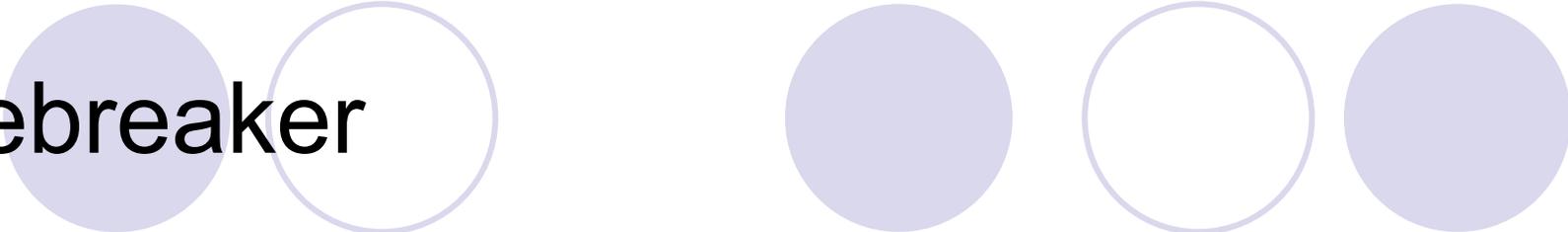
The slide features several decorative circles in a light purple color. One solid circle is on the left side. Another solid circle is positioned behind the top-left portion of the main title. A third solid circle is behind the top-right portion of the main title. A fourth solid circle is behind the bottom-left portion of the text. A fifth circle, which is hollow with a thin purple outline, is behind the bottom-right portion of the text. The main title is centered in the upper half of the slide.

Job Development, Customer Service and Sales

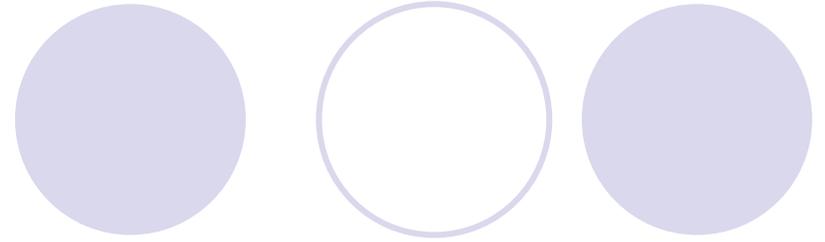
Missouri Training Institute
College of Business, UMC



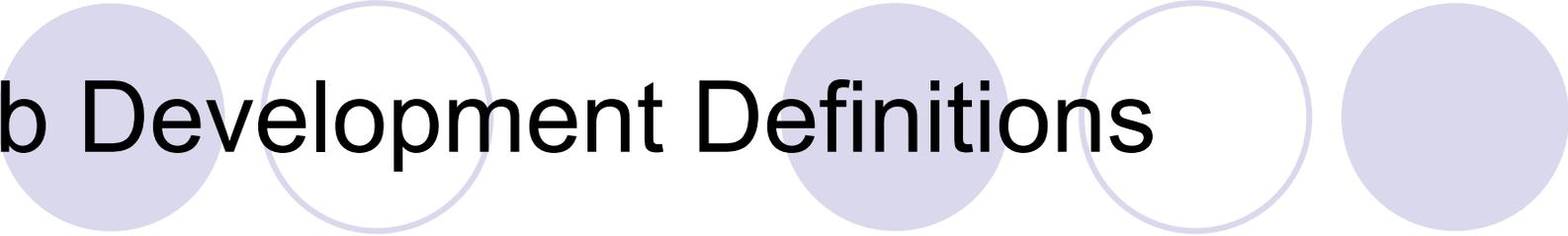
Icebreaker

- As a group, walk around the room and greet each other as if the people really don't matter. Take on an attitude of indifference.
- Facilitator will tell you when to begin and when to end.

Icebreaker (cont)



- Now, walk around the room a second time – this time greeting each other as if you were long lost friends.



Job Development Definitions

- The process of securing a job interview for your job-seeking customer
- A promotional effort directed primarily toward obtaining employer job openings

Eight Characteristic of the Entrepreneurial Job Developer

1. You are on the path of right livelihood and have a mission.
2. You treat job development as an art as well as a science.
3. You choose to operate out of the abundance mentality rather than the scarcity mentality.
4. You believe in your power to affect change.

Eight Characteristic of the Entrepreneurial Job Developer

5. You are willing to be a leader.
6. You are willing to question the status quo and seek creative solutions to problems.
7. You aspire to reach your full potential and refuse to settle for less than what is possible.
8. You gladly remain a beginner and a fresh learner.

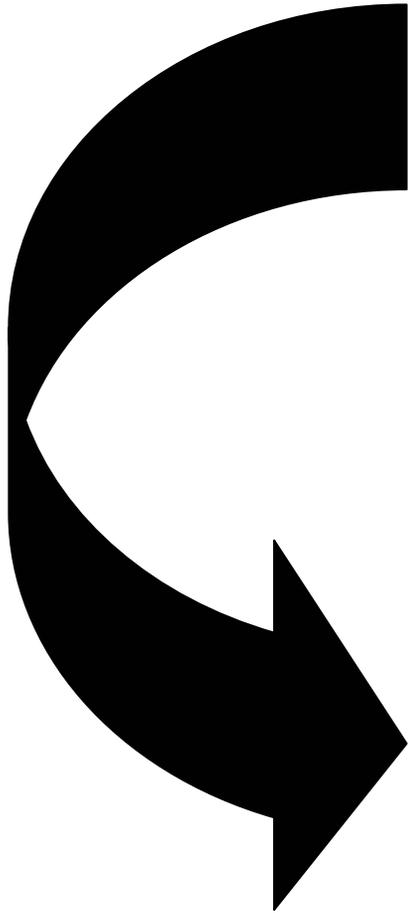
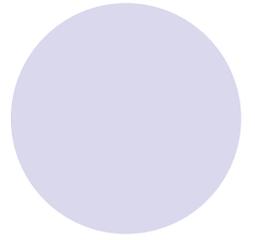
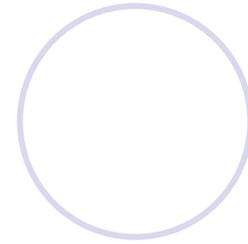
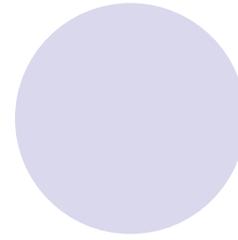
“Beyond Traditional Job Development”, Denise Bissonnette

Objectives

- Relationship Selling
- Meeting and Greeting the Employer
- Selling Yourself
- Finding New Jobs for Clients



Relationship Selling The Sales Process



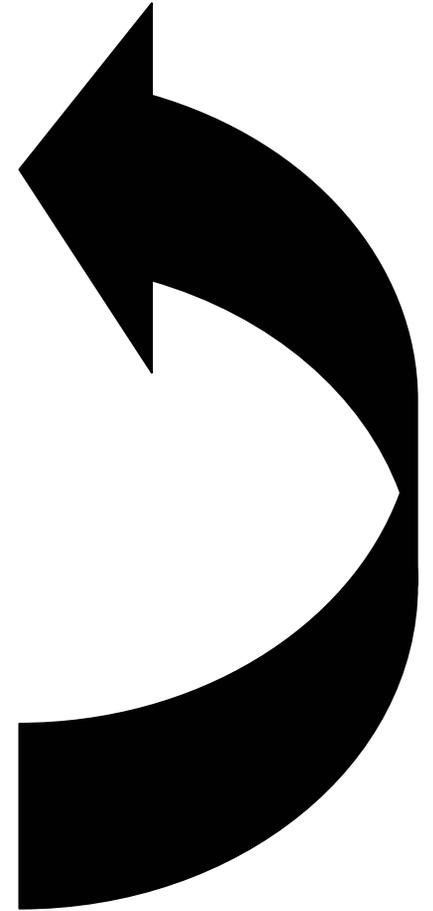
Prospect

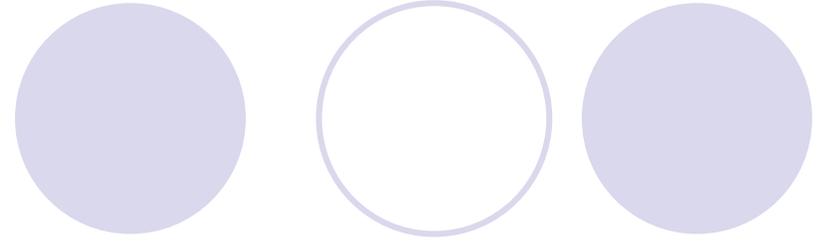
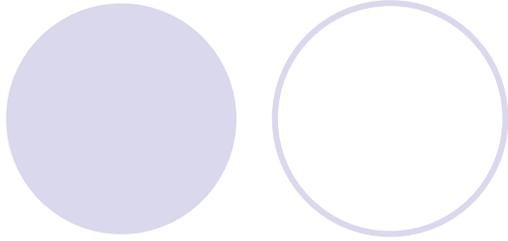
Rapport

