

Job Development Certification: *Quantifying the Future*



Mike Fazio

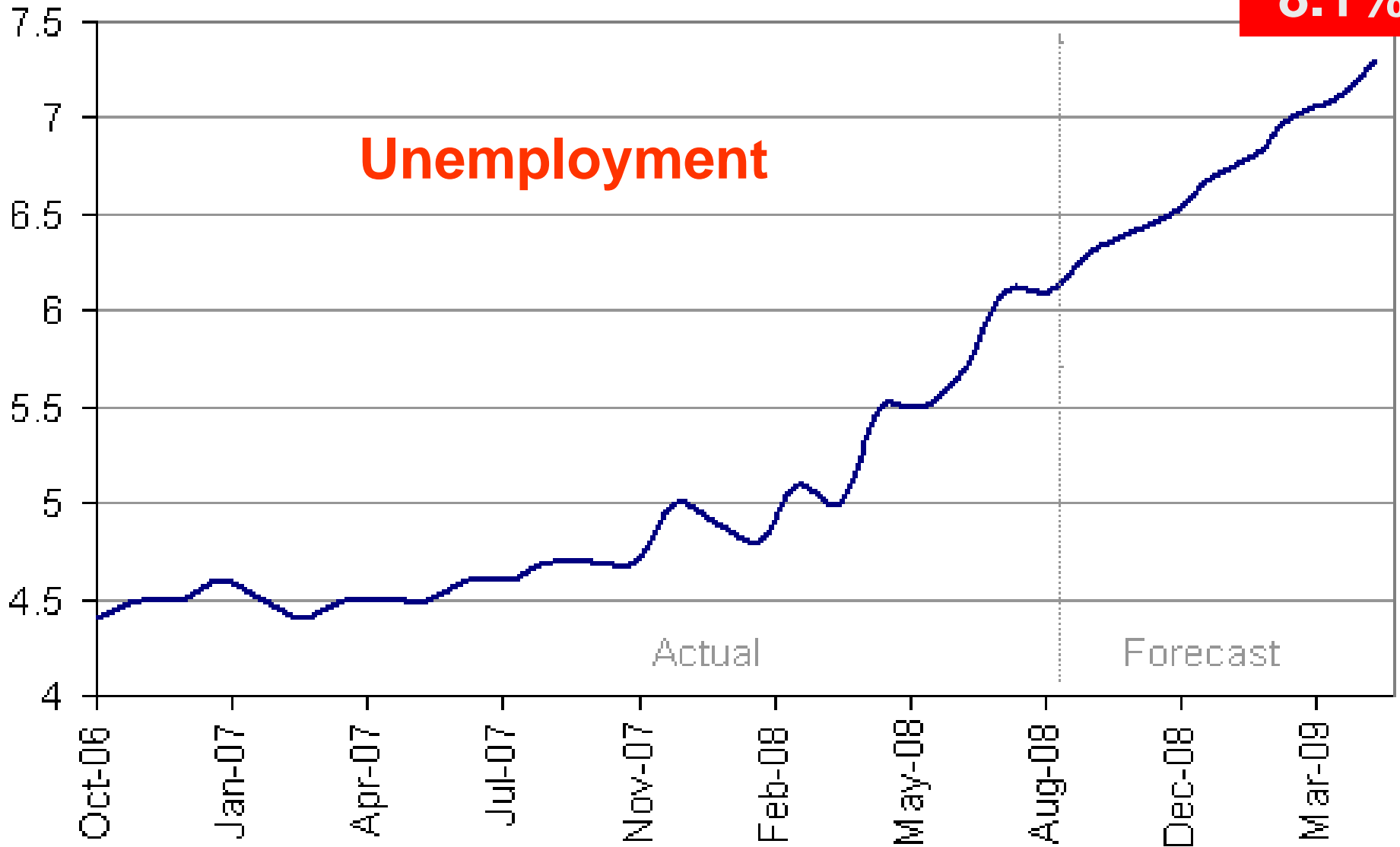
CareerT.E.A.M.

March 9, 2009

We All Know What's Happening

8.1%

Unemployment



FEBRUARY JOB LOSSES

- Construction companies eliminated **104,000** jobs.
- Factories axed **168,000**.
- Retailers cut nearly **40,000**.
- Professional and business services got rid of **180,000**, with **78,000** jobs lost at temporary-help agencies.
- Financial companies reduced payrolls by **44,000**.
- Leisure and hospitality firms chopped **33,000** positions.





