

7 TIPS for making YOUR AGENCY TOP OF MIND



How do you get businesses to contact your agency first when they're thinking about recruitment? Doing these seven things can help ensure you're always the first person businesses contact to solve their labour needs.

1 Think like a business

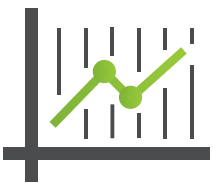
Although you're operating in the social services sector, you're providing a service to the business community. Your agency is:



- Helping companies find solutions to their labour needs
- Providing access to the disability talent pool by matching job seekers to their recruitment opportunities

2 Understand the business you're trying to help

It's important to have at least some basic understanding of the business you're working with. Do some research before you meet with a business and find out:



- How the company operates
- Their products or services
- Who the key people are in the business
- What some of the business challenges are

Business owners and/or hiring managers look for service providers who understand their business. When a business owner sees you've taken the time to learn about their business, they'll see you as someone they want to turn to for their needs.

3 Understand the needs and "pain points" of the business

Start the conversation as a consultant. Ask questions and listen. Read between the lines. By uncovering pain points — such as a business's need for more staff, you can propose and develop a solution.



4

Know the value of the job-seeker's skills.



Every job seeker you work with can bring valuable skills to a business. Your job seeker is your product, so spend time with them: Get to know them, talk with them, draw out their personality, their skills and talents. Know the value your job seeker will bring to a business. Knowing your job seekers leads to more successes.

6

Provide first-rate customer service



This involves everything from timely responses to emails and phone calls; to being flexible and responsive; to resolving issues with job matches when they occur; to regularly “checking in” simply to nurture the relationship. When you provide first-rate customer service, you’ll be the first service provider a business calls when they need to hire.

5

Build the relationship



The relationship with a business is everything. Your goal should not be to meet targets by placing job seekers in roles. Rather, to forge long-term, mutually beneficial relationships with businesses; to be an extension of their Human Resources department for their hiring needs; and to secure long-term quality employment opportunities for your job seekers. Today, roles are most often filled or found through relationships and networking. When you have a solid relationship with a business, they’ll turn to you first when they have labour needs.

7

Develop your networking strategies and skills

Get comfortable and good at networking. The more you network, the more comfortable, effective and successful you will become.

- Do your research
- Join the groups that your prospective and current businesses are in
- Create a LinkedIn profile and presence
- Make insightful comments on posts and articles
- Attend local business events
- Start conversations and find out more about businesses in your area



“ **Networking isn’t about selling. It’s about making connections and finding out about the other person, their “pain points” and how you can help each other.** ”



Connect with us for more information or if you have questions on how to stay top of mind with businesses.

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