



Business Service Engagement

Messaging Strategies

Call Preparation

- Review Salesforce record of company
 - Know your customer
 - Know the company/industry
 - Know engagement opportunities
 - Know upcoming events
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Call Introduction

Considerations

- Be ready to cite additional information about the WorkSmart Network
- Don't use WIA acronym or "Workforce Investment Act Program" in your intro
 - Too lengthy; and, funding source/name will change

Script

- "My name is XX, and I'm an Employment Specialist with the WorkSmart Network—a team that specializes in workforce development services and solutions in South Central Wisconsin."
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About the WorkSmart Network

- The WorkSmart Network is a team supported by the Workforce Development Board of South Central Wisconsin that specializes in delivering workforce services to prepare workers for the needs of business and industry
 - We serve businesses and workers in Columbia, Dane, Dodge, Jefferson, Marquette and Sauk Counties
 - The Network operates and offers services with support from the U.S. Department of Labor's Workforce Investment Act (WIA)
 - Federally-funded programming allows us to prepare adults, dislocated (laid-off) workers and young adults for the needs of business
 - The Network offers workforce development services including:
 - **Qualified applicant pools/referrals for open positions**
 - **Recruitment assistance**
 - **Demand-driven training offerings**
 - **On-the job training resources for new hires**
 - **Layoff assistance**
 - **Labor market information**
 - **Industry partnership opportunities**
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Purpose for Call

Option 1: Participant Follow-Up / Hiring Check

- Be prepared to highlight customer's talents/benefits
 - Recent training
 - Certifications
 - Relevant experience
- Be prepared to offer:
 - Copy of resume
 - OJT (if appropriate)
 - Other customers
 - Additional information
- Be prepared to ask about other needs the company may have

Script

“I've been working with CUSTOMER NAME, a candidate for your XX position. You should have received their application/resume.

Is there any additional information I can provide to you that would help you during the review process?”

Purpose for Call

Option 2: Candidate Referrals

- Solicit qualified participant referrals from your other Employment Specialists in advance of call
 - Present as many candidates as possible to employer
- Be prepared to highlight worker talents/benefits
 - Recent trainings, certifications, relevant experience
 - Incentives that may be available
- Be prepared to offer:
 - Copy of resume
 - OJT information (if appropriate)
 - Other customers
 - Additional information
- Be prepared to ask about other needs the company may have

Script

“I've been working with several workers who I think would be a good fit for your company's XX position.

May I send you their information?"

Closing the Call

Considerations

- Last chance to:
 - Make an impression
 - Provide incentive
 - Establish credibility
- Be ready to collect contact information
- Enter contact information into Salesforce

Script

“Thank you for your time today. Would it be ok for me to send you a follow-up email with my contact information?”

This will give you my contact information as well as allow me to share any other workforce development services or activities which may be relevant.”