Qualify

Present

Close





- “All great business is built on friendship.”
 - J.C. Penney

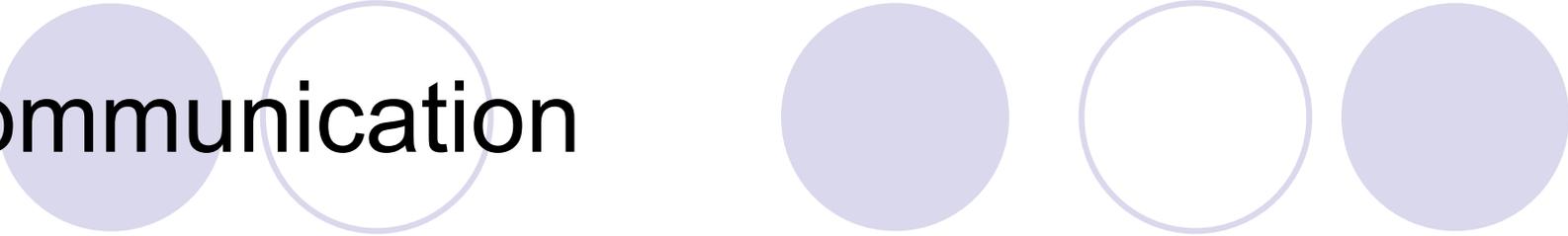
A Continuum of Sales Relationships

Occasionals	Regulars	Loyals
Price key concern Short term focus “Arms-length” in nature Win-Lose approach Offers Flexibility	Long-term by habit or intention Interpersonal element is key “Score-card” mentality diminishes Win-win approach More costly & risky	Long-term by intention & design Parties invested in relationship Mutual benefit oriented Expensive & risky Can't date around!



Qualities of a good relationship

- Communication
- Emotion
- Enjoyment
- Authenticity
- Personal Touch
- Proactivity
- Attitude
- Caring
- Enthusiasm
- Celebration



Communication

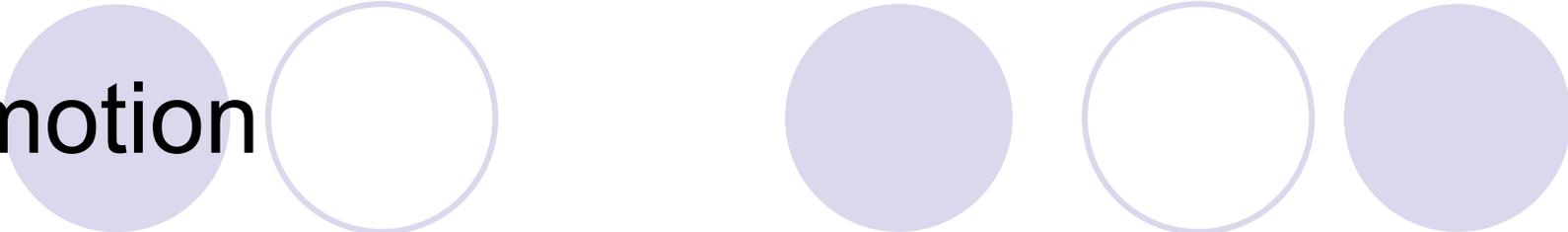
“Nothing is so simple that it cannot be misunderstood.”

○ Jr. Teague

Communication

- Communicating clearly and listening effectively are key building blocks
- Remember the percentages!





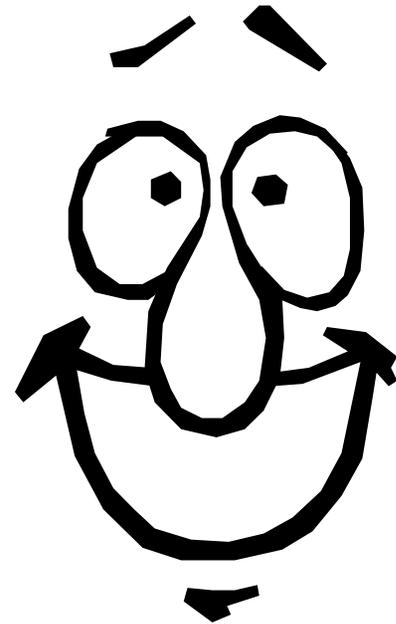
Emotion

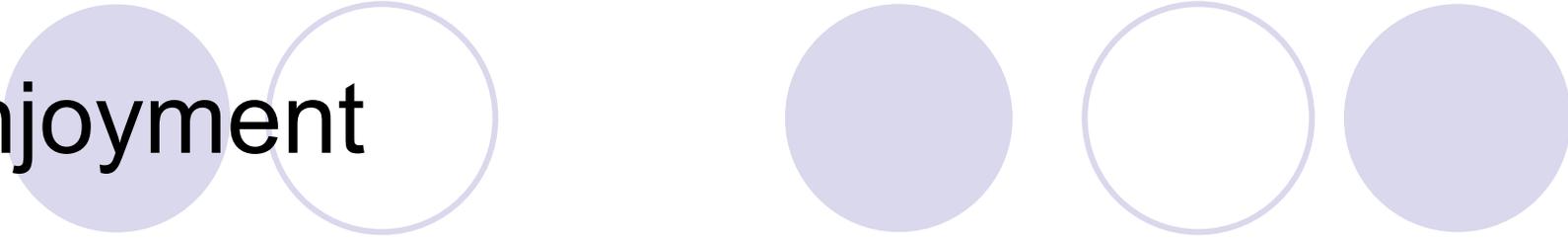
“When dealing with people, remember you are not dealing with creatures of logic, but creatures of emotion.”

○ Dale Carnegie

Emotion

- IQ vs. EQ
- Walk awhile in their shoes...but take yours off first!
- Use emotional words





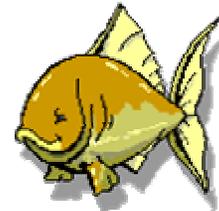
Enjoyment

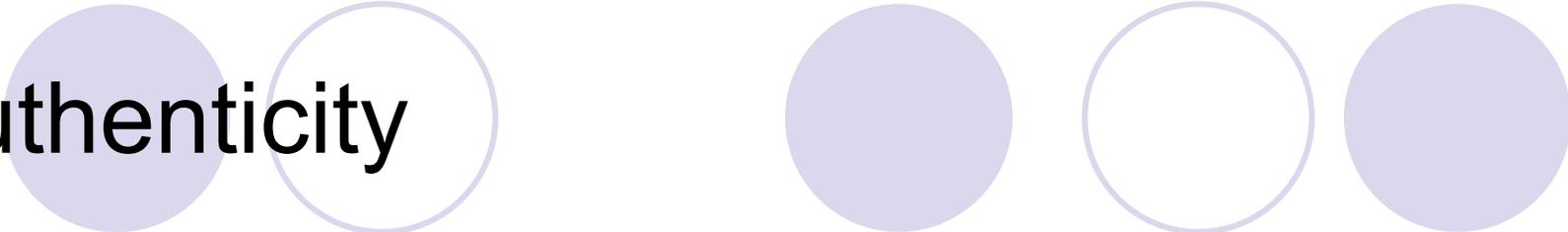
“Just play. Have fun. Enjoy the game!”

○ Michael Jordan

Enjoyment

- Turn the workplace into a “workPLAYce”
 - Humor Board
 - Invent Rituals
 - Minister of Mirth
 - Movies & Popcorn
 - Others?

