The Center on Knowledge Translation for Employment Research (KTER), housed at the American Institutes for Research, presents

Business Outreach Training

Module 3: Communicating Value to Businesses

Communicating Value to Businesses

Research

Research: Why Communicate Value?

- Advocacy for people with disabilities[1]
  - Businesses need to know the benefits.[1]

- Strategic approach to collaboration
  - Businesses' concern during recruitment and selection suggests emphasis is needed during that time.[2]

- Increased hiring rates
  - Businesses that understand the value of vocational rehabilitation (VR) services tend to hire people with disabilities.[3]

Research: How to Communicate Value

- Before reaching out, do your homework by identifying businesses that:
  - Have the most employment opportunities.[4]
  - Are receptive to hiring people with disabilities.[5,6]
  - Promote a supportive work climate.[5,7]
  - See VR as an asset and are willing to be adaptive.[7]
  - Already employ people with disabilities.[4]

Research: How to Communicate Value (Cont'd)

- Understand labor markets[4,8,9]
  - Helps to support the design and implementation of VR services.[8]
- Demonstrate an appreciation for production demands faced by businesses.[6]
- Connect the business's needs to your candidates' strengths, the job requirements, and the local market.[7,10]
- Show professionalism and build trust.[7]

Research: Tailoring Your Approach

- Consider the size of the business,[11,12] especially for:
  - Services involving accommodations, barriers to hiring, retention, and disability-related resources.[11]
  - Work that is expanding, hard to fill, or easily accommodatable.[4]

- Keep in mind there is no universal approach[13]
  - Tailor to the unique contributions of the business and your candidates.[13]

Communicating Value to Businesses

Practice

Practice: Strategies

- Use these strategies for business outreach to maximize effectiveness.

- We will discuss these in the remaining modules.

Strategies for Business Outreach

Understand the business → Establish a relationship → Ask and listen → Identify a need → Use language of the business → Offer a solution → Listen for and overcome objections → Reinforce the solutions and benefits → Deliver what you commit to → Follow up on customer satisfaction → Share the success!

Practice: Strategies (Cont'd)

- In this module, we will review the following strategies:
  - Understand the business
  - Ask and listen
  - Identify a need
  - Use the language of the business
  - Offer a solution
  - Deliver what you commit to
  - Share the success

Strategies for Business Outreach

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Understand the          Reinforce the            Deliver what
business                solutions and            you commit to
   │                    benefits                     │
   ▼                        ▲                         ▼
Establish a             Listen for and           Follow up on
relationship            overcome                 customer
   │                    objections               satisfaction
   ▼                        ▲                         │
Ask and listen          Offer a solution         Share the
   │                        ▲                     success!
   ▼                        │
Identify a need  ──►    Use language
                        of the business
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Practice: Change Perspective

- More than "selling" VR services
- Adopt a business mindset
- Use business language and avoid jargon
- Don't understand a term? Ask!

Strategies for Business Outreach

Understand the business → Establish a relationship → Ask and listen → Identify a need → Use language of the business → Offer a solution → Listen for and overcome objections → Reinforce the solutions and benefits → Deliver what you commit to → Follow up on customer satisfaction → Share the success!

Practice: Speak their Language

- Update your terminology:
  - **Business** vs. Employer
  - **Hire** vs. Placement
  - **Candidate** vs. Job Seeker
  - **Job restructuring** vs. Job carving/customized employment
  - **Business-based/Business-driven training** vs. On-the-job training (OJT)
  - **Retention supports** vs. Post-employment services

Strategies for Business Outreach

Understand the business	Reinforce the solutions and benefits	**Deliver what you commit to**
Establish a relationship	Listen for and overcome objections	Follow up on customer satisfaction
Ask and listen	Offer a solution	Share the success!
Identify a need	**Use language of the business**	

Practice: Share, Plan, Deliver

- Share
  - Other partners in the industry
  - Models, challenges, successes
- Build a plan
  - How to build a plan
  - Business's history and goals
  - Lessons learned from other businesses
- Deliver
  - What VR can provide
  - Potential partners to engage
  - National Employment Team (NET)

Strategies for Business Outreach

Understand the business	Reinforce the solutions and benefits	Deliver what you commit to
Establish a relationship	Listen for and overcome objections	Follow up on customer satisfaction
Ask and listen	Offer a solution	Share the success!
Identify a need	Use language of the business	

Communicating Value to Businesses

Conclusion

Summary

- Why communicating value of VR is important
- How to communicate the value of VR effectively
  - Tailoring your approach
- Practical strategies for communicating value
  - Adopt the business's perspective
  - Speak their language
  - Share, plan, deliver

Thank you!

You have completed Module 3!

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