ARE YOU TALKING LIKE BUSINESSES THINK?
HOW TO USE PRIVATE SECTOR SALES STRATEGIES TO MOTIVATE EMPLOYERS TO WANT TO WORK WITH YOU!

A Webinar Presented For Your Organization By
Larry Robbin
Executive Director of Robbin and Associates
*** Over 45 Years of National 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-five years of experience as a private sector consultant. Over the years, many of his business clients have invited him to sit in on the meetings they have with people from various types of programs that were trying to get these employers to use their services.

After the employer services representative left the meeting, Larry asked his employers if they were going to work with their organization. In these very revealing candid conversations, he learned about the sales mistakes made by the staff that caused businesspeople, in most cases, to decide not to work with them. This unique webinar is based on this frank feedback from hundreds of private sector businesspeople, which explains why they do not use our services more often. Take this webinar and more employers will feel compelled to work with you!

This training will take you on a revealing behind the scenes journey into 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, often inadvertently give businesspeople more reasons

not to work with us! Discover the most common hidden reasons businesspeople 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 businesspeople think you will open the door to more and better opportunities and relationships than you ever thought possible!

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

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! Businesspeople respect good sales skills and this training will give you that skill set so you can quickly win the respect and interest of a businessperson!

* Get the proven strategy that will enable you to get the interest of a businessperson as you begin to talk with them on Zoom, the phone or in person so you can quickly 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!

* 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 strategies that will open the doors to more relationships with businesses in less time!

* If you are trying to get businesspeople to hire from you, learn how to ask the right questions so you can refer the right people that will match the employer's hiring agenda!

* Get ideas about how to win back the business customer that is disappointed with your services because they failed the business. Instead of losing these dissatisfied businesspeople, win them back and turn them into repeat users of your services!

This webinar can be done in customized versions for any type of organization that wants to get better outcomes with businesspeople. This includes workforce programs, all types of education programs, nonprofits, social services, apprenticeship and training programs and other entities. The webinar can be done in population specific focused versions for all types of people including people with disabilities, mental health consumers, youth, people who are homeless, formerly incarcerated individuals, immigrants and refugees, dislocated workers and other populations. The webinar can also be focused on selling all types of services or marketing specific services such as hiring, supported work, work experience, internships, on-the-job training, customized employment etc. This session will be customized to your needs!

This webinar training is presented by Larry Robbin, Executive Director of Robbin and Associates. Larry has over forty-five years of experience in workforce development. He has trained over 100,000 people, worked with over 1000 organizations and presented more than 300 webinars. His webinars hold the attendance records for public webinars sponsored by the National Association of Workforce Development Professionals, the National Youth Employment Coalition and the California Workforce Association.

Larry's services are used by the Department of Labor, America's Job Centers, nonprofits, government agencies, businesses and other entities.

Larry has extensive experience with private sector businesses. He is the fourth generation of private sector business owners on both sides of his family. He ran the catering and banquet department of his family's restaurant where he learned how to sell the services of the restaurant to businesses and compete successfully against much bigger and long established businesses. Larry took classes in sales and was mentored by some of the best salespeople in the private sector. His consulting and training services have been used by small, mid-sized and Fortune 500 companies.

Larry's services have been used by the Marriott Corporation, Southwest airlines, National Restaurant Association, National Association of Manufacturers, Chambers of Commerce, Microsoft, Apple Computer and other businesses. His private sector clients frequently include Larry in meetings where people from workforce programs were meeting with the employers to try and get them to use his services. Larry saw firsthand the many mistakes, people from workforce programs made as they tried to sell employers on working with them. He uses this inside information in his training to show workforce program staff how to sell to employers using the language and mind sets of businesspeople. The results are workforce programs are able to engage many more employers than they thought possible.

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