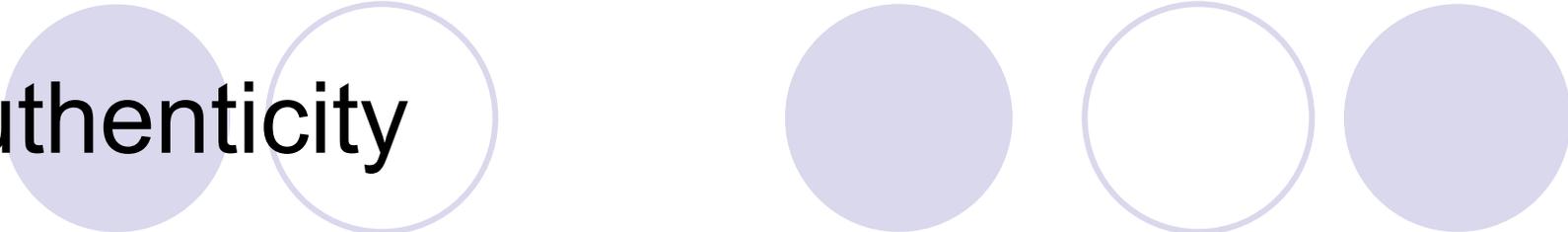




Authenticity

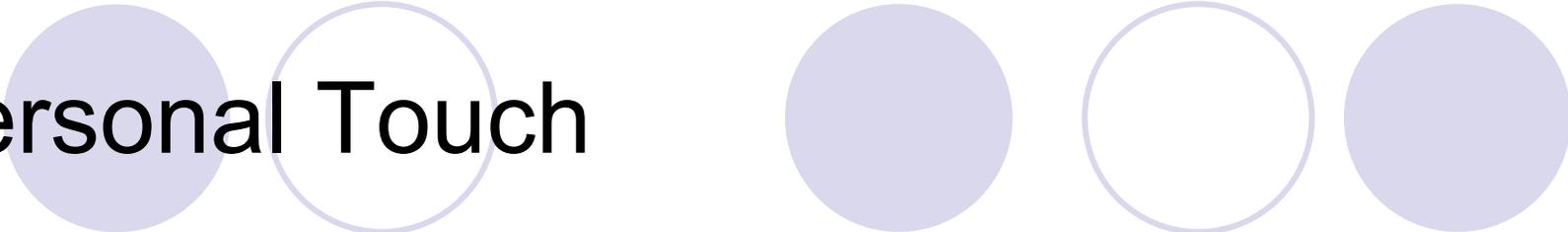
“We judge ourselves by our intentions, but others judge us by our behaviors.”

○ Eric Harvey



Authenticity

- What do you stand for?
- What makes you unique?
- Do you have a personal mission?
- Does your organization have an identity?

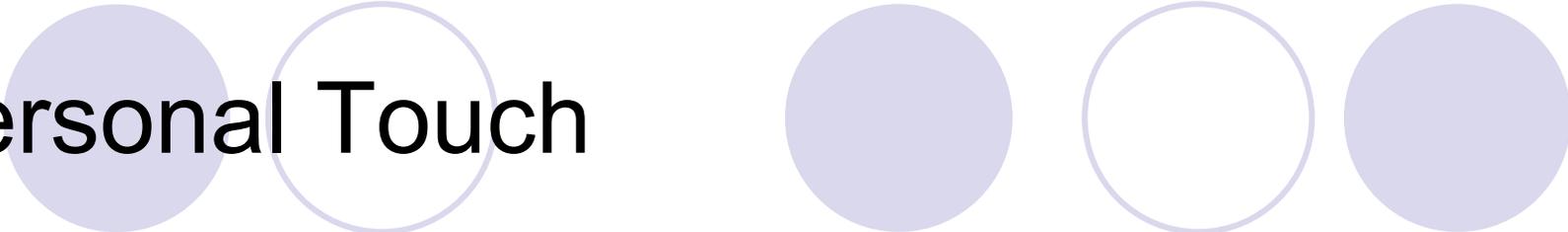


Personal Touch

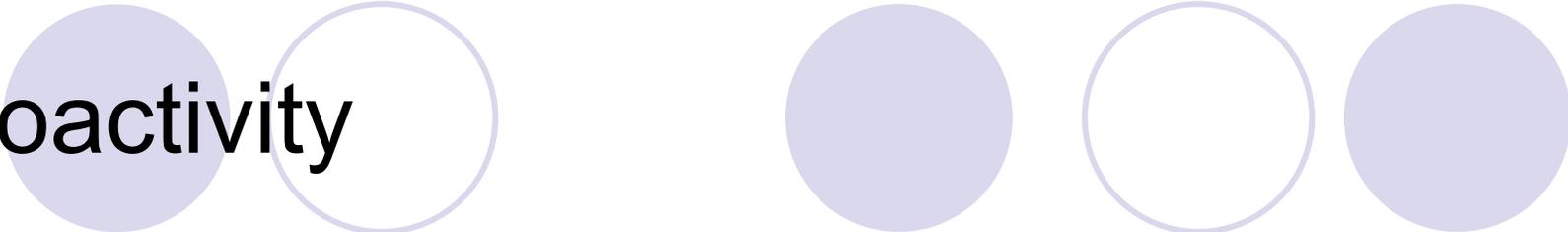
“Consumers are statistics. Customers are
PEOPLE!”

○ Stanley Marcus

Personal Touch

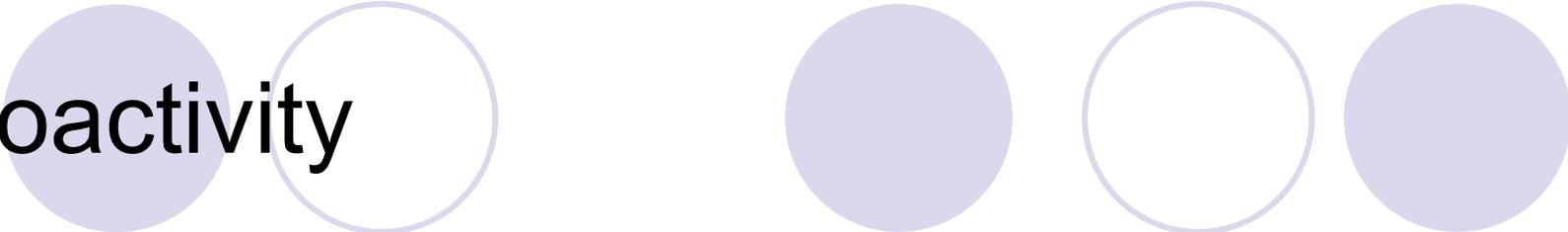


- Use a customer-relationship management system
- What can your company offer that customers CAN'T get elsewhere?
- Use customer information responsibly and respectfully



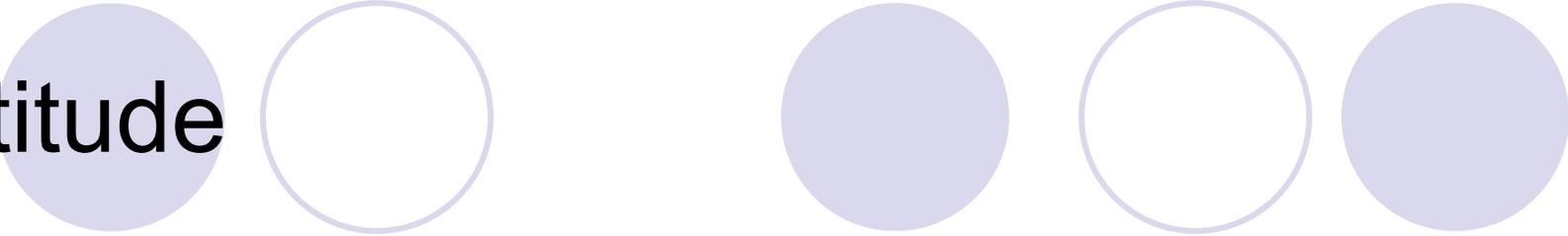
Proactivity

- “Proactive people take the initiative and responsibility to make things happen. They cause action rather than being victims of circumstance.”
 - Chris MacAllister



Proactivity

- Don't perceive service to be *reactive*
- “What else can I do for you today?”
- Go above and beyond



Attitude

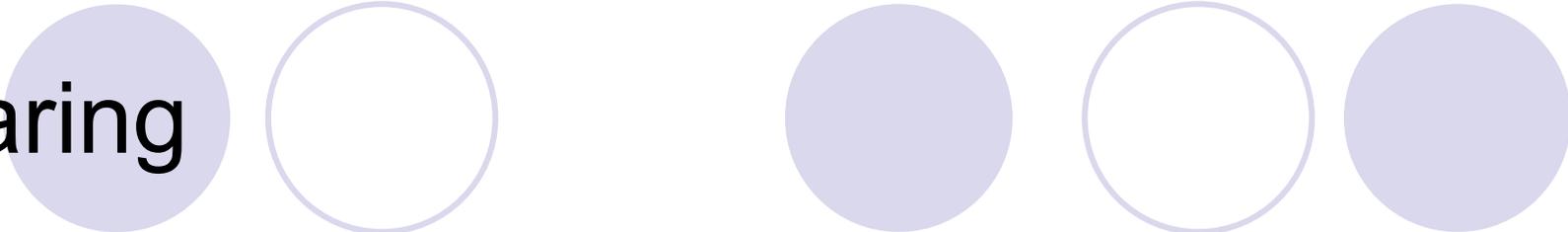
“A healthy attitude is contagious, but don’t wait to catch it from others. Be a carrier!”

