

ARE YOU TALKING LIKE BUSINESSES THINK? **HOW TO GET THE PRIVATE SECTOR** **TO USE YOUR SERVICES!**

A Webinar Presented For Your Organization By
Larry Robbin

Executive Director of Robbin and Associates

- * Over 45 Years of Workforce Development Training Experience!
- * Trained Over 100,000 People * Presented 300 Webinars
- * Worked With Over 1000 Organizations Across The Country!

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Why aren't we more successful with private sector businesses? Why doesn't every virtual or in-person meeting with a businessperson end up with them using our services? The webinar presenter, Larry Robbin, has over forty years of experience not only in workforce development, but also in the private sector. Many of his business clients have invited him to sit in on the meetings with people from workforce development programs that were trying to get these employers to use their services. After the workforce business services or job developer left the meeting, Larry had conversations with his employers where he learned about the hidden reasons why so many of these meetings did not lead to business people working with workforce programs. This unique webinar is based on this candid feedback from hundreds of private sector business people about why they do not use our services more often. Take this webinar and more employers will work with you!

This training will take you on a revealing behind the scenes journey inside the mind of a private sector businessperson as they listen to what we say about our services. Learn why our presentations instead of selling the employer on working with us, inadvertently give business people more reasons not to work with us! Discover the most common hidden reasons business people have for not using your services so you can change your approach to make it appeal to the profit making private sector mind set. Once you learn how to talk like business people think you will open the door to more and better opportunities for your workforce development services than you ever thought possible!

No matter what population you work with or what type of services you are trying to sell to employers, this webinar will change your approach so that more employers will work with you. The strategies in this training will work for both novices and people with experience in working with employers. Don't miss this opportunity to improve your business services!

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Here are just a few of the points covered in the webinar.

- * Learn what to say, when to say it and how to say things in ways that don't alienate your business customers, but instead will make them eager to work with you! Business people respect good sales skills and this training will give you that skill set so you can quickly win the respect and interest of employers!
- * Get the proven strategy that will enable you to get the interest of a business person as you begin to talk with them on Zoom, the phone or in person so you can turn these conversations into business relationships!
- * Discover the difference between describing and selling and transform your business discussions into powerful sales conversations that get the results you need!
- * Find out how to respond to business customer resistance so you end up working together! Turn rejection into acceptance with this four stage model!
- * Discover the most time efficient strategy that will open the doors to more employers in less time!
- * Learn how to ask the right questions so you can refer the right people that will match what the employer wants!
- * Get ideas about how to win back the business customer that is disappointed with your services because someone did not show up, quit or had to be fired! Instead of losing these employers, turn them into repeat users of your services!

This webinar can be done in versions for workforce programs serving all types of youth and adults as well as in customized formats for programs that serve specific populations such as welfare recipients, older workers, mental health consumers, people with disabilities, people in reentry, various populations of youth, dislocated workers, the long term unemployed and other populations.

The webinar can also be focused on marketing specific services such as hiring, on-the-job-training, subsidized employment, supported work, customized employment, work experience, internships etc. This session will be customized to your needs!

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INTRODUCING YOUR WEBINAR PRESENTER

Larry Robbin, Executive Director of Robbin and Associates, is widely recognized as a national expert on many aspects of workforce development including business services. Larry has over forty-five years of workforce development experience in the public and private sectors as a staff person, manager, program developer, consultant, trainer and keynote speaker. He has trained more than 100,000 people across the country, presented at over 500 conferences, done over 300 webinars and worked with more than 1000 private sector, public, government and non-profit organizations.

Larry has done more training for the National Association of Workforce Development Professionals (NAWDP) and the California Workforce Association than any other trainer. The NAWDP newsletter has published fifteen of his articles on how to improve business customer satisfaction. His services are frequently used by the Department of Labor, America's Job Centers, businesses, training providers, Fortune 500 companies, community based organizations, schools, government agencies, business associations, schools, and many other entities.

Because of his extensive work in both workforce development and the private sector, his training and consulting services have helped many workforce organizations and businesses develop close collaborative relationships. As recognition of this work, Larry has been invited to give keynote speeches for conferences sponsored by both Microsoft and Apple Computer where he spoke about how businesses and workforce programs can work together. In a ground breaking project, Larry worked with Stepping Stones which was a program serving people with developmental disabilities to get their program participants hired by the Safeway Corporation. These were the first people with this type of disability hired by the company. Larry chaired the Employment and Economic Development Committee of a United Way project, the San Francisco Council on Homelessness. He was able to create strong and successful partnerships between businesses and workforce programs that led to many job opportunities for people that were homeless that he received a proclamation from the Mayor for his efforts. These are just a few examples of his work bridging the worlds of business and workforce development.

For information on bringing this webinar to your program email Larry at <mailto:larry@larryrobbin.com>. For information about Larry, his services, clients and to subscribe to his free workforce newsletter read by more than 25,000 people go to <http://www.LarryRobbin.com>.

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