- Expose yourself to business's interacting with other businesses (Business after 5)
- Work on your public speaking (Toast Masters)
- Role Play (cold-calling and Presentations)
- Look into training for marketing, promotions and public relations
- Practise, Practise, Practise
- Ask other job developers about best practices

In Closing

- Never stop critiquing your self and making changes
- Confidence will come but fake it in the mean time
- Celebrate your successes and talk out your failures
- Focus on the positives and not the negatives
- Believe in your service and product

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