4.2 Million
Jobs Lost Since
January 2008

1.7 million
people worked
PART TIME
last month
because they
couldn't find full
time work



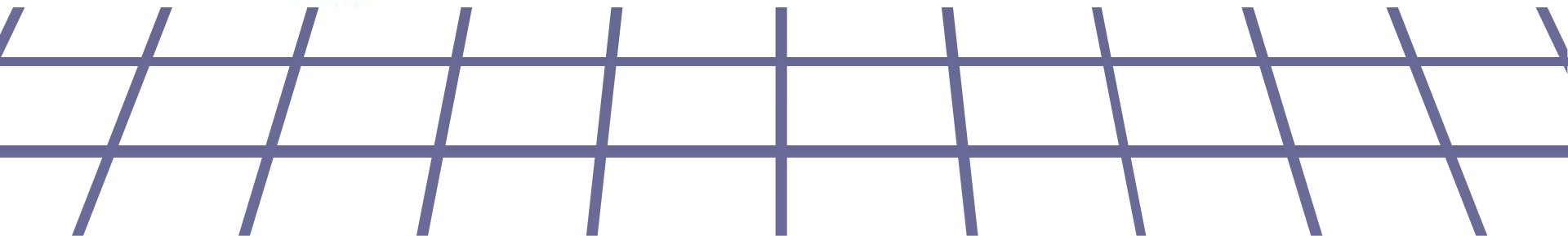
UNEMPLOYMENT



12,000,000 Out Of Work



GLOBAL ISSUE



A STRESSED WORLD

- --Fear of unemployment is so widespread in the U.S. that **equal** percentages of higher and lower income workers; 47 percent, worry about losing their jobs.
- ----Nearly two-thirds of people, 65 percent, are at least somewhat worried about paying their bills, **up** from 46 percent last year.
- --More than two-thirds, 69 percent, worry that the value of their stocks and retirement investments will **drop**, up from 59 percent a year ago.
- --**More than half**, 53 percent, aren't confident they'll have enough money to live comfortably in retirement, up from 34 percent in February 2005.



More Crowded Applicant Pool for ALL Jobs



So What?

Statistics Demand Action.

Action Brings Change.

**Change *Creates*
Opportunity.**

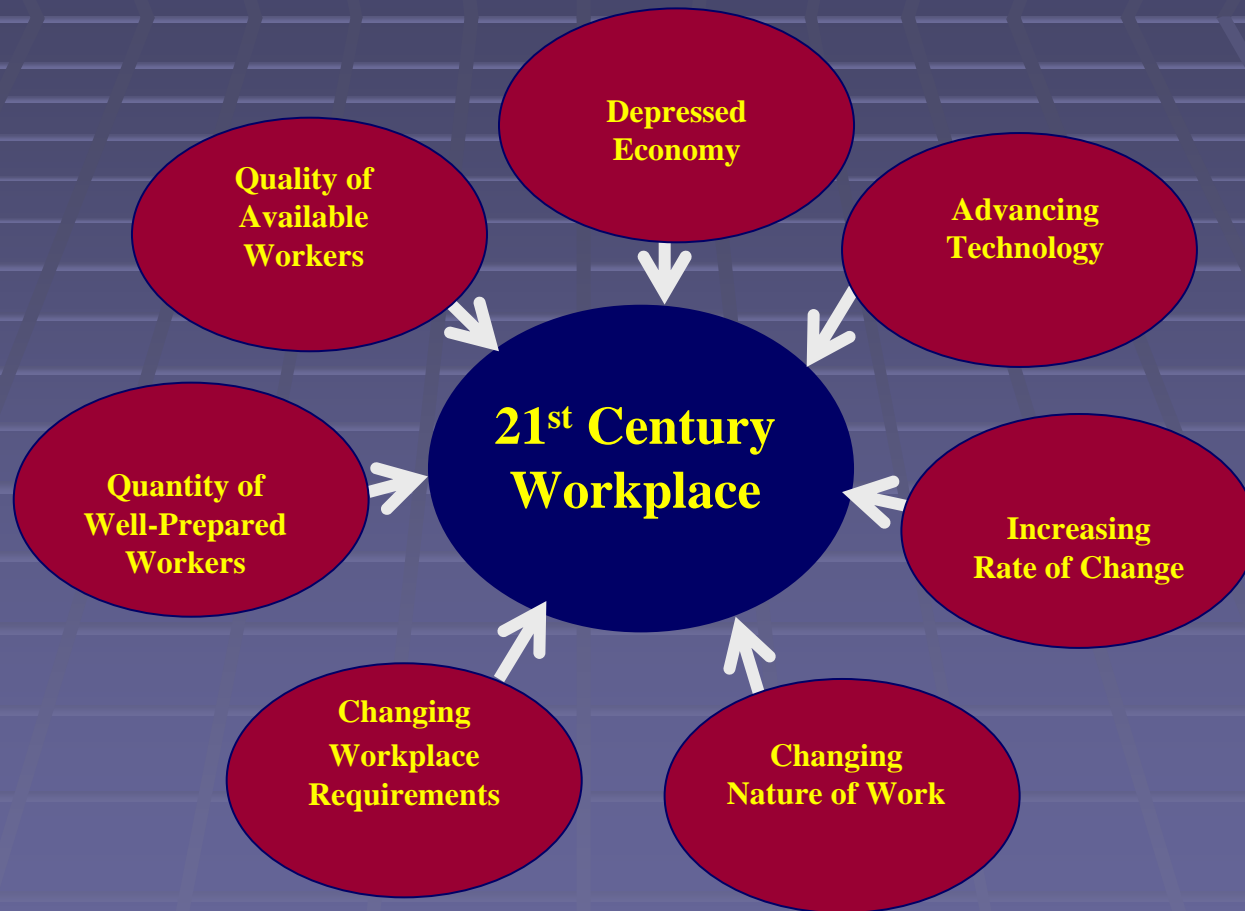
Are You Preparing To Change?

