

Checklist of Tips and Tactics:

How to Have a Successful First Meeting with an Employer You Have Never Served Before

Before the Meeting...

Initial Contact Method:

- ✓ General promotion with follow-up to inquiries
- ✓ Cold call: write, e-mail, and/or phone first
- ✓ Networking and third-party introduction

Pre-Contact and Pre-Meeting Homework:

- ✓ Customer records
- ✓ Employer's website
- ✓ Google the employer
- ✓ Competitors' websites
- ✓ Trade association websites
- ✓ Ask everyone
- ✓ Customized labor market information

Think About:

- ✓ Questions to ask
- ✓ What will be your lead product offering?
- ✓ What to wear
- ✓ Customized marketing materials

- ❑ **Marketing Materials Customized to Employer's Business:**
 - ✓ Sectoral workforce intelligence and labor market information
 - ✓ Description of the quantity, skills, and work experience of your talent pool, with prototype customer snapshots
 - ✓ Testimonials, references, and list of past employer customers
 - ✓ Examples of jobs filled (and quantity tied to talent pool)
 - ✓ Step-by-step process of what the employer can expect when a job is listed with you
 - ✓ Case studies and success stories of your solutions and results

Opening the Meeting...

- ❑ **First Few Moments:**
 - ✓ Be polite and show your best business etiquette
 - ✓ Focus on potential customer
 - ✓ Ask about time
 - ✓ Start quickly
 - ✓ Use "I and you" language, not the program "we"
 - ✓ Describe how you help, not where you work
- ❑ **Perception of Value:**
 - ✓ Build rapport
 - ✓ Establish credibility

❑ Establish Credibility:

- ✓ **References:** Referred by someone the business respects; satisfied past business customer lists and quotes
- ✓ **Previous experience:** In working with businesses; with other companies in the community; with competitors; with the industry; with the types of jobs to be filled
- ✓ **Incidence of repeat business:** Businesses who not only used services once, but again and again; your conversion rate between jobs listed and successfully filled
- ✓ **Knowledge of company:** Display of your homework
- ✓ **Interest in company:** Genuinely want to learn about the company, problems, needs
- ✓ **Quality and quickness of follow-up:** Did what you promised; did it on time; did it well
- ✓ **Appearance and presentation:** Look and act successful; use statistics/give proof for claims; appropriate business etiquette

❑ During the Meeting:

- ✓ Ask smart questions
- ✓ Follow-up questions with more questions
- ✓ Have a genuine conversation
- ✓ Listen and look like you are listening (ask to take notes)
- ✓ Share relevant data and cite examples
- ✓ Talk solutions, not programs
- ✓ Customize solutions
- ✓ Focus on the lead product

Promoting Your Service Solutions:

- ✓ People (not programs)
- ✓ Customized and packaged solution (not service menu)
- ✓ Entry product first (and add others over time)
- ✓ Benefits (not features)
- ✓ Service (then subsidy)
- ✓ You and your promises (not the program in general)

At the End of the Meeting:

- ✓ Summarize and compliment
- ✓ Ensure a reason to follow-up
- ✓ Make a promise you can fulfill
- ✓ Leave a tangible reminder
- ✓ Give genuine thanks

Immediately After the Meeting:

- ✓ Record what you learned
- ✓ Follow-up: immediately!
- ✓ Deliver something early
- ✓ Identify tag-on product

- ❑ **Now is the time to...**
 - ✓ Position for the economic recovery
 - ✓ Reinvigorate your employer services
 - ✓ Develop effective employer marketing strategies
 - ✓ Streamline your OJT policies
 - ✓ Train staff in how to effectively market OJT in a tough economy
 - ✓ Develop Center customer-flow protocols to successfully connect job seeker and employer services and staff

- ❑ ***Greg Newton would like to help...***
 - ✓ **GregNewtonAssociates.com**
617.426.5588 NewtonGreg@aol.com