RExO Face Forward 3 (FF3)
New Grantee Orientation
Employer Engagement

Amy Landesman
Coffey Consulting, LLC
“Sell it to Me”
“What Caught My Eye”

WOULD YOU HIRE THIS FIRM?

WHY OR WHY NOT?
NEED: CHEAP LEGAL HELP? TIERED OF THE SYSTEM? FED UP?

DIVORCE?
SPOUSAL SUPPORT?
CHILD SUPPORT?
CHILD CUSTODY?

WANT
CHEAP LEGAL FEES?
$$$ EXCELLENT REPRESENTATION?
SOMEONE IN YOUR CORNER?

HAVE
LITTLE $$$$$$ LITTLE EXPERIENCE IN COURT?
LITTLE UNDERSTANDING OF COURT PROCEDURES?

GET
13 YEARS EXPERIENCE
CUT-RATE LEGAL FEES $$
COMPETENT REPRESENTATION
EITHER FULL-TIME REPRESENTATION OR REPRESENTATION FOR A SINGLE HEARING

CALL TODAY: (123) 456-7890
ATTORNEY ADVERTISEMENT: LAW OFFICES OF ARTHUR DENT
Creating Compelling Marketing Materials

- Engaging and aspirational
- Results driven - #, %, $
- Defines the problem and offers a solution
- Shows value and benefits
- WIIFM
- “Sell the sizzle, not the steak”
Before the Pitch – Know Your Value

- What can we offer employers?
- Articulate your services
- Focus on services such as recruitment, pre-screening, training, HR functions, space, etc.
- Quantify as much as you can
- $ & time saved speak to employers
PITCH PRACTICE

WHAT WOULD YOU SAY IN AN ELEVATOR?
Embrace the Zen of Selling

Attitude + Content + Approach = Success
Embrace the Zen of Selling

**Attitude**

- Level the playing field
- Develop your own voice
- Exude confidence
- Consider your title (are you a “job developer” or “account manager”)
- Avoid “less then” inferences about your population
- Know the goal of the interaction in advance. Not everything requires a hard sell
Embrace the Zen of Selling

Content

- Focus on long-term relationship vs. quick placement
- Service-based vs. mission-based, but avoid social service jargon
- “Free” often sounds like “Cheap.” And stay away from guarantees
- Establish a need and be a resource. “People don’t buy good and services, they buy good feelings and solutions to problems”
- Numbers and names build credibility: bottom line impact ($$), # of years in business, names of customers, etc.
Embrace the Zen of Selling

Approach

- Remember the 6P’s: Proper Planning and Preparation Prevents Poor Performance
- KISS: Keep it Short and Simple ("Less is more")
- Customize your approach to your audience
- Ask questions - Listen as much as you talk
- Be persistent. 73% of business buyers say “No” at least five times before eventually saying “Yes”
- Always ask for the business. You have nothing to lose
## Why Us Instead of a Job Board?

<table>
<thead>
<tr>
<th></th>
<th>Us</th>
<th>Job Board</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cost</td>
<td>No Cost to Employers</td>
<td>$ to $$$ per ad</td>
</tr>
<tr>
<td># of Applications</td>
<td>Manageable</td>
<td>Overwhelming</td>
</tr>
<tr>
<td>Pre-Screening Resumes</td>
<td>Done for You</td>
<td>Your Responsibility</td>
</tr>
<tr>
<td>Actual Knowledge of Candidates</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Arranging Interviews</td>
<td>One Call to Us</td>
<td>Your Responsibility</td>
</tr>
<tr>
<td>Pre-Employment Training &amp;</td>
<td>Yes</td>
<td>No</td>
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<tr>
<td>Screening</td>
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<td></td>
</tr>
<tr>
<td>Personal Account Manager to</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Meet Your Needs ASAP</td>
<td></td>
<td></td>
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<tr>
<td>Post-Hire Follow-Up to</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Ensure a Good Match</td>
<td></td>
<td></td>
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<tr>
<td>Knows this Community</td>
<td>Yes</td>
<td>No</td>
</tr>
</tbody>
</table>
Core Message
What is the single most important thing employers should know about you?

Key Benefit 1
Supporting Sentence 1
Use stories, specifics, examples
Supporting Sentence 2

Key Benefit 2
Supporting Sentence 1
Supporting Sentence 2

Key Benefit 3
Supporting Sentence 1
Supporting Sentence 2
We lower the cost of hiring through our specialized placement service

**Speed & Accuracy**
- Have roster of candidates ready to interview
- Tough screening process to find good matches

**Local**
- Been placing people in the community since 1985
- Placed candidates at over 100 local businesses

**Save $$**
- Cut companies’ recruit-to-hire time by 50% on average
- In 2013, saved our employer partners over $30k in recruiting costs
PITCH PRACTICE

LET’S TRY THIS AGAIN!
In the Face of Resistance.....

How do I handle no?
Job Developers typically face two forms of resistance from employers:

- **Wariness of cold calls / sales pitches generally**
  - “Sorry, I’m too busy to talk now”
  - “We’re satisfied with our current setup”
  - “I don’t have any need for your services right now”
  - “I don’t handle the hiring for the company”

- **Reluctance to work with a non-profit organization or the population you represent**
  - “Sorry, I don’t want [ex-offenders, welfare recipients, high school dropouts, etc.] working for me”
  - “No thanks, I’ve been burned by job training programs before”
Face the Resistance

- Listen to what the employer is saying
- Don’t argue or debate
- Acknowledge the resistance
- Assess and ask questions
- Be a problem-solver
- Avoid over-promising and under-delivering
- Follow-up
Selected Resources

- **Hidden Agendas: Stereotypes and Cultural Barriers to Corporate-Community Partnerships** (2004) exposes the barriers between for-profit and non-profit entities:
  

- Aspen Institute’s **Business Value Assessment Toolkit** helps demonstrate how much you can save employers:
  

- Aspen Institute’s **Branding and Marketing Toolkit** offers best practices and tools for developing a marketing plan:
  
  [http://www.aspeninstitute.org/sites/default/files/content/docs/TOOLKIT_10-18.PDF](http://www.aspeninstitute.org/sites/default/files/content/docs/TOOLKIT_10-18.PDF)
Selected Resources

• Marketing Tips for Job Developers or Anyone Else Having to Do that Job, because the Job Developer is Away Sick
  http://www.dtg-emp.com/media/articles/pdfs/marketingtips.pdf

• 23 Job Development Tips
  http://jobdevelopersresourcenetwork.groupsite.com/beta/discussion/topics/401725/messages

• Tips for Job Development During Tough Times

• We Generate Employer Resistance Not the Employer
Questions???

Thank you!!!!!!

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