

7 TIPS for Effective Business Outreach




Business outreach is more than a phone call or meeting. It's about building trust and creating genuine partnerships. When you connect with employers in a meaningful way, you open the door to conversations that challenge perceptions, uncover opportunities, and lead to more inclusive hiring practices. These tips will help you engage and develop business relationships throughout the year.

1

Do Your Research

Learn the business's industry, products or services, and workforce needs. Check their website, LinkedIn page, or recent news.

Example: If a local restaurant is expanding, they may need more front-of-house staff, a perfect time to connect.

 **Hot Tip:** If you are a part of your local chamber of commerce, they can be a great resource for research and connecting with local businesses.

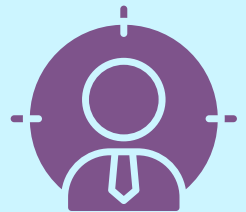


2

Identify the Right Contact Person and How You Want to Connect

Target decision-makers (owners, HR managers, department heads). Choose the best outreach method; LinkedIn, email, or phone based on how they usually communicate.

Example: For a corporate HR leader, a well-crafted LinkedIn message is more effective than a cold call.




3

Schedule a Specific Meeting Time

Move past email because in-person conversations build rapport faster and allow for richer discussion.

Arrange a site visit, coffee meeting, or Zoom call.

Example: Tour their facility and ask about workflow and hiring needs.

 **Hot Tip:** It often takes 7+ touchpoints before a business says yes. So, keep following up!



4

Ask About Their Needs

Start by listening; uncover hiring challenges, retention issues, or skill shortages.

Avoid giving your pitch before understanding their priorities.

Example: “I’d love to better understand your current staffing priorities. What’s been your biggest challenge with finding and keeping talent this year?”



5

Lead With Impact

Use your meeting to share a concise, compelling pitch that ties directly to the needs they identified.

Support your pitch with a relevant success story or data that shows how your services created results in a similar business or sector.



Hot Tip: Practice your pitch with a colleague before meeting the business. A well-rehearsed pitch builds confidence and keeps the conversation focused.



6

Make It Easy to Say Yes

Offer one small action they can implement now.

Example: Review a job posting for inclusive language or extend an invitation to attend an information session led by your organization.



7

Stay In Touch

Follow up through monthly e-mails that include resources, events, and success stories.

You want to keep it short and relevant to build trust over time.

Example: A 3 min read article on disability inclusive hiring or an upcoming webinar by ODEN.



Connect with ODEN if you have questions about how to outreach and stay top of mind with businesses.

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