

Job Development Gateway Training

Day 1

Slides

Introductions	1 - 2
Overview of the training	3 - 5
Introduction to Customized Employment	6 – 13
Activity - Discussion on CE	
Connection of Job Development and CE to Discovery	14 - 18
Examples of Successful CE	19 - 22
Introducing Job Development and the Essential Elements	23 - 28
Negotiation based on Compromise: The essence of CE	29 - 33
Determining Negotiables: Essential Selling Points, Sweeteners, Hole Cards, and Non-Negotiables	34 – 44
Activity - Determining Your Negotiables	
Dealing with Employer responses to your Presentation	45 - 49
Activity - Employer responses and possible answers by Job Developers	
Follow Up Discussion - handling employer responses	50
Developing the Concept Portfolio	51 - 63
- What is the CP?	
- Why useful?	
- Structure	
- Platforms for presenting	
- Images and Narrative	
Outline of a Concept Portfolio	64 - 65
A Sample Concept Portfolio used by MG&A	66 - 78
Activity - Discussion on the Concept Portfolio	79

Day 2

Slides

Introduction to the Employer Needs and Benefits Analysis	80 - 88
Negotiating an ENBA with employers	89
Activity - Discussion on understanding employer benefits	90
Options for Conducting an ENBA:	91 - 109
- Presentation during job development	
- Informational interview	
- Assisting a company to do “internal” CE	
- Informal analyses	
Discussion	110
Using the ENBA form with the sample to detail the analysis process	111 - 118
- Cover page	
- Interviews of targeted employees	
- Observing employees working	
- Observing work environments	
- Observing customers	
- Tasks determined by employers	
- Matching Job Seeker’s Task List to observed tasks	
Critical considerations within the ENBA	119
Cautions and sensitivities with the ENBA	120 – 121
Using the results of the ENBA	122 – 123
Activity - Developing a proposed customized job description using Sadie’s ENBA	

SHEETZ Video – 20 minutes

Day 3

Slides

Making employer contacts: Introducing the sales aspect of job development	125 -128
Understanding Representation as unique form of sales	129 -130
Embracing the “Rules of Sales”	131 -134
The Steps of Sales	135
Step 1. Prospecting: The organizational aspect of sales	137 - 145
- Qualifying employers	
- Employer research features	
- Determining who to contact	
- Organizing employer information	
- Referrals and linkages	
- Embracing business language and cleaning ours up	
Step 2. Getting the Appointment: Types of initial contact	147 - 155
- Third party connection	
- Informal context	
- Drop-in visit	
- Telephone contact with letter of self-referral	
- E-mail contact (in specified circumstances)	
Practice for the presentation to employers	156 - 159
Finalize preparations for employer presentations	
Determine the time to be requested for the presentation	
Step 3. The Initial Presentation to Employers	160 - 167
- Last minute preparations	
- Role of the Concept Portfolio and Visual Resume	
- Flow of the initial presentation	
- Considerations for the initial meeting	
- Closing the Initial Presentation	
Viewing an employer presentation	
Step 4. Follow-up Negotiations: Cutting the deal	168 - 182
- The flow of follow-up negotiations	
- Keeping your focus on negotiation	
- Revisiting employer responses	

- Determining the employer's negotiation stance – Oh Boy,, Show Me, and Oh No
- Negotiating a Customized Job Description

Explaining a naturally-referenced support strategy – The Seven Phase Sequence 183 - 204

Step 5. Closing the Deal: Negotiating a Customized Job Description 205 - 208

Review of Training