

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

A Staff and Management Training Presented At Your Organization By
Larry Robbin
Executive Director of Robbin and Associates

Why aren't we more successful with private sector businesses? Why doesn't every meeting with a businessperson end up with them using our services? This unique workshop is based on the feedback from hundreds of private sector business people that met with people from workforce and other programs and decided not to work with them. What went wrong?

This training will take you on a revealing journey inside the mind of a private sector businessperson as they listen to what we say about our services. Learn why much of what we say and how we say it inadvertently gives business people reasons to not work with us. Discover the ten most common hidden reasons business people have for not using our services and change your approach so that it appeals 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! This training has been taken by over 10,000 workforce development professionals across the country and received outstanding evaluations. Don't miss this opportunity to improve your business services!

- * Learn what to say, when to say it and how to say things about the job seekers you represent and the services you offer in ways that don't alienate your business customers but instead make them eager to work with you!
- * Discover the proven strategy that will enable you to get the interest of a business person in the first 30 seconds of a telephone cold call and turn cold calls into business relationships!
- * Get new ideas for marketing business services so you can beat the recession!
- * Find out how to respond to business customer resistance so you end up working together! Turn rejection into acceptance with this four stage model!
- * Leave this idea packed session with the tools and techniques that will

enable you to open up more and better opportunities with the private sector than you every thought possible!

This workshop can be done versions for all workforce programs as well as in formats for programs that serve specific populations such as welfare-to-work, mental health, adults and youth with disabilities, ex-offenders, at-risk youth, dislocated workers and other groups.

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

INTRODUCING YOUR TRAINER

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 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, one-stops, training providers, Fortune 500 companies, community based organizations, small businesses, government agencies, business associations and national organizations involved in workforce development.

His training and consulting services have helped many workforce organizations develop new levels of partnerships with private sector businesses. Among his many awards and honors his work has received international recognition and he was one of the first Americans invited to visit China to discuss workforce development. For information on this workshop, his 300 other staff development sessions and his management consultation services contact larry@larryrobbin.com or 510-834-8524. www.LarryRobbin.com.