


Getting in Tune with Employers



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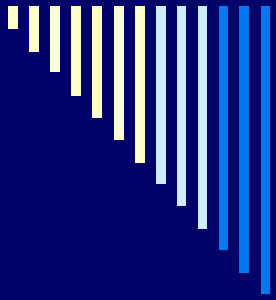


What'll we'll talk about...

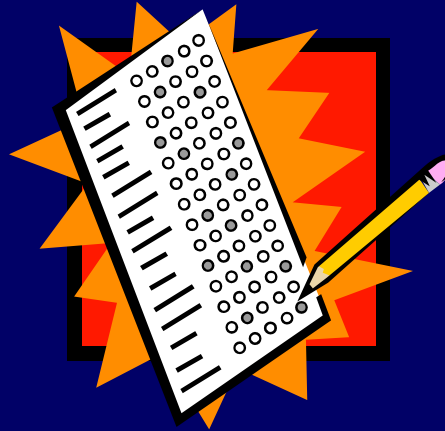
- Job Development
 - Creative and Professional Approaches
 - Building Respect, Trust, Relationships

 - Outreach Techniques
 - Networking
 - Making Presentations
 - Holding Productive Meetings
 - Follow-up

 - One Stop Partnerships
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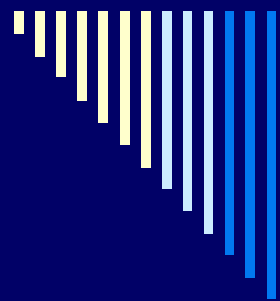
Job Development Quiz





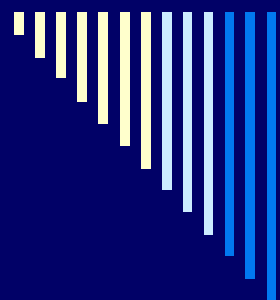
How did you RATE?

- Do you enjoy Job Development?
 - Attitude
 - Rehab vs. Business Worlds
 - Networking
 - Are you a Resource?
 - Appointments/Preparation
 - Willing to Learn...?
-



Do you enjoy Job Development?

- If your answer was NO – Don't do it!
- Disservice to Job Seekers
- Waste of time for businesses
- You should do what you love

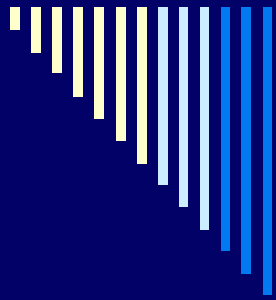


How is your Attitude???

- Do you whine?
- Do you complain?
- Do you blame?

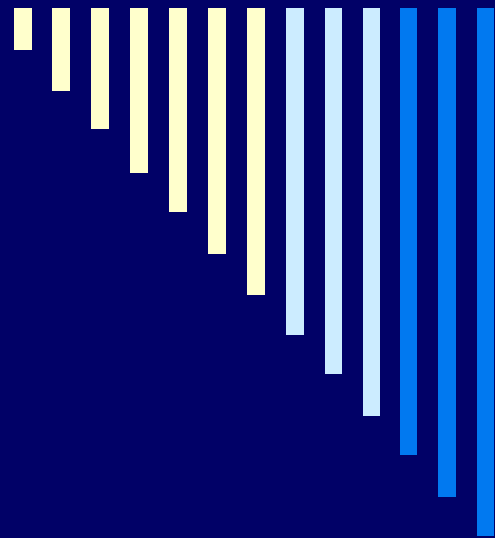
OR...

- Do you problem solve?
- Do something productive?
- Look in the mirror?



Rehab vs. Business Worlds

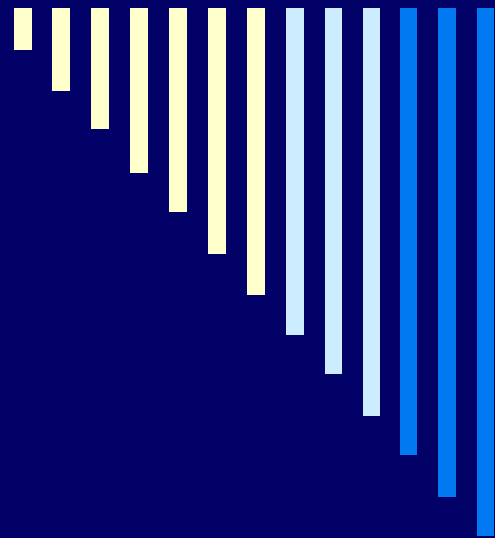
- ❑ Bottom line driven – How can working with you benefit me?
- ❑ More professional you look – More respect you will receive
- ❑ Business card is all you need
- ❑ Must be a resource/expert



