



BUSINESS ENGAGEMENT DO'S

Do your homework

- Know what do they do & how do they do it
- Industry trends US & Global
- Who are their competitors?
- Where are they in the supply chain?

Become Familiar

- Go to them - speak & network at THEIR meetings
- Light pestering is OK - initial 'NO's' often turn into 'YES'

Ask Relevant Questions - THEN LISTEN

- Validate your homework
- Get the "Paul Harvey" - "The REST of the story"
- Identify root cause(s)

ROI - be a credible, value -added partner

- Take Action based on business input - Assign ownership & responsibility
- Find a way to improve profitability - Be creative
- Get written endorsements with photos
- Highlight your success stories with businesses

FOCUS ON CUSTOMER SERVICE

- Make it easy
- Connect with handoffs not referrals - hiring events vs. job fairs
- Talk in plain English, understand industry 'dialect'
- Reduce red tape to the Nth degree

Regular Care & Feeding

- Follow up - Follow up again
- Be prepared to invest adequate resources



BUSINESS ENGAGEMENT DON'TS

Waste their time

- No meetings without clear outcomes & next steps
- **Don't ignore input**

Rely on one strategy

- No one-size-fits-all

Stay in your silo

- Be mindful of **all resources** that can help
- Foster cross-program collaboration
- Avoid data wars, government jargon & acronyms

Pressure to sign up for services

- Provide options
- Be ready when **THEY** are ready

Over-promise

- Manage Expectations
- Make sure you are speaking the same dialect

Take the relationship for granted

- Don't go through the motions
- Cultivate **multiple** long-term contacts