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**FEDCAP**

Practice Improvement Institute  
Business Development Series Part II:  
*The Time is NOW! Turning a Conversation with a Business into a Job!*  
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# Practice Improvement Institute Faculty: Business Development Series



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# Business Development Series Description

- Part I:                   The Business Development Process-  
*Understanding High Growth Sectors*
- Part II:                   The Time is Now! *Turning a*  
*conversation with a business into a job!*
- Part III:                   The Ongoing Relationship Between  
Business Developers and Business
- Part IV:                   Expanding the Possibilities– *Creation of*  
*long term Business to Business*  
*Partnerships*
- Part V:                   Business Developer Roundtable Discussion –  
*Plus a Conversation with Human Resource Managers*



# Part II Overview

**During the Time is Now!** module we will discuss how to approach businesses including critical messages, dos and don'ts, managing expectations, making it work for the business bottom line and getting to yes!

# Tailoring the Message to the Audience

- Some business owners/managers are well informed – and they understand the issue and may have a story to go along with it....
- Sometimes there is a need to provide education on the issue, why this matters to business and why this matters to people
  - Try not to dwell on the past and talk about the positives going forward
    - Description of a sheltered workshop (history)
    - Clearly state that the participants you are trying to find jobs for do in fact have intellectual/developmental disabilities
    - HOWEVER--Emphasize that even with this disability –these individuals have been working –many for 30+ years
    - And...that they are individuals who are eager, ambitious and want to go to work



# Focus on Entry Level Positions

- Research about HR positions suggests that attrition for entry level positions is tremendously high.
- Amount of time HR spends on hiring an \$8-10.00 hour person, is as much as middle management
- Business takes a risk whenever they hire an individual—when you hire one of our participants they come with an entire team around them.



# Handling Objections

- When you approach a person or business in order to help them solve their staffing issues, there will be times when you are met with negativity and rejection.
- How you handle these difficult times will have a direct impact upon your success.
- **What you are bringing to that prospective customer is an opportunity they cannot get from anyone else, and it's your job to convey that.**
- Since some of these advantages are not obvious to most without further education, and since other benefits may be aligned with upper management and not the person you are speaking to, it's vital that you become adept at handling initial objections.
- We have put together some of the initial objections you may get, and some suggested responses that may keep the conversation going; ultimately to a positive outcome for all.



# As You Begin to Identify Possible Jobs...

- Understand the existing sector-focused training (in the community) to ensure job readiness
- Explore on-the-job training
- Explore modification of the job
  - Job Sharing
  - Reconfigure the work itself





# Managing Expectations During the Business Interaction

- You are working to **develop the relationship** – while trying to get a job for a participant!
- Critical to be smart and **manage the expectations of the business** –we cannot control the quality of the work of the individual
- But remember ....you are “promoting” the performance and support of the team—and this we CAN control!



# Help Business to Understand...

- Interviews will not be typical interviews — communication skills are not as well developed
  - Try not to set the bar too high—but at the same time engaging the business in an entire process of community inclusion
    - When a business gets it—they consider this within their business plan and part of their bottom line - in a more holistic way/social conscious
  - While they may not interview well—it does not mean that they will not do the job well
    - You will see personalities come out over time—and that means that you have been part of helping them be fully included in the community



# Additional Key Messages

- We will support an individual in becoming a strong, reliable employee
- We want you to be part of that process
- Successes that the participant experiences is--in part--your success
- When these individuals become capitalists and want more hours or career advancement –we have done a GREAT job. Congratulations!