○ Source Unknown

Attitude

- Learn the art of “positive framing”
- Stop “subliminal self-sabotage”
- Look for signs of unconscious negativity

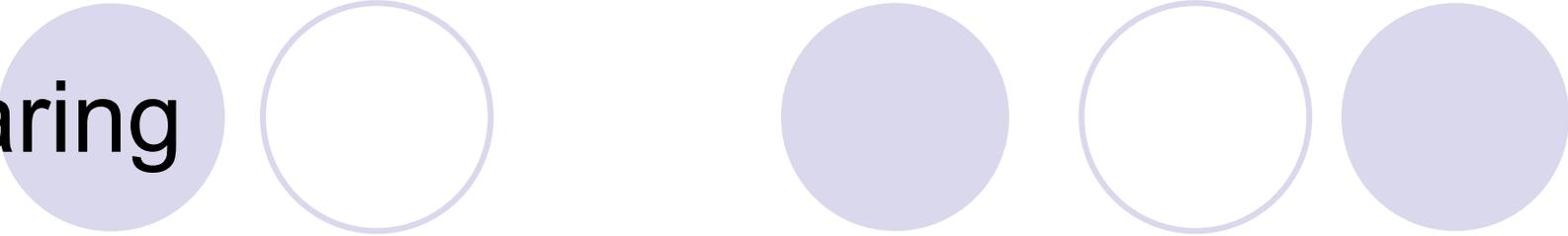




Caring

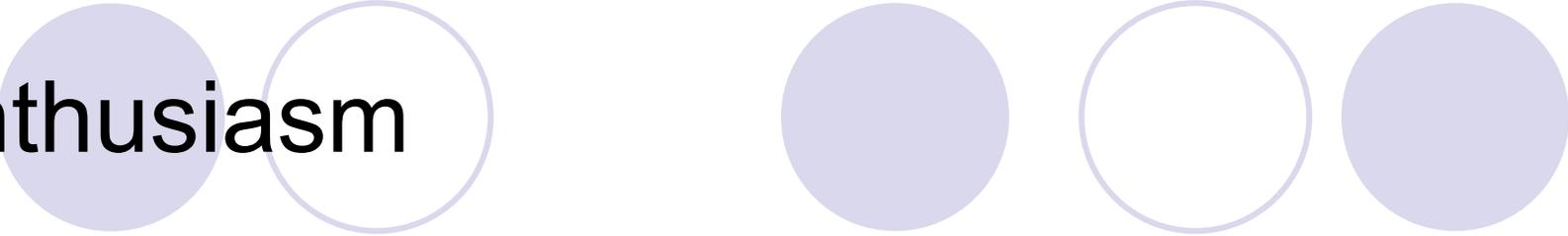
“If you don’t care, your customers never will!”

○ Marlene Blaszczyk



Caring

- Pay attention to customers needs and wants
- Be *empathetic* to those needs and desires
- Customers won't care how much you know until they know how much you care.



Enthusiasm

“Enthusiasm is everything. It must be taut and vibrating like a guitar string.”

○Pelé

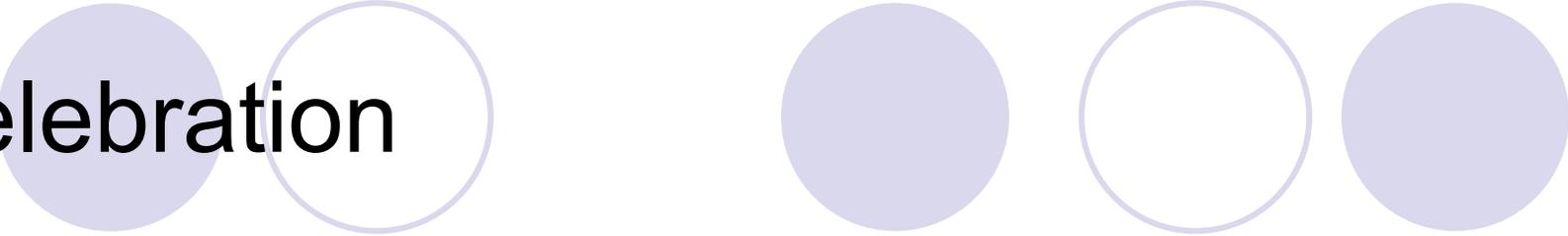
Enthusiasm

- Manager of Moments of Magic

Or better yet...

- Mighty Mouse

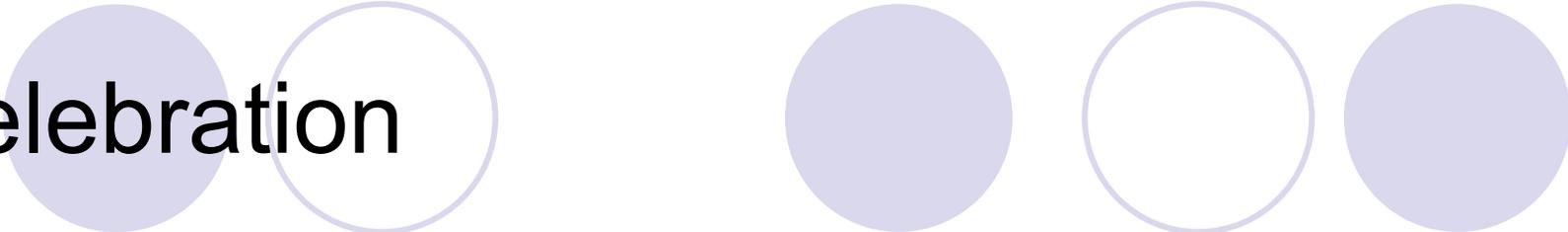




Celebration

“Celebrate what you want to see more of.”

○ Tom Peters



Celebration

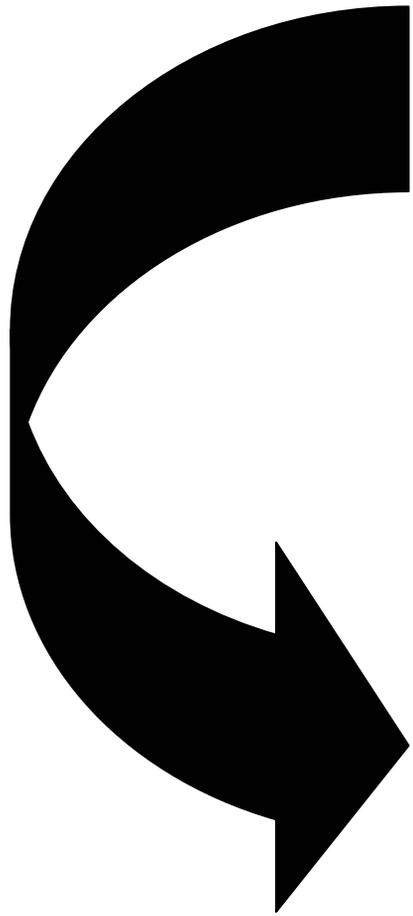
- Share success stories
- Create themes
- Appreciation celebrates the relationship
- Take the opportunity to say thank you to customers AND co-workers



Customer Service is about Relationships

- Communication
- Emotion
- Enjoyment
- Authenticity
- Personal Touch
- Proactivity
- Attitude
- Caring
- Enthusiasm
- Celebration

But let's not forget to make the sale...