“If the rate of change on the **outside**,
exceeds the rate of change on the
inside, the end is near.”

- *Jack Welch (former Chairman & CEO
of General Electric)*



21st Century Workforce Challenges



Pre-21st Century vs. Post-21st Century Worker

| Pre-21 st Century | Post-21 st Century |
|---|---|
| <ul style="list-style-type: none"> • Work Hard, Structure • Loyalty is Valued • Company Responsible for Training • React to Company Directives • Gold Watch for 30 Years Valued Service • Job Security • Career Confined to Single Industry • Long-Term Employment • Retirement Benefits • Work at the Plant or Office • Full-Time Employees • Clearly Identified Career Path • Little or No Home-Based Businesses • Lucky to Have a Job • Working for the Money | <ul style="list-style-type: none"> • Work Smart, Flexibility • Loyalty Less Prevalent • Individual Responsible for Own Training • Proactive Gum for Hire • No Such Thing • No Job Security, Average Tenure 3.2 Years • Career Involves Multiple Industries • 15 Jobs Per Person • Disappearing, Focus on Funding Own Retirement • 60% Telecommute, Mobile Workers • Contract Staff, Consultants • Uncertain Future, 50% of Jobs Not Yet Created • 60% of Homes Have a Business • Work Resembles Pay • Work is a “Calling”, Would Do For Free |

Our Challenge...



Studies show that only about **10%** of the nations Job Developers have received any formal sales training.

Today, we know that job development, along with, meeting placement and retention objectives requires **strong sales skills**.

Career Service Reps are the primary **“brand formulators”** for our system. Their appearance, rapport, professionalism, knowledge, follow through create an image of our system.

The Challenge

- There are **no standards or practices** when it comes to career services.
- Our industry has trouble attracting superior **sales** talent.
- Unless they view their role as a “calling”, the really **good people leave** for better paying jobs in other fields

Survey: What Agencies Want...

1. How to hire qualified **sales/marketing** people
2. Learn to handle difficult to employ or **overqualified** clients
3. Capture database, **create** a regional employment plan to secure more employers
4. Obtain **higher paying** job leads
5. Become the hiring source of **choice**
6. **Outperform** staffing agencies and segment clusters
7. Increase placement and retention **performance**
8. Develop a **performance culture** to enhance our brand



Certification Must be **Competency** Based

Key Measures...



Increase participation/program completion



Increase job placement performance



Increase retention performance



Increase program referrals



Protect program funding levels and Stimulus dollars

Clients Need To Be Enlightened...

- Need hope and help
- Need to counter negative influences
- Need to modify bad habits
- Need positive role models
- Need reasons to want to excel
- **Need to understand employers expectations**



Today We'll Cover...

Highlights of **JD Certification** program which can:

1. *Enhance your workforce **Brand***
2. ***Document** improvement in key performance indicators*
3. *Establish Certified participants as the nations **Leaders** in Career Services performance*

Certification

*“Certification is a voluntary action by a professional group to establish a **system** to grant recognition to professionals who have met a stated level of training and work experience.”*

The Landscape...

This Certification Program is specially designed for Career Services Professionals to sell:

1. Themselves
2. Their students
3. Their job preparation process
4. Their organization
5. The workforce system (Identity Crisis!)

Selling must be an accepted and necessary part of today's competitive workforce development marketplace.

What is covered....

Certification Summary...