Networking

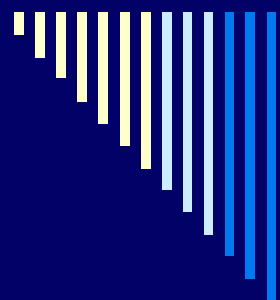
It's NOT working

It's NETworking



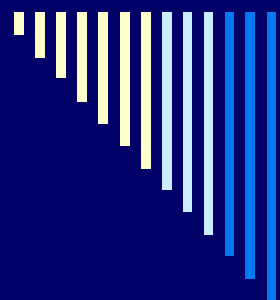
It's not WHO you
Know...

...it's WHO knows you!



How you must be seen...

- A Disability Expert
- A Recruitment Resource
- An Accommodations Resource



How you must NOT been seen...

- ❑ Social Worker
- ❑ “Placer” of the “Disabled”

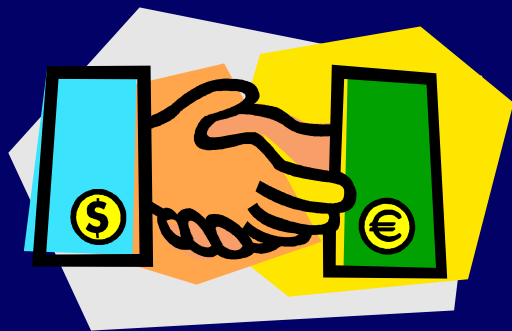


Where should you NETWORK?

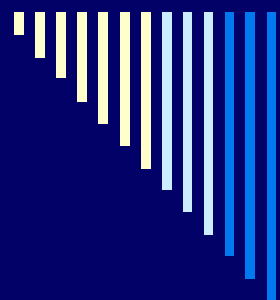
- ❑ Chambers of Commerce
- ❑ One Stop Career Center
- ❑ Job Fairs
- ❑ Business Journal Events
 - power breakfasts, seminars
- ❑ Networking Clubs
- ❑ Civic Organizations –
Lions, Rotary, Elks (be a leader not just a member)
- ❑ Cultural Events
- ❑ Charities
- ❑ Trade or Professional Associations
- ❑ Health Club
- ❑ Sporting Events
- ❑ Happy Hours
- ❑ Church
- ❑ Homeowners Assoc.



To make the most of a networking event...



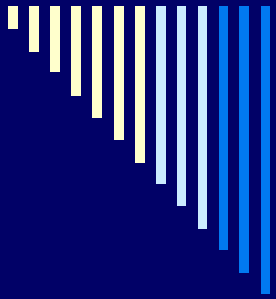
...spend 75% of your time with people you don't know!



Networking should lead to **Appointments Opportunities for Public Speaking...HOW?**