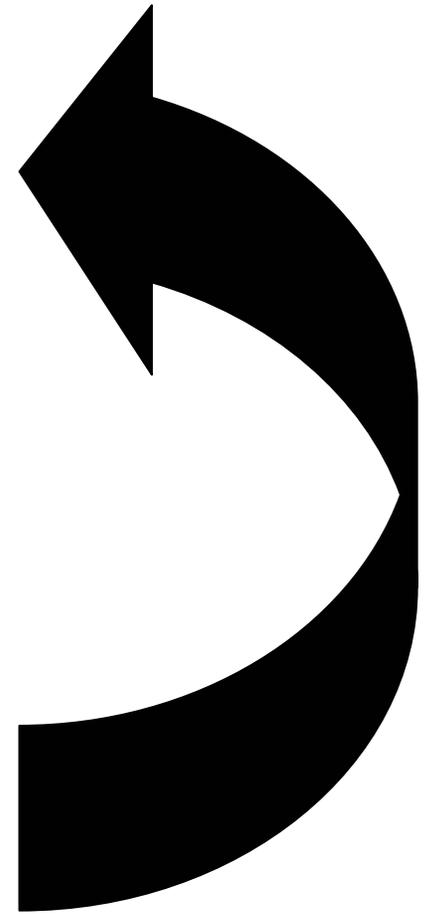
Prospect

Rapport

Qualify

Present

Close



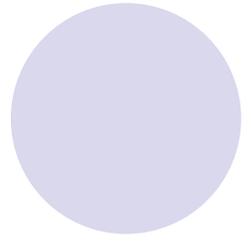
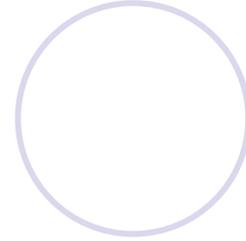
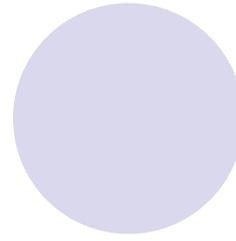
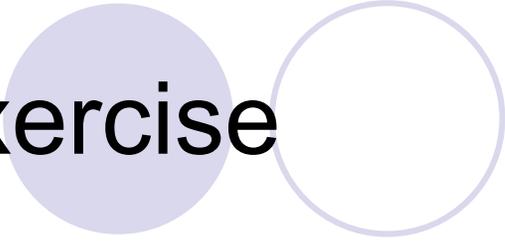
Top 8 Things Customers Don't Want to Hear...

1. I'm surprised you haven't heard about our services.
2. That's not my job.
3. Sorry, it's closing time, so I can't talk with you now.
4. You're the first person who has complained about our service.

Top 8 Things Customers Don't Want to Hear...

5. Tell me your name again, and what the problem is.
6. Walk through the door over there, turn left, take the escalator.....
7. Gosh, I barely got here – had to drop my dog at the vet, traffic was terrible, and I've got this awful headache.
8. That's against our policy.

Exercise



- What would you say instead?

Objectives

- Relationship Selling
- Meeting and Greeting the Employer
- Selling Yourself
- Finding New Jobs for Clients



Meeting and Greeting Employers

- Developing Partnerships
- Expanding Your Customer Base
- Initiating Contact with Employers
- Scheduling Appointments
- Follow-up

Meeting and Greeting Employers Developing Partnerships

- What do you have to offer the employer?

- Primary Resources

- Qualified applicants
- Financial incentives
- Others?

- Expertise and insight

- Looking at applicant's skills as cost saving/money making ventures
- Occupations across industries
- Others?

- What does the employer have to offer you?

- Primary Resources

- Employment opportunities
- Job interviews
- Others?

- Expertise and Insight

- The industry
- Occupations in the field
- Others?

- Opportunities

- Tours of business
- Others?

Meeting and Greeting Employers Developing Partnerships



Ask Questions

- Encourage involvement by asking open-ended questions
- Build on “flawed” suggestions rather than rejecting them
- Avoid telling or demanding
- Use other person’s ideas

Meeting and Greeting Employers Developing Partnerships

Ask Questions

- Phrases you can use:
 - “Tell me about your business”
 - “How would you like us to handle that?”
 - “Do you have any ideas?”
 - “What can I do to help you meet your recruitment needs?”
 - “How can we work with you to address your employment needs, and make sure that you have a full workforce for the years to come?”
 - “When would be the best time to meet?”

Meeting and Greeting Employers Developing Partnerships



● Activity

- Individually, read through the questions on the Learning Employers' Needs worksheet.
- Rank your top 5 in terms of what information is the most important for you to know.
- Divide up into small groups – discuss your top 5.
- Reach consensus on your group's top 5.
- Share with entire group.



Meeting and Greeting Employers

- Developing partnerships
- **Expanding Your Customer Base**
- Initiating Contact with Employers
- Scheduling appointments
- Follow-up

Expanding Your Customer Base

- Start with people you know
- Keep up with the news
- Read
- Attend meetings
- Attend special events
- Join associations
- Make presentations
- Attend job fairs and conferences
- Sponsor events
- Hold special events involving employers
- Initiate and/or maintain contact with employers
- Research

Meeting and Greeting Employers

Initiating Contact with Employers

- A “Good” Cold-Contact Strategy:
 - Letter – Phone – Letter – Meeting
- A “Better” (More Efficient) Cold-Contact Strategy:
 - Phone – Letter - Meeting

Meeting and Greeting Employers

Initiating Contact with Employers

- 20-120 Telephoning Strategy
 - Set a goal of making 20 calls an hour for two straight hours (120 minutes) then take a one hour break
 - No more than 30 seconds for opener
 - If no interest, move on to next prospect.
 - If interested, answer immediate questions, then set up meeting.
 - If time, send letter confirming the meeting and providing a few more details about program.

Meeting and Greeting Employers Initiating Contact with Employers

Get Referrals

People like to help...if they like you. Past-client referrals are highly dependent upon client satisfaction and personal relationships. One of the best ways to test for satisfaction and the strength of your relationship is to ask for a referral.

Meeting and Greeting Employers

Scheduling Appointments

Time Management

- What is a realistic schedule?
- How much time do you have to give?
- Working as teams

Meeting and Greeting Employers Scheduling Appointments

The background features several light purple circles of varying sizes and a large, irregular, jagged black outline that resembles a lightning bolt or a stylized star. The text is centered and overlaid on these elements.

You always dress differently when meeting
with a baker than with a banker.

Meeting and Greeting Employers

Scheduling Appointments

- Before the meeting checklist
 - 3 most important things you want to find out
 - Look in the mirror
 - Pack your briefcase
 - Leave on time to be on time



Meeting and Greeting Employers

- Developing partnerships
- Initiating Contact with Employers
- Scheduling appointments
- **Follow-up**

Meeting and Greeting Employers

Follow Up

- Establish a reason for follow up
- Leave a tangible reminder
- Record what you learned immediately after meeting
- Follow up with letter

Meeting and Greeting Employers

Follow Up

Follow up letter

- Good business etiquette
- Reminds employer of benefits
- Confirms and encourages next steps
- Should be written and mailed same day as meeting