1. **Hire Right: *Passion*** For The Profession/Sales
2. Implement a ***Performance Based Culture*** in each Career Services function which Tracks Measures and Recognizes Achievement
3. ***Master Staff Sales Skills***: ID USP, Time Management Model (60-30-10), Scripts, Employer Assisted Competency Exam
4. Mandate A Focused ***Marketing Plan***: Database, LMI and Effective Use of Resources
5. ***Monitor Success*** With Ongoing Coaching

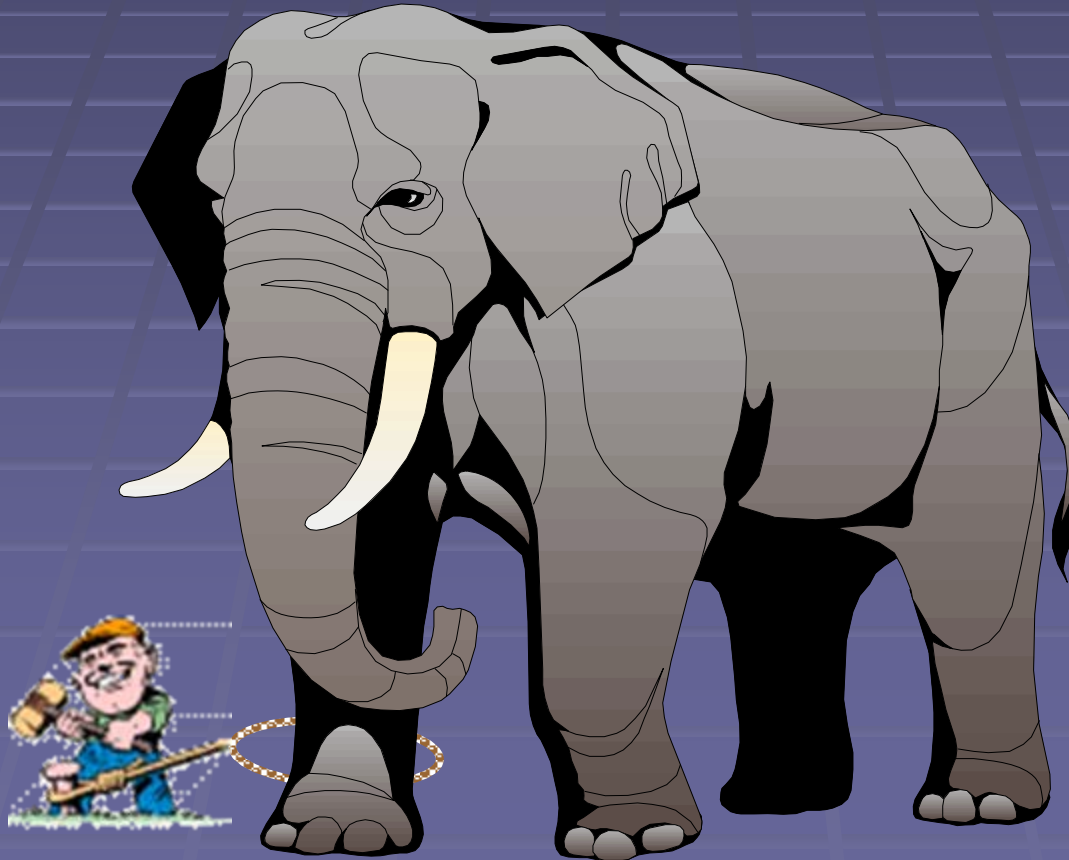
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OPPORTUNITYNOWHERE

We choose our mindset...mind set matters!

*We act in accordance with the truth about ourselves
as we perceive it to be*

LIMITING BELIEFS!!!!!!!