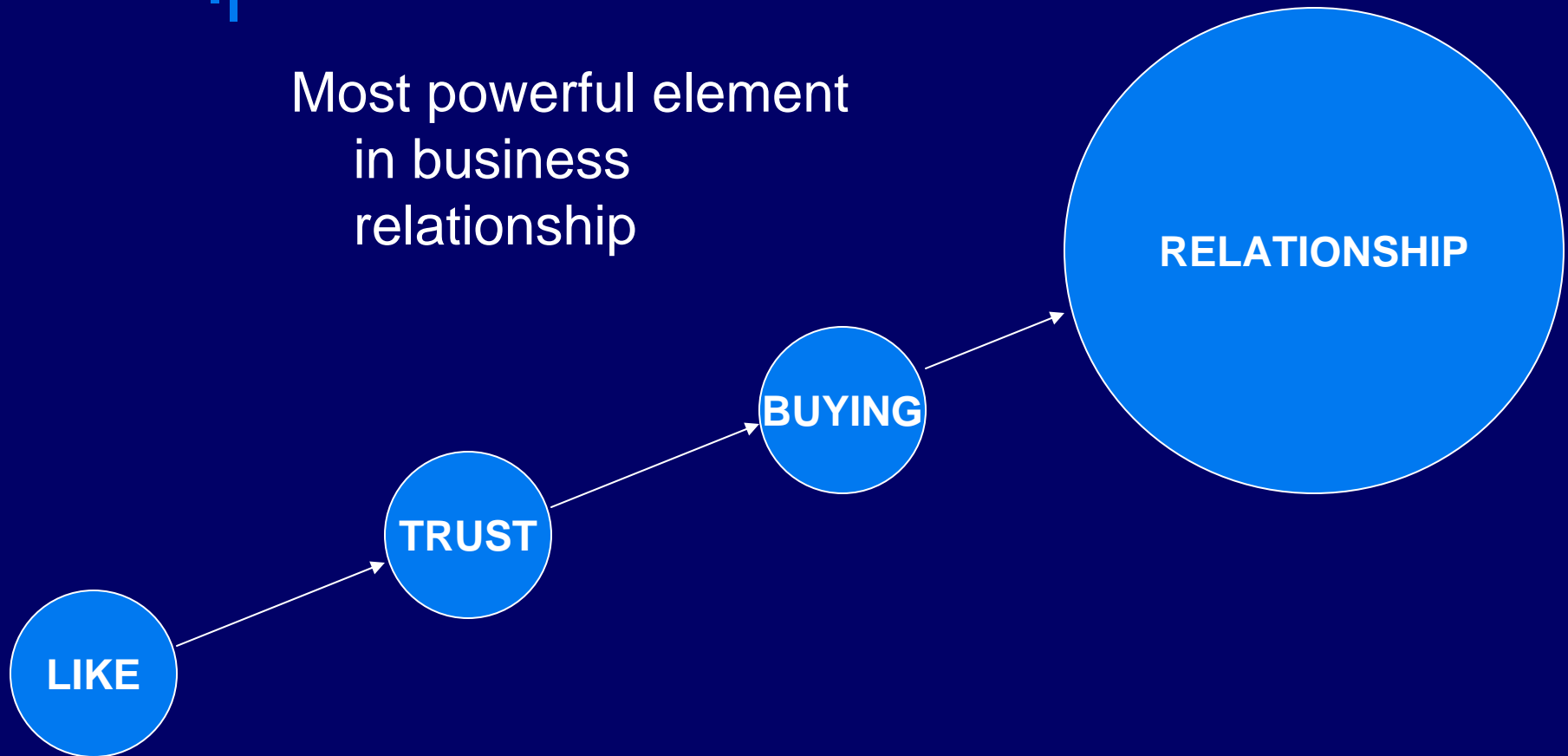
- Engage
- Spark Interest
- Provide Value
- Create Desire
- Be Available

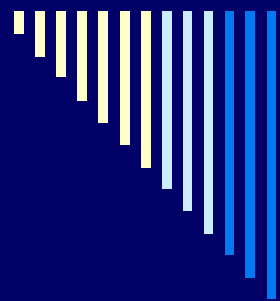
People want to do business with people
they like...be likeable!



Liking...

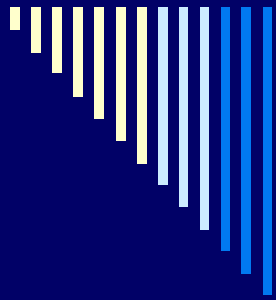
Most powerful element
in business
relationship





Communication

- Verbal 7%
- Vocal (tone, pitch) 38%
- Visual – body language 55%



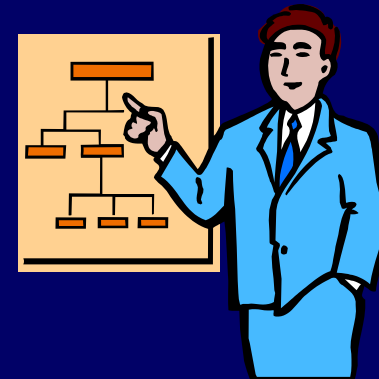
Non Verbal Positive Gestures

- Smiling – when listening and speaking
- Eye Contact - “I’m interested” “I want to and can help”
- Nodding – Assures you are listening and understanding, promotes agreement
- Lean Forward
- Use Open handed gestures



Body Language to AVOID

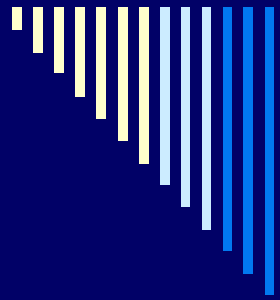
- ❑ Folded Arms – closed, defensive
- ❑ Hands in Pocket – insecure, suspicious
- ❑ Staying behind desk or counter



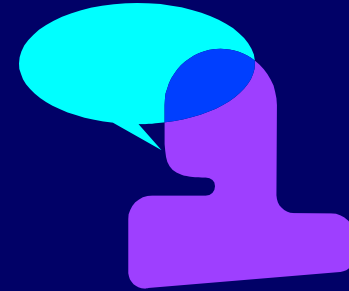


Are you a Valuable Resource?