Meeting and Greeting Employers

Follow Up

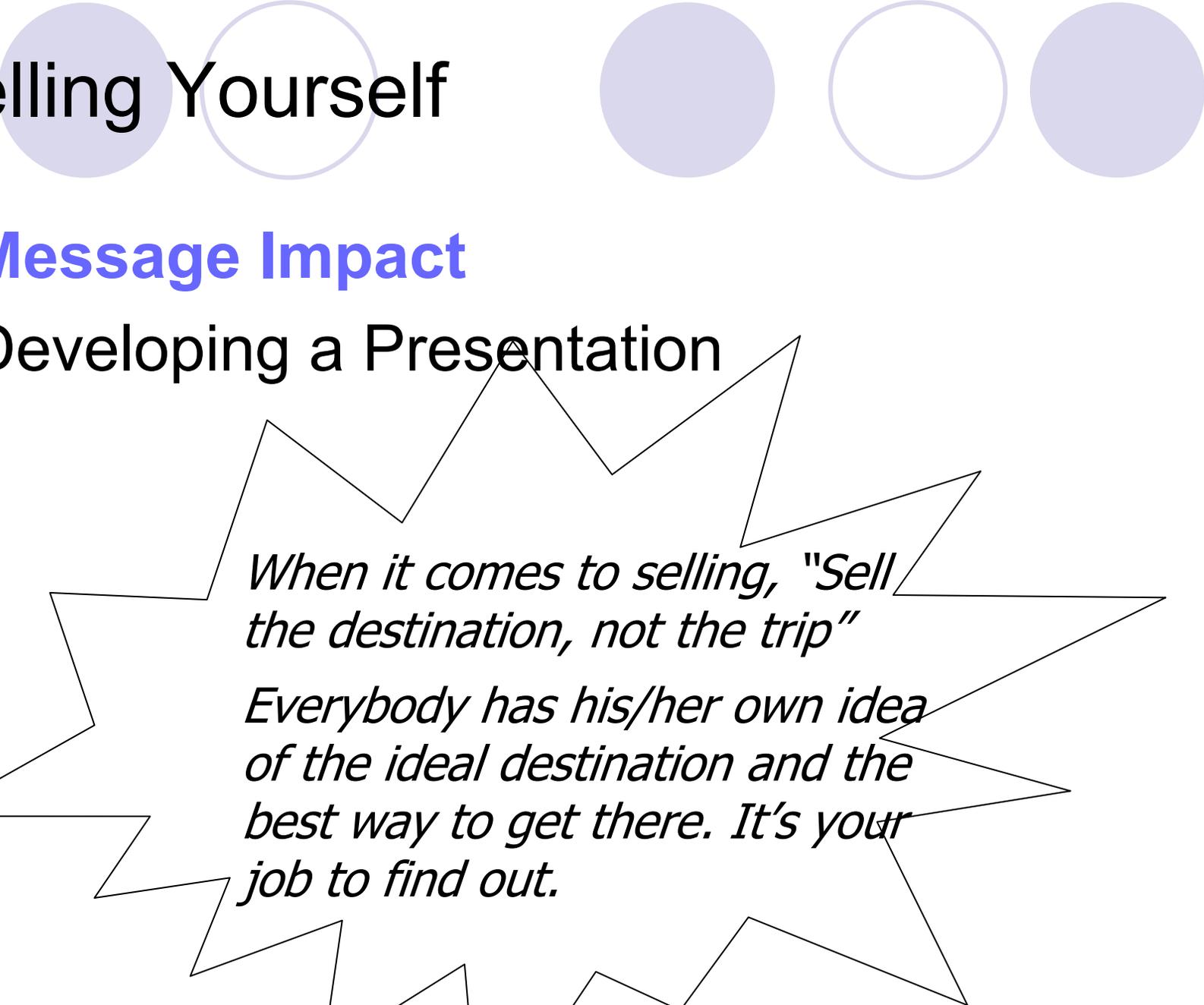
- After job-seeker is hired
 - Determine and ensure employer satisfaction
 - Provide post-hire support
 - Stay in touch, frequently
 - Build commitment to you and your organization
 - Leverage more and better placements

Objectives

- Relationship Selling
- Meeting and Greeting the Employer
- Selling Yourself
- Finding New Jobs for Clients



Selling Yourself

The slide features a decorative header with three circles in shades of purple and blue. Below the title, there are two bullet points. A large, multi-pointed starburst shape is centered on the page, containing two paragraphs of italicized text.

- **Message Impact**

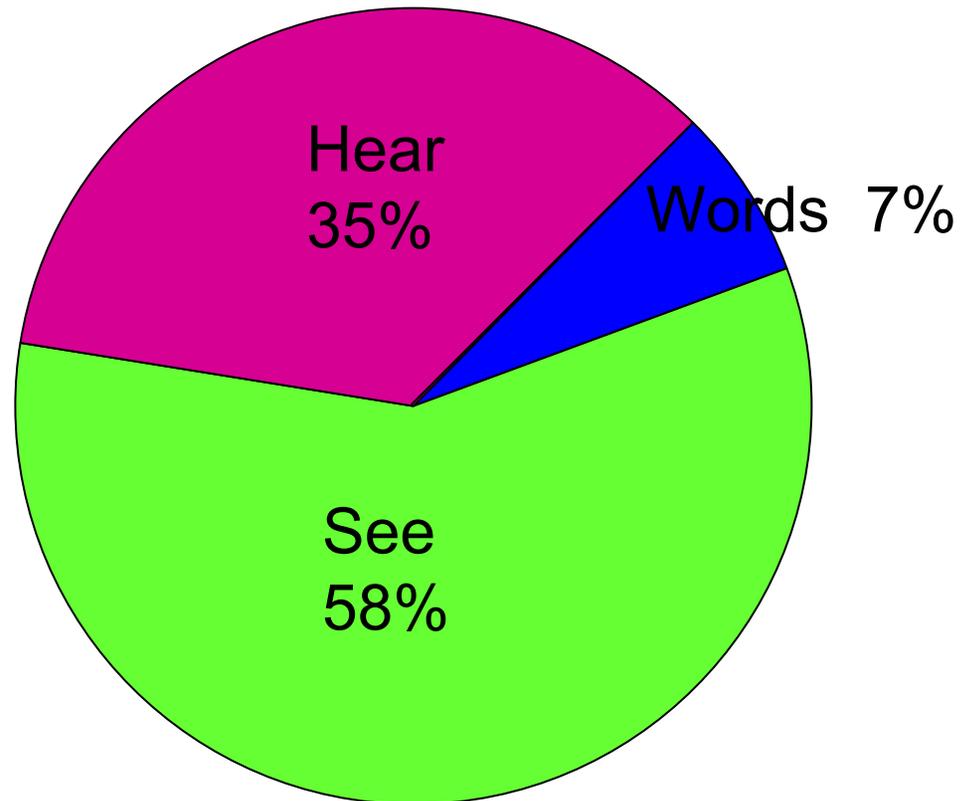
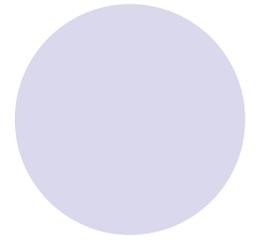
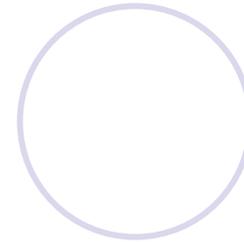
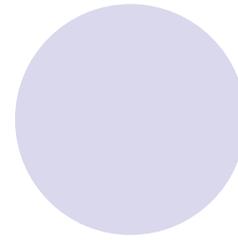
- **Developing a Presentation**

When it comes to selling, "Sell the destination, not the trip"

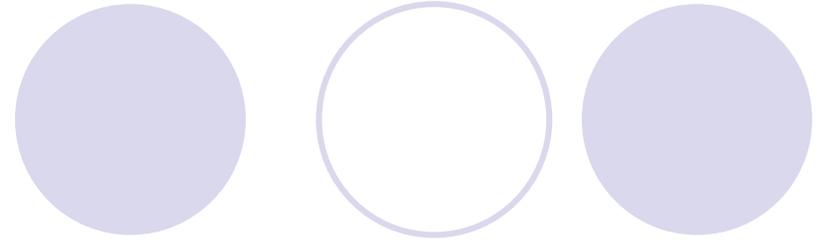
Everybody has his/her own idea of the ideal destination and the best way to get there. It's your job to find out.

Communication Skills

Message Impact



Message Impact Words

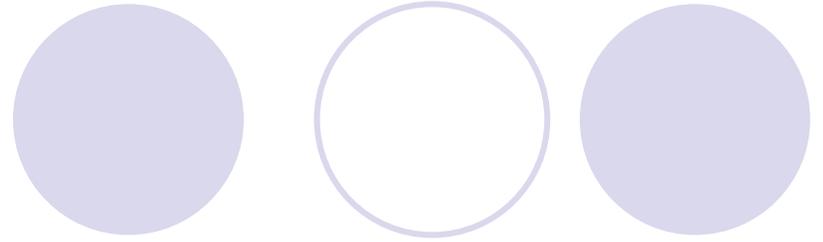


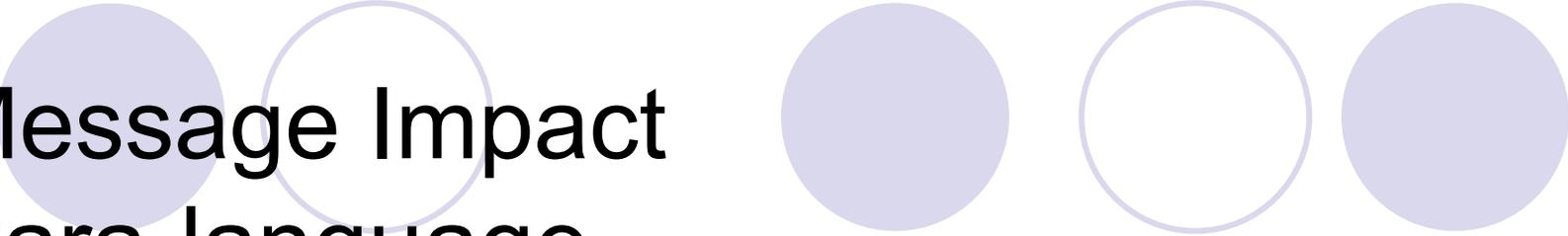
- Ambiguity of Words
 - Use specific language/words
 - Clarify definitions of key terms
 - Avoid acronyms/jargon
 - Provide analogies and examples
 - Repeat and restate
 - Use concrete not abstract
 - KISS

