

Guidance for Outreach

Opening example: Hi, Employer! This is Katie from Creative Workforce Solutions and I just want to take some time today to check in with you and your business. Is now an ok time? (*if yes, then move forward*).

If NOT familiar with CWS: Take some time to provide a quick overview of what CWS is, what your role is and make sure to point out how you can help them and that you are calling to provide them with services, not necessarily calling with an “ask”.

If familiar with CWS: Move forward to script below.

Move to the following questions to help guide conversation:

- 1.) I am familiar with your business but would love to learn more! Can you tell me a little bit about the business, how many folks you employ and more about your role?
- 2.) How are things with your business today? How has COVID impacted your business over the last year?
- 3.) What are your current staffing needs?
 - a. Can you tell me more about open positions and talk about what an ideal candidate looks like for those positions?
 - b. I would also love to talk about room for career progression. Can we talk about the career ladder at your business?
- 4.) Can you think of ways that I can be most helpful for you right now?
 - a. Make sure to take some time to highlight our menu of Progressive Employment. We can also work with them closely to customize solutions. We really strive to learn as much about our local employers as possible and we do the same when we are working with our job seekers. Our goal is to make qualified matches and create a pipeline of potential candidates for their open positions. We utilize tools such as assessments and Progressive Employment to learn more about our job seekers and set them along the right path.
 - i. We will also continue to be supportive once someone is placed within their organization. We will provide regular and continued supports to both the employer and the new employee. Yes, we want to help fill the positions, but retention is just as important! We recognize how costly it is for businesses to hire and train someone just for them to turn around and leave in a month.
 - b. We have some links to various training resources that we utilize for the clients that we work with. I am more than happy to send you some information about those (LearningExpress, Online Library, GCFGlobal).
 - i. It would be great if we can let our local employers know about these amazing resources! We will show them the skills we are helping our current clients obtain. This is a huge value add in hiring the folks we are working with. Also, they can then share the information about the resources with their team and potentially have current staff members access the trainings as well.
 - c. Are there certain skills that seem to be lacking in applicants? Certain training programs that folks really need to go through?
 - i. Let’s learn more about what is missing to see if we can help. Who knows, maybe we can put together a training locally!
- 5.) Would it be ok if I continue to stay in touch with you to assist with your recruitment needs?
 - a. What is the best method of communication? (i.e.: email, phone, in person visits)
 - b. Be sure to leave the employer with our Creative Hiring document and your business card
 - c. Also, let employers know that we can customize solutions for them! We can work together to be creative.

At some point in the conversation, you can utilize the following language to set the stage for what you can offer and how you can help: I really want to make sure I am learning more about your business so that we can best serve you! We may not have the perfect match/candidate for you today, but 6 months from now we just may have that individual. The more I can learn about your business and staffing needs now, the better equipped I will be to help find suitable employees for you. Our local CWS team is here to help you with your recruitment, training, and retention efforts. We want to make sure you are successful in your business and a huge part of that is staffing. We are always here to help. Please reach out to me anytime!

Other things you may want to offer businesses, depending on your role:

- Send out emails on a regular basis to local employers with pertinent information that you may have. Examples of this may be local career fairs, virtual workshops for employers, and more. Anything that you feel would be something employers would want to know about, feel free to send it their way.
- Plant seeds about programs that we offer such as the Summer Career Exploration Program (SCEP). We would love for local employers to be aware of all programs we offer so they can participate in them.
- Invite employers to local CWS meetings to share information about their businesses and staffing needs
- Let the business know that you would love to have regular updates about staffing needs and that you can share those needs with your local team. The hope is that we can be another tool in the belt and a way to funnel in qualified applicants.

What if an employer is not interested? That is totally ok! Now may not be the best time. You may want to ask if you could check back in 3 months, 6 months, or some amount of time. Let them know that you would love to forward information throughout the year about upcoming Career fairs and other events they may be interested in. See how they feel, but it may just wrap up with a conclusion that now is not the time, and we can try again later.

What if an employer mentions a bad experience with CWS from the past? It is important that BEFORE you outreach to an employer, you either check Salesforce to see what the recent activity with the employer has been and/or you can connect with other Employment Specialists or a BAM. We want to make sure that we aren't going into things without doing our research and being prepared. If an employer mentions to you that they had a terrible experience and that someone "burned" them last time, please express that you are sorry that has happened. It is always our hope that through assessments, screening and relationship building with both an employer and a job seeker, that we are making qualified and solid matches. However, things do happen, and we always want to rectify the situation and make things right. We would love to work with them again! Please ask the employer if they have some feedback or ideas on how things can be done differently. What would be best for the employer? We want to earn their trust and help them with their staffing needs. We can work together to try things again and offer increased supports and communication. Don't push this too hard, but it can be a "soft" ask and we can allow them to set the stage and have some autonomy with it.

Email example:

Good morning, Employer,

I hope that you are doing well today! I am reaching out to you today to provide you with some information about who I am and what I do in our local community here in Franklin County.

I am the Business Account Manager for Creative Workforce Solutions (CWS) in the St. Albans area. Essentially, I work with employers in Franklin and Grand Isle Counties to assist them with recruitment, training, and retention. We serve a dual customer role in the sense that we serve Vermonters looking for work and/or training opportunities and serve our local employers with their needs. Our goal is to bridge those two customers together for a successful match.

Here is a link to our website: www.cwsvt.com

CWS was created years ago right here in Vermont with a goal to support Vermonters on their journey to find career opportunities while at the same time meeting the needs of our local business community. The website linked above is great and will provide you with additional context, testimonials and more.

I don't to drag on in this email but am more or less looking to set the stage for a phone call, if you have time for that. I would love to chat more about my role, what I do and how I can help you. Many of our local businesses still have unmet needs for employees and I would love to assist with that.

To be transparent, there are NO fees to work with CWS. We are not a staffing agency, but I would consider us a "job matchmaker" and staffing solution. We would love to be a resource for your business and work together to find staffing solutions that will work best for you.

If you have some time for a call, please let me know. I promise I will keep it brief, and we can find a day and time that works best for you. I would love to address any questions or concerns that you may have and talk in more detail about what we can offer you.

Thanks so much, Mr. Employer!

Warm regards,

Katie