- ❑ Do you market with resources and information about how the company will profit, succeed, produce?
 - ❑ Establish yourself as an expert – testimonials, articles, talk shows
 - ❑ Be known as a leader, an innovator
 - ❑ Separate yourself from the competition – brand yourself
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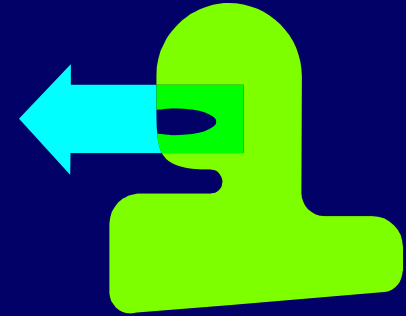
Public Speaking



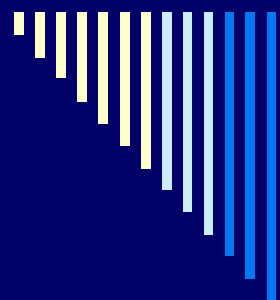
- ❑ Want to make 50 new contacts? Offer to speak for a group
- ❑ Don't give a sales pitch, speak on your topic, recruitment, accommodations, disability awareness (Be Great)
- ❑ Choose the audience – HR, Business Owners, Decision makers



Public Speaking



- ❑ Create a handout – point of talk, contact info
- ❑ Ask for audience evaluations
- ❑ Make yourself memorable
- ❑ Become a resource
- ❑ Give value – offer something in exchange for their business card
- ❑ Stay after talk determine impact



Appointments/Preparation

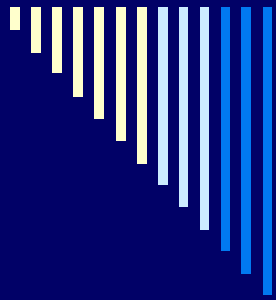
- Networking vs. Cold Calling
- Sell the appointment
- Come prepared – know the company, know the person you are meeting with



Appointment questions to AVOID

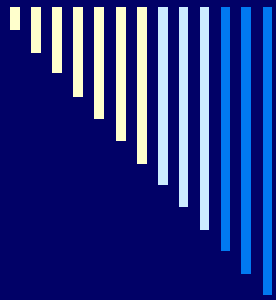
- ❑ Tell me about your company.
- ❑ Let me tell you about my organization.





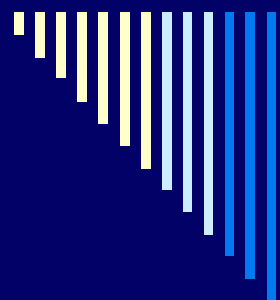
How to Prepare – Know the Company

- ❑ Internet – not just their site, use Google, dogpile and other search engines, look for articles and other info
- ❑ Google the person you are meeting with
- ❑ Read their literature – you better know what they want you to know
- ❑ Talk to their vendors, customers, competition, your network



How to Prepare – Use the Information

- Get the information and relate it to your service – how do they hire, who do they hire, where do they hire?
- Use the information to prepare for each appointment – what you have learned about the company (impressive) and how working with you will help them succeed, profit, shine!



How to Prepare - Objectives

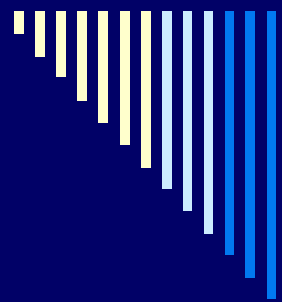
- Know what you want out of the meeting
- Continued relationship
- Serve as a recruitment source
- Remember – don't ask for everything you want the first meeting – you are there for them!

ARE YOU...Willing to Learn?

When climbing the
ladder of success
Which way are
you headed?

The secret to
climbing **up** is to
put your heart into
your work!





Keys to Success

Be willing to learn

Be willing to work hard – extra hours

Be willing to learn something new everyday

Stay away from negativity

Take risks

Learn from mistakes

