

Fake it Till you Make it

Promoting your service as a business partner



What we will be discussing

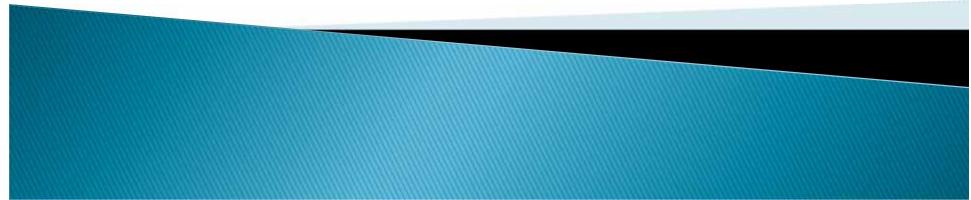
How do you see yourself
What businesses to approach
How to approach a business
Get your ducks in a row before the meeting and nail it
What else can you be doing



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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