Scotoma

FINISHED FILES ARE
THE RESULT OF
YEARS OF SCIENTIFIC
STUDY COMBINED
WITH THE
EXPERIENCE OF MANY
YEARS OF EXPERTS

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Marketing Plan Components

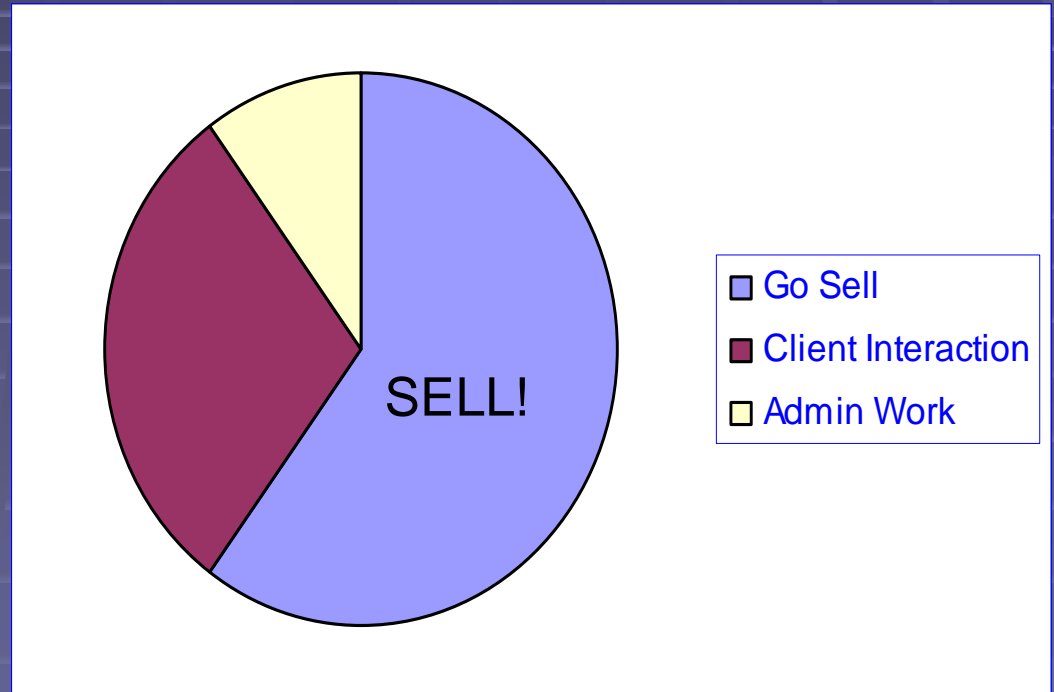
1. Comprehensive Employer Database
2. ID 10 Employers who have hired most grads
3. ID 10 employers with greatest hiring potential
4. Shopping Malls: Merchant Association Contact
5. DOL Office/One Stops: Join A JD Network
6. Join & Participate in Local Chamber
7. Join 3 Trade Associations (SHRM/Manufacturing)
8. Subscribe: Newspapers/On Line Services
9. ID 3 Top Employment Agencies (Temp and/or Perm)
10. ID 3 Primary Competitors

Time Management Model

60% or 24 hours
per week: Employer
Engagement... **GO
SELL!!!!**

30% or 12 hours
per week: Client
Interaction

10% or 4 hours per
week:
Administrative
Activity

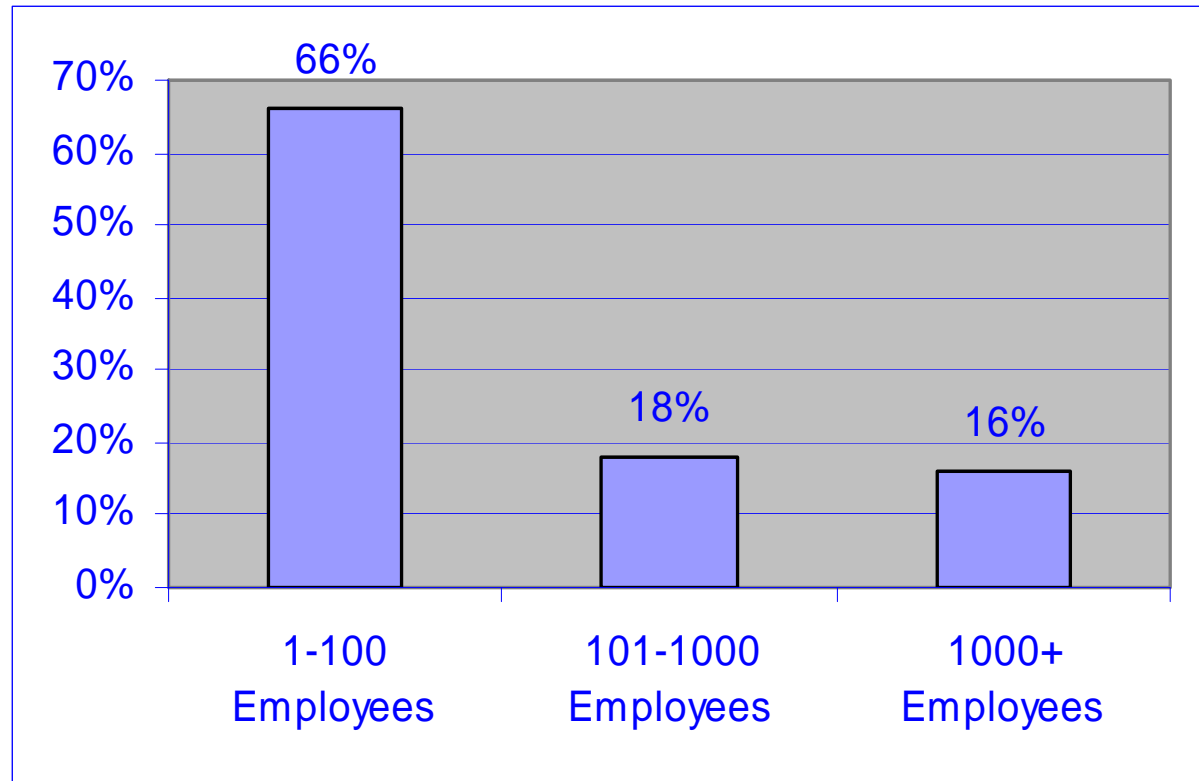


Know Where The Jobs Are...