Message Impact Words



- Articulation/
Pronunciation
- Projection
- Confidence



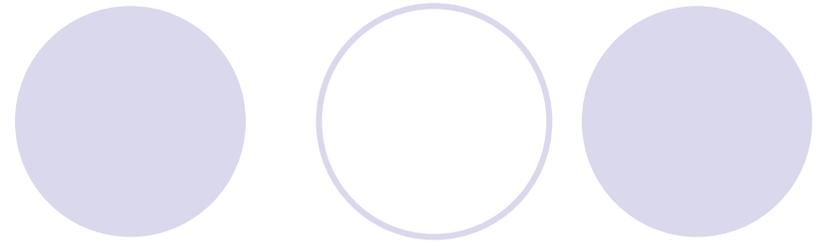


Message Impact

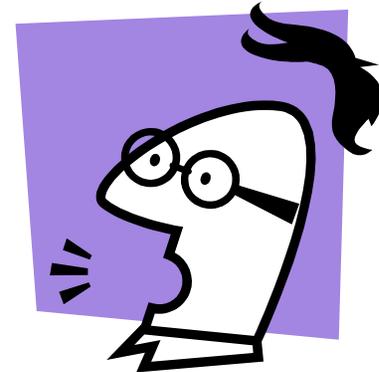
Para-language

- Tone of Voice, Inflection, Volume, Pitch
 - “*I* did not say he beat his dog.”
 - “I *did* not say he beat his dog.”
 - “I did *not* say he beat his dog.”
 - “I did not *say* he beat his dog.”
 - “I did not say *he* beat his dog.”
 - “I did not say he *beat* his dog.”
 - “I did not say he beat *his* dog.”
 - “I did not say he beat his *dog*.”

Message Impact Para-language

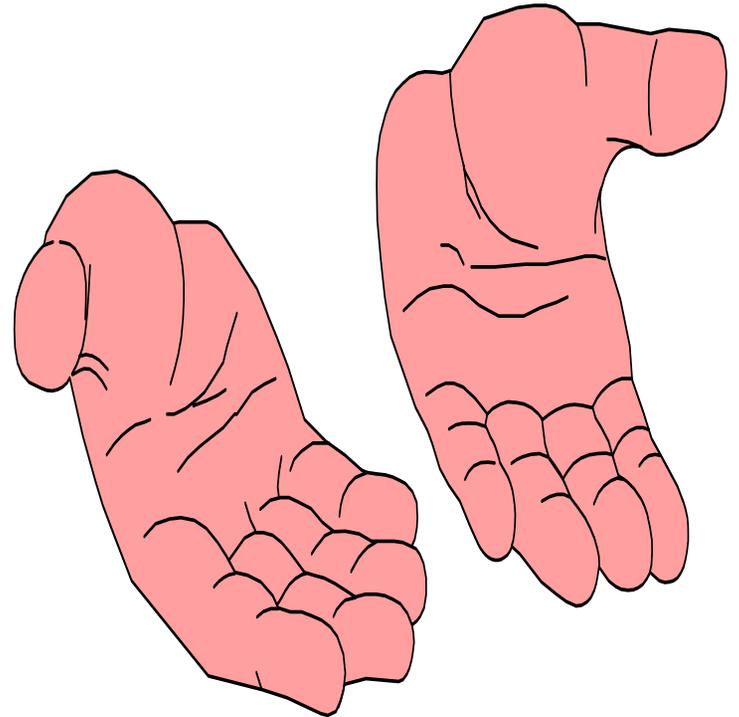


- Say the word “oh” to communicate the following:
 - Surprise
 - Understanding
 - Anger
 - Indecision
 - Disappointment
 - Pleasure



Message Impact Non-Verbal Communication

- Use of Distance
- Posture
- Gestures
- Hands
- Head
- Stance
- Facial Expressions
- Receivers tend to respond to & evaluate Senders by their over-all non-verbal behavior.



Selling Yourself

- Message Impact
- **Developing a Presentation**

When it comes to selling, "Sell the destination, not the trip"

Everybody has his/her own idea of the ideal destination and the best way to get there. It's your job to find out.

Selling Yourself Developing a Presentation



- Interaction Guidelines
- Getting their Attention
- Determining the Right Approach
- Hook, Features/Benefits, Description

Selling Yourself Developing a Presentation



Interaction Guidelines

- Open
- Clarify
- Develop
- Agree
- Close

Selling Yourself

Developing a Presentation



Interaction Guidelines

- 1. Open** with *what* and *why*
 - State purpose and importance
 - Ask for purpose then repeat for understanding
- 2. Clarify** details
 - Focus on situation, share examples, uncover cause, concerns, rationale
- 3. Develop** ideas
 - Seek and discuss ideas, explore needed resources/support
 - Share your own, after listening to others

Selling Yourself

Developing a Presentation



4. **Agree** on specific actions

- Specify actions to take, contingency plan, confirm resources/support, how to track progress

5. **Close** with review and set follow-up

- Highlight important features of discussion and state belief in positive outcomes

Selling Yourself

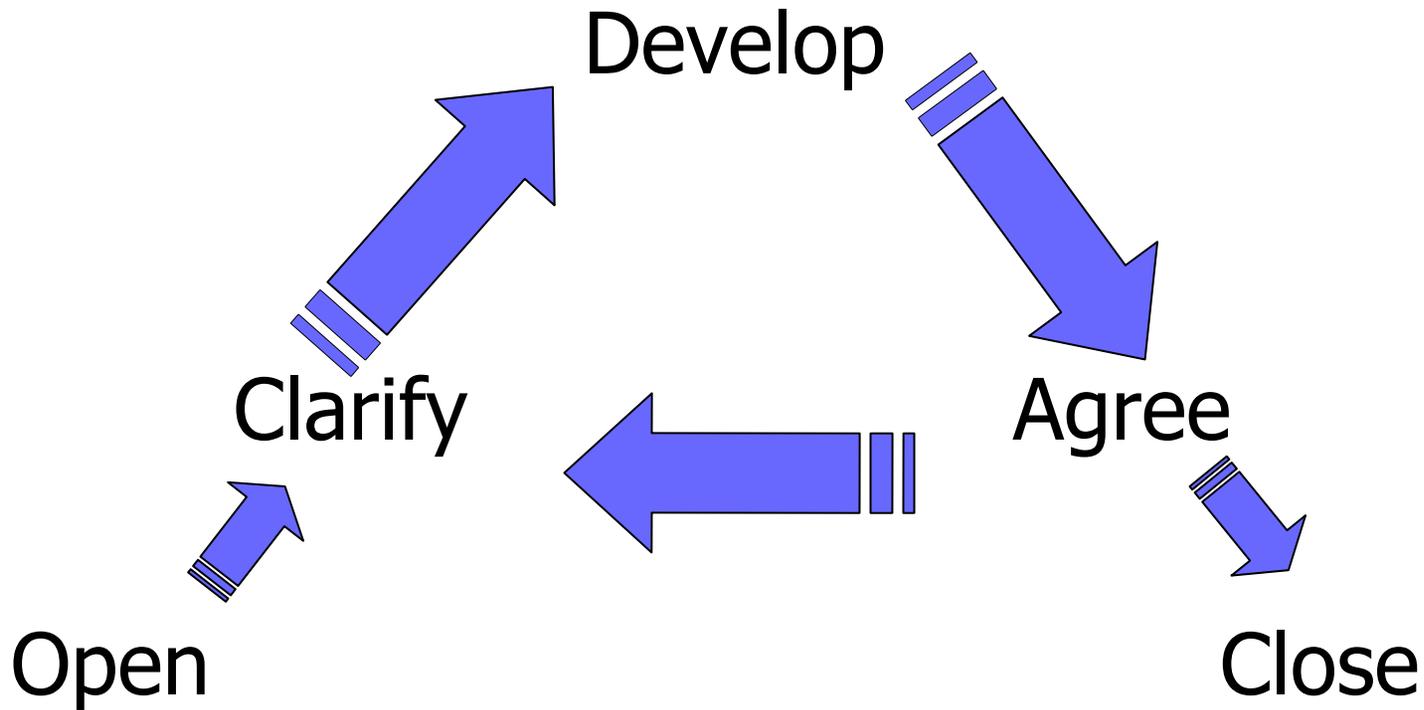
Developing a Presentation



Close

- Phrases you can use:
 - Let's review what we've agreed on.
 - Let's summarize.
 - Let's go over what we've covered so far.
 - Let's recap.
 - We've already talked about...

