

# **ARE YOU TALKING LIKE BUSINESSES THINK? MAKE THE DISABILITY PROFIT MAKING CASE AND GET EMPLOYERS TO WORK WITH YOU!**

**A Staff and Management Training Presented At Your Organization By  
Larry Robbin**

**Executive Director of Robbin and Associates**

**\* Over 45 Years of Disability Program Improvement Experience  
and Private Sector Consulting and Training!**

**\* More Than 100,000 People Trained!**

**\* Over 1000 Organizations Served!**

**\* Extensive Reference List of Disability Programs!**

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**[www.LarryRobbin.com](http://www.LarryRobbin.com)**

**If you want more jobs, work experience sites, internships and other  
ways of engaging with employers, bring this training to your program now!**

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? How do we overcome their resistance to working with people with disabilities? This unique workshop is based on the feedback from hundreds of private sector business people that met with people from disability 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. **Learn how to make the business case for working with you so businesses see how your services will add to their profit margin!**

Once you learn how to communicate like business people think, you can 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 disability program staff and management across the country and received outstanding evaluations.

- \* Learn what to say, when to say it and how to say things about the people with disabilities 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 as they see you as a profit making partner!
- \* Get the facts that can prove hiring people with disabilities increases profits. Get the results of an employer survey that shows how accommodations actually contribute to the profit margin of businesses!
- \* 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!
- \* Learn the important differences between marketing and sales so you can develop a marketing plan that opens the door to businesses being interested in your services and follow that up with sales strategies that will seal the deal!
- \* 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 for people with disabilities in the private sector than you every thought possible!

This workshop can be done versions for all types of disability programs serving youth and/or adults. It can be done in an all disability version or in a customized format for specific disabilities.

## **INTRODUCING YOUR TRAINER**

Larry Robbin, Executive Director of Robbin and Associates, is widely recognized as a national expert on the topic of improving the relationships between programs serving people with disabilities and private sector businesses. He has over forty-five years of experience with this topic. Larry has trained over 100,000

ROBBIN AND ASSOCIATES  
IMPROVING OUTCOMES FOR DISABILITY PROGRAMS  
FOR OVER 45 YEARS!

people, presented at more than 500 conferences and worked with over 1000 organizations across the country. Larry has done more training for the National Association of Workforce Development Professionals and the California Workforce Association than any other trainer.

His services have been used by the federal Office of Disability Employment Policy, California Department of Rehabilitation, Department of Health and Human Services, Goodwill Industries, National Rehabilitation Association, Center for Independent Living, Los Angeles County Department of Mental Health, ARC, Lions Blind Center, Workability for Youth with Disabilities, Fremont School for the Deaf and many other organizations. His services have also been used extensively by America's Job Centers, Department of Labor and many federal, state, county and city government agencies.

Larry has many decades of experience as a consultant and trainer for many small, medium and corporate businesses as well as Chambers of Commerce, business associations and other private sector organizations. He has worked in management at a Fortune 500 company. Larry is also a person with severe disabilities. In this training, he combines his experience with disability programs and his knowledge and experience in the private sector to show you how to be more successful in closing the gap between your organization and the business community. If you want to get more and better outcomes for people with disabilities in the private sector, bring this training to your organization now!

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