66% found in companies with **less** than 100 employees

18% found in companies with 101-1000 employees

16% found in companies with more than 1000 employees



Step 1: HIRE RIGHT!!!

Recruit-Train-Develop

- Target **Salespeople** with proven track records in meeting quotas
- Salespeople like to be measured and have instant gratification
- Seek extrovert personality trademarks

What The Top 20% Know...

You cannot be successful in this field if you are not **passionate**, study selling and believe in yourself and your product & service.

*“If we don’t believe you and sense true sincerity, we will not do business with you”
– Comcast HR VP*



3 Phases of Self Actualization

1. Survival
2. Success
3. Significance

-----Hire sales people who see their role as **Significant** (they change lives) vs. simply selling a product!

How people describe their ultimate career desire...

- I don't know what to call it, but I want to help other people
- I want to wake up every morning and look forward to my job
- I want to come home from work every night and know in my heart that I made a difference
- I want to be memorable and make my family proud
- I know I have a special gift, I just have not found the right outlet for it yet
- I want to be like the small percentage of people I have met who actually love their job!
- I want to take pride in describing what I do for a living
- I want to know that I mattered

*Is the attainment of happiness
a **privilege** for the few???*

J-O-B =

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B roke

Hiring Traits: The Great 8...

Demonstrated Experience In:

1. Energy & Stamina
2. Presentation Skills
3. Organization Skills
4. Written Skills: Creation of a Marketing Plan
5. Perceiving Personalities
6. Overcoming Obstacles
7. Ability To Gain Consensus
8. Persistence & **SALES MINDED**

The Secret To Selling...

Selling yourself, your student, your center, your company and your industry is simply a matter of **successfully transferring your emotions** (your belief and enthusiasm) to your customer (i.e. the employer) so he or she understands how it will **benefit them**.

What I do best is sell my enthusiasm!

- Bill Gates, Microsoft



Why We Like Selling!

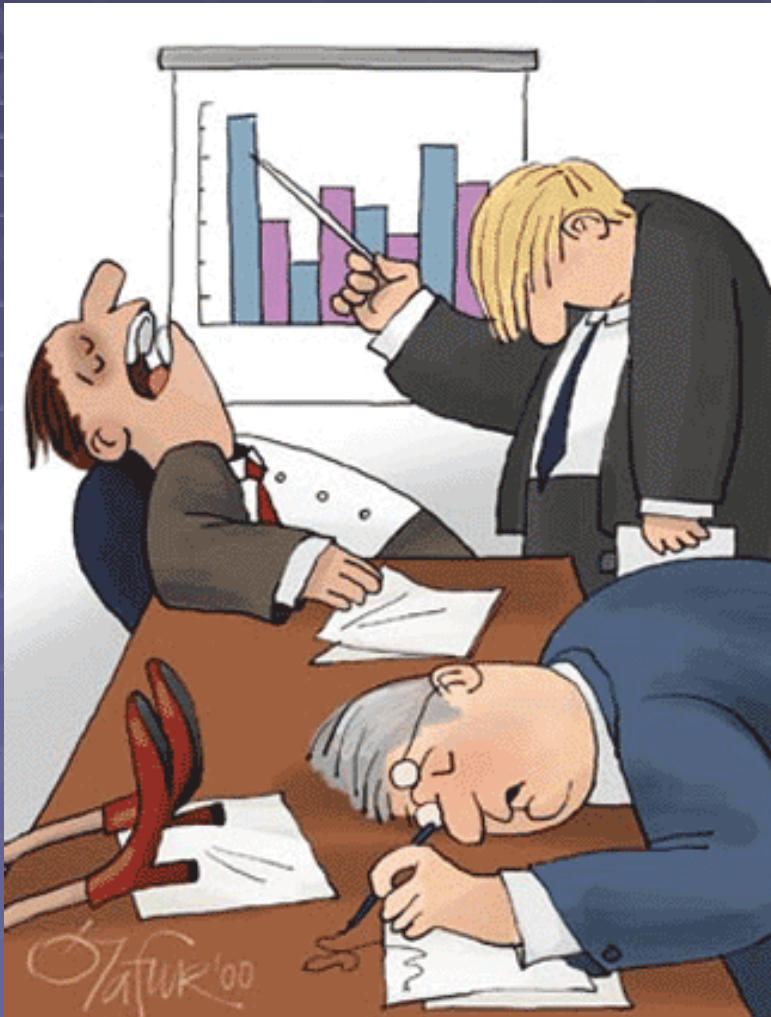
1. Freedom of Expression & Movement
2. Always a Challenge – Always Learning
3. It's Satisfying: Measured Gratification
4. Meet Many New People – Networking
5. Learn About Business
6. Help Grow the Economy
7. Be as Successful as You Like!!!
8. Its Fun!!!