Selling Yourself Developing a Presentation



Selling Yourself Developing a Presentation

Getting Their Attention

- Features
- Benefits
- Proof

Selling Yourself

Developing a Presentation



Determining the Right Approach

- What do you want to happen?
- How do you want them to feel?
- What do you want them to do?
- What type of presentation will meet your objective?

Selling Yourself

Developing a Presentation



Hooks, Features/Benefits, Description

- What's the most unusual/interesting part of your service?
- What is it, how do we do it, who's involved, where is it, when is it, what are 10 benefits?
- How will you describe your organization to the employer?

Selling Yourself

Developing a Presentation



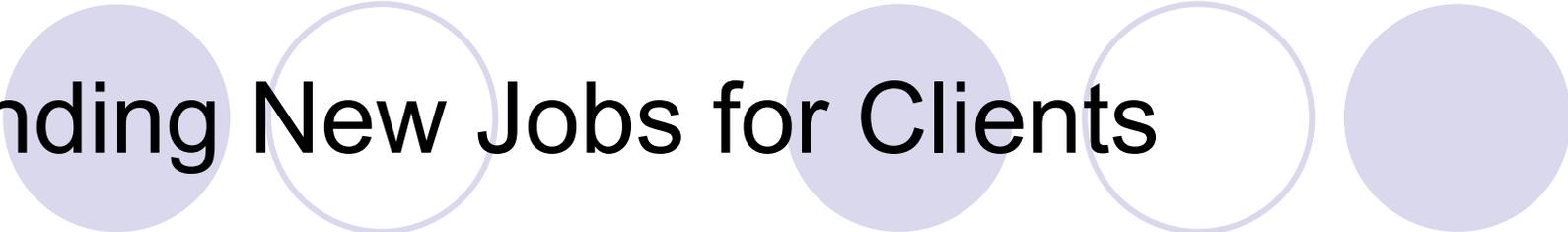
Activity

- As a small group (team?) develop a short, non-threatening presentation for your employers, using the information learned from this part of the training.
- Deliver your presentation to the rest of the group

Objectives

- Relationship Selling
- Meeting and Greeting the Employer
- Selling Yourself
- Finding New Jobs for Clients



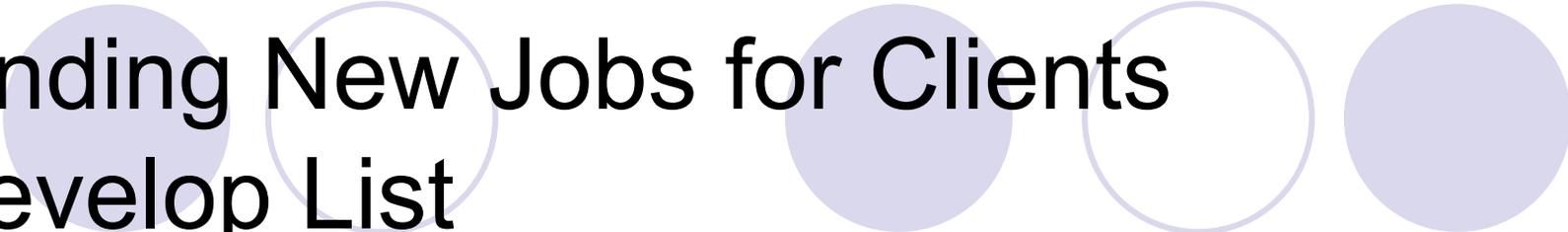


Finding New Jobs for Clients

- Develop List
- Address Employer Concerns

Finding New Jobs for Clients

Develop List

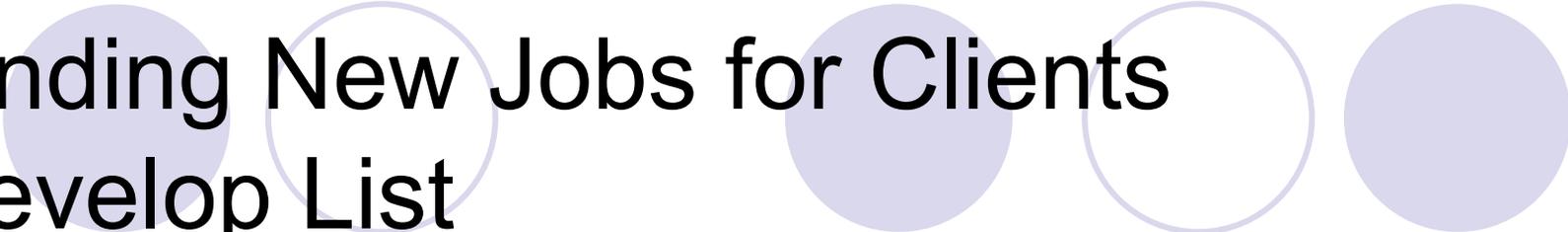


Spend time on employers who will:

- Match your job-seeker pool
- Have many quality jobs
- Help you meet your placement goals
- Where you'll have success
- Serve you well
- Help your reputation

Finding New Jobs for Clients

Develop List



- Spend the most time with past employer clients
- Next, spend time on referred employers

Finding New Jobs for Clients

Develop List



- Employer referrals
 - Ask more, frequently
 - Ask on every written document
 - Give extra marketing materials
 - Ask for help in placement
 - Arrange to speak at their club meetings
 - Ask for specific referrals
 - Ask them to use their names
 - Make sure they know your full product line
 - Reinforce referrals

Finding New Jobs for Clients

Addressing Employer Concerns



- Respond professionally rather than react personally.
- Listen for underlying issues and concerns.
- Separate concern from belief.
- Acknowledge concern and build a bridge.
- Encourage employer to reconsider beliefs.
- Present your views in addition to, rather than a contradiction of.
- Don't end conversation without surfacing all concerns.

Addressing Employer Concerns Strategies

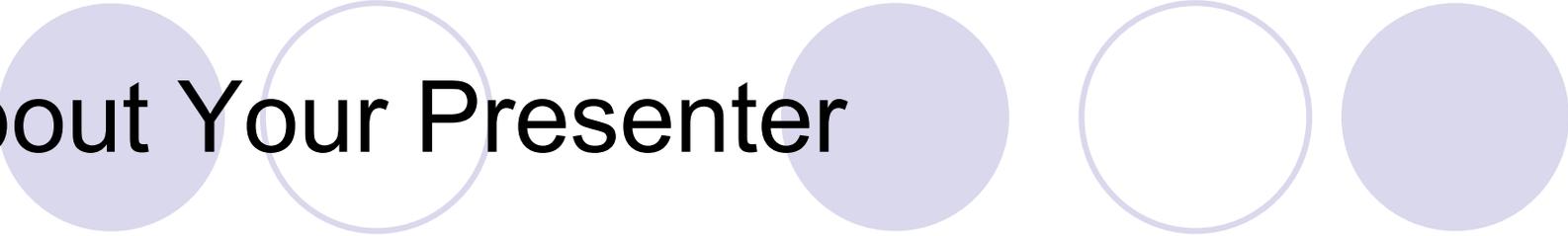


- Feel/Felt/Found
- Turn statement into a question
- Boomerang Technique
- Changing Focus
- “Here’s-Why-It’s-Worth-It”
- Answer the question asked
- Use objection as an invitation
- Present positive attributes to build confidence

Objectives

- Relationship Selling
- Meeting and Greeting the Employer
- Selling Yourself
- Finding New Jobs for Clients





About Your Presenter

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