



# Business Services 101

*Cultivating Successful Relationships with Industry*

Presented by  
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Connecting Talent with Opportunity

# Agenda

- Roles of a Business Services Professional
- What Services Can We Offer
- Steps to Successful Business Engagement

# FOUR ROLES OF BUSINESS SERVICES

1. Business **Consultant** (workforce intelligence) – develop industry competence, monitor trade association websites, attend business conferences
2. Business **Champion** (representative of business) – represent business internally, promote industries and careers, display investment by industry
3. Business **Connector** (workforce system access) – partner with whole workforce system, support/build local trade associations
4. Business **Service Provider** (representative to business) – different category names include information services, skills development, business development, retention support, etc.

# WHAT SERVICES CAN WORKSOURCE OFFER?

- **On-the-Job Training (OJT)**
  - Wage reimbursement for the loss of productivity to train newly hired employees
  - Must be deemed WIOA eligible
- **Customized Training (CT)**
  - Assistance with training costs of new employees
  - Must be deemed WIOA eligible
- **Incumbent Worker Training (IWT)**
  - Assistance with training costs of existing employees
  - Participants are not required to be WIOA eligible
  - Training agreement between employer and WorkSource board

# What a Business **Wants**

- Central Point of Contact
- Unified Voice
- Responsive & Timely
- Customized Solutions
- Industry Knowledge
- Consistent Contact
- Assistance Navigating the Process
- Knowledge of All Available Services
- TRUST

# WHAT A BUSINESS DOES NOT WANT

- Alphabet Soup
- Eligibility Requirements
- Program Details
- Behind the Curtain
- We Can't, Won't, or Don't

# Transactional vs. Transformational

- Fill job orders
  - Place job candidates
  - One-to-one relationship
  - Reactive
- Training across occupations, skill levels
  - Focus expanded to worker retention, advancement issues within company and/or industry
  - One-to-many (**sector strategies**)
  - Proactive

# THIS IS HOW WE DO IT...

- Identify Opportunities and Plan
- Discover & Present Capabilities
- Deliver Value & Results
- Maintain & Grow the Relationship

*Lisa Rice, Every Strength Counts*



# IDENTIFY OPPORTUNITIES AND PLAN

- Start with a demand-driven approach

## *LABOR MARKET INFORMATION...*

Refers to quantitative or qualitative data that is available on a specific area or labor market.

## *LABOR MARKET INTELLIGENCE...*

Refers to an analysis and interpretation of data to draw conclusions and create policy recommendations.

# IDENTIFY OPPORTUNITIES AND PLAN

- Do your homework
- Prospect Plan
  - Business Profile
  - Third Party Publications/Social Media Channels
  - Potential Challenges of Company and Industry
- What are you going to say?  
...yes...actually plan this out...

# DISCOVER AND PRESENT OPPORTUNITIES

- Don't assume, ASK QUESTIONS
- Listen, Listen, Ask, Listen
- Don't over promise
- You do not have to give a solution in your first interaction!
- Give relevant information. Don't overload.

# YOU'VE SECURED THE MEETING... NOW WHAT?

- General Business Information
- Business Conditions
- Workforce Information
- Training Needs
- Business Plans
- Their Expectations

# EXIT STRATEGY

- Summarize what you heard
- Lay out next steps with a clear timeline
- Suggest a date and method to follow-up
- Thank the company for their time

# DELIVER VALUE & RESULTS

- FOLLOW THROUGH
- Manage expectations
- Show them your worth
- Stay true to your word

# MAINTAIN AND GROW THE RELATIONSHIP

- Cultivate and expand the business relationship



# Questions?

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