What Sales Is Not



- “The Business of Unjustly Separating Money From Unwilling People.”
- “An Act of Aggression.”
- Trying to Force People to Buy What They Don’t Want or Need.”
- “The Applied Science of Getting People Upset.”

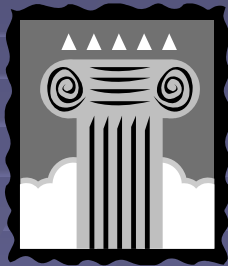
Rule #1



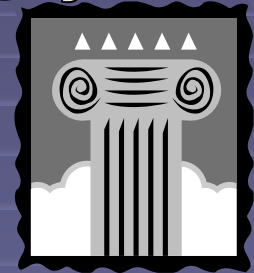
TELLING
IS
NOT
SELLING!!!

The Five Basics Pillars of Sales

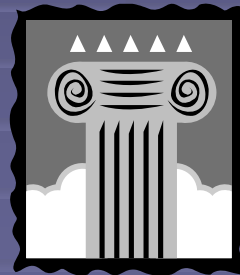
Prospecting



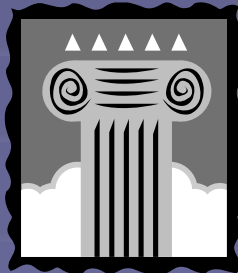
**Overcoming
Objections**



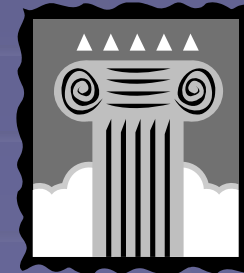
Qualifying

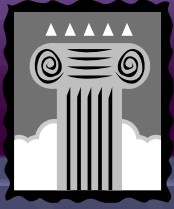


**Making
Contacts**



Closing





Six Steps to Qualifying

1. Find Out What They Have Now
(Competition)
2. Determine What They Like Most
About it
3. Discover the Needs. “What Would
You Like to See Improved?”
4. Confirm the Decision Makers.
“Who in Addition to Yourself Will Make the
Decision?”
5. Test Close. “If we could find a match,
would you be in a position to do business
with me?”
6. Make an Appointment!





Building Rapport

- Be the Terminator.
 - Parking lot.
 - Lobby.
 - Receptionist.
 - Office.
 - Pictures on walls.
 - Awards.
 - Mission statement.





The Tie-Down



- Chess Game
- Placed at the End of Sentences.
- Designed to Get Small Agreements.
- Example:
 - “We all want motivated employees, don’t we?”
 - “Enthusiasm is catchy, isn’t it?”
 - “Though young employees may lack the needed experience, they make up for it in energy and enthusiasm, wouldn't you agree?”
 - “You have noticed that I’ve used tie-downs already, haven't you? Where?”



Eighteen Tie-Downs

- Aren't They?
- Aren't You?
- Can't You?
- Couldn't It?
- Doesn't It?
- Don't You Agree?
- Don't We?
- Shouldn't It?
- Wouldn't It?
- Haven't They?
- Hasn't He?
- Hasn't She?
- Isn't It?
- Isn't That Right?
- Didn't It?
- Wasn't It?
- Won't They?
- Won't You?

5 Key Employer Benefits

1. Single Point of Contact
2. Diverse Applicant Pool/State of the Art Training
3. No Fee Service
4. Mandatory Retention (We are an extension of your HR function)
5. Viable Pipeline of Employees (Ability to provide input into pre-employment preparation)



Objections

- Objections are Deal **Makers**
Not Deal Breakers
- No Objections – No Serious
Involvement
- Objections are **Rungs on
the Ladder** to Success
- Love Objections – Every No
Means You Are **Closer** To
A YES.





Objections

- Three Things to do With Objections:

1. Uncover

2. Empathize

3. Overcome



Uncover Objections

- If I could present you with a qualified candidate, who can start immediately, is there any reason we can't do business today?
- “Since Jamie is qualified, is there any reason you wouldn't hire him today?”
- “Besides yourself, is there anyone else needed to make a decision today?”
- “How can I win your confidence to start doing business with me?”

The 5 Question Close!!!

1. How do you currently find new employees (methods)?
2. What are the top 3 traits you seek in new hires?
3. Why are these important to you?
4. If I could provide you with candidates with these traits, at no cost, would you be interested in doing business with me?
5. Close...Specific Next Step...When could we begin? What are your current openings? Classroom visit? Interview time and date?

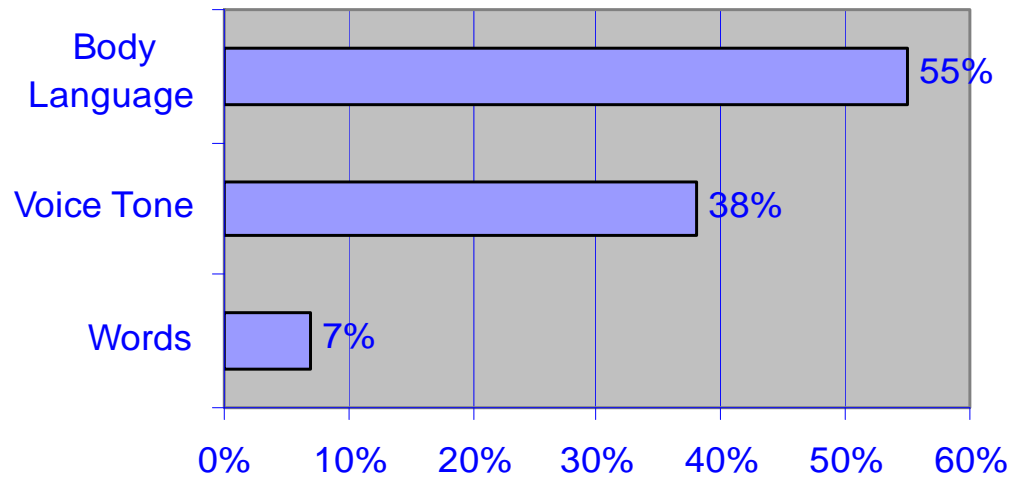
In other words.....

- *Don't sell insurance...Sell security and peace of mind!*
- *Don't sell cars...Sell safety or prestige!*
- *Don't sell printing...Sell image and brand enhancement!*
- ***Don't sell personnel...Sell employer of choice concept, support, single point of contact, peace of mind, etc. !!!***

Why In-Person Coaching Makes Sense...



How We Communicate



Share
enthusiasm
and
create

excitement!



Checklist for the 21st Century Superstar!

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85% of an organization's value is tied up in human capital.

Who you hire is who you are.



1. Smart, educated and informed (21st century superstars understand you can have more degrees than a thermometer, but if you do not remain informed on your industry, employer, departments, or product/service...)
2. Technology proficient (21st century superstars save time by investing in their knowledge or technology and the incredible value provided by the Internet)
3. Articulate (21st century superstars practice or join groups (i.e. Toastmasters) to master the ability to speak in public, or at least to large groups)
4. The ability to be decisive and not afraid to make decisions (21st century superstars can be wrong more often than they are right, but can learn from each decision and keep swinging!)

Checklist for the 21st Century Superstar!

5. A willingness to take risks (21st century superstars understand and live by the concept of no risk, no reward)
6. Act on conviction (21st century superstars establish moral and ethical principles and stick to them!)
7. Hard working and driven (there is no end game or finish line; 21st century superstars understand that continuous improvement is the critical competency!)
8. An abundance of physical, mental and emotional energy (21st century superstars schedule time each and every day to feed their body, mind and spirit with beneficial exercise, wisdom and enlightenment)



Checklist for the 21st Century Superstar!

9. A sincere and caring interest in people (technologies become obsolete, machinery breaks, patents expire, but 21st century superstars understand that people will always be the common element to all businesses)
10. The ability to anticipate the future (21st century superstars always remain a step ahead)



Certification Summary...

1. **Hire Right: *Passion*** For The Profession and Sales Minded
2. ***Performance Based Culture*** Implemented in Each Career Services Function which Tracks Measures and Recognizes Achievement
3. ***Master Staff Sales Skills***: ID Unique Selling Propositions, Time Management Model (60-30-10), Scripts, Employer Assisted Competency Exam
4. ***Marketing Plan*** To Mandate Focus: Database and Effective Use of Resources
5. ***Monitor Success*** With Ongoing Coaching



WHAT DO YOU BELIEVE?

“I know this now. Every man gives his life to what he believes. Every woman gives her life for what she believes. Sometimes people believe in little or nothing, and so they give their lives to little or nothing...”

- Joan of Arc

Thank You!

Contact *Career*T.E.A.M. Consulting

About Certification and Other Training Programs

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