



THANKS FOR TAKING TODAY'S WEBINAR!

**ARE YOU TALKING LIKE BUSINESSES THINK?
HOW TO GET MORE CONSUMERS HIRED
DOING REMOTE JOB DEVELOPMENT**

**PRESENTED BY
LARRY ROBBIN**

EXECUTIVE DIRECTOR OF ROBBIN AND ASSOCIATES

**OVER 45 YEARS OF EXPERIENCE HELPING MENTAL HEALTH PROGRAMS
GET BETTER EMPLOYMENT OUTCOMES WITH CONSUMERS AND EMPLOYERS!**

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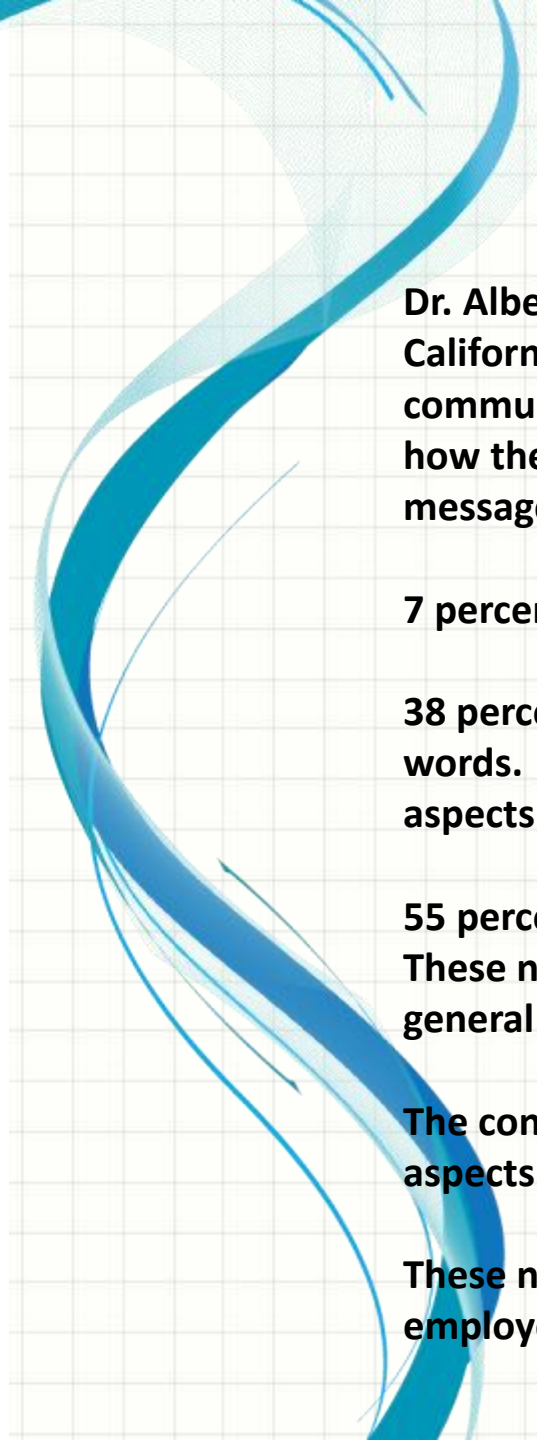


WHAT THIS WORKSHOP IS ABOUT

- 1. We will learn about the problematic impact on communication that comes with working over the phone and Zoom as we try to get a strong job development relationship connection with employers.**
- 2. We will learn how to use the remote sales communication strategies used by private sector salespeople to improve our ability to communicate and build relationships with employers.**
- 3. We will learn how to say things that can overcome the resistance of employers to working with us and hire the consumers in our programs into competitive employment.**

THE STAGES OF EMPLOYER BUY-IN
AND WHAT THIS MEANS FOR REMOTE JOB DEVELOPMENT

STAGE OF BUY-IN	WHAT IT MEANS TO THE EMPLOYER
Liking you	Do I like this person enough to do business with them? Is their voice excited and confident about what they are selling? Do they understand me and my business?
Believing in your organization	What is the track record of their organization? Can they deliver what they say? What businesses are their customers? Have other businesses been satisfied with this organization?
The consumers you refer	Will this person work out and how will they contribute to my business?



UNDERSTANDING HOW WE COMMUNICATE AND WHAT IT MEANS FOR REMOTE WORK

Dr. Albert Mehrabian is a Professor of Psychology at the University of California and one of the world's leading experts about how people communicate. He has done extensive research to devise a formula to describe how the mind determines meaning. He concluded that the interpretation of a message is as follows:

7 percent verbal – the actual words being said

38 percent vocal – the various aspects of the sound of the voice delivering the words. This includes tone, speed, pitch, emphasis, pauses, inflection and other aspects of our voices.

55 percent visual – the body language that comes with what is being said. These numbers can vary by individual, cultural norms, disability etc. but the general framework is true for most people.

The conclusion is that 93 percent of communications, the vocal and visual aspects of communication, are “nonverbal” in nature.

These nonverbal communication areas are the primary places where the employer will make the decision about whether or not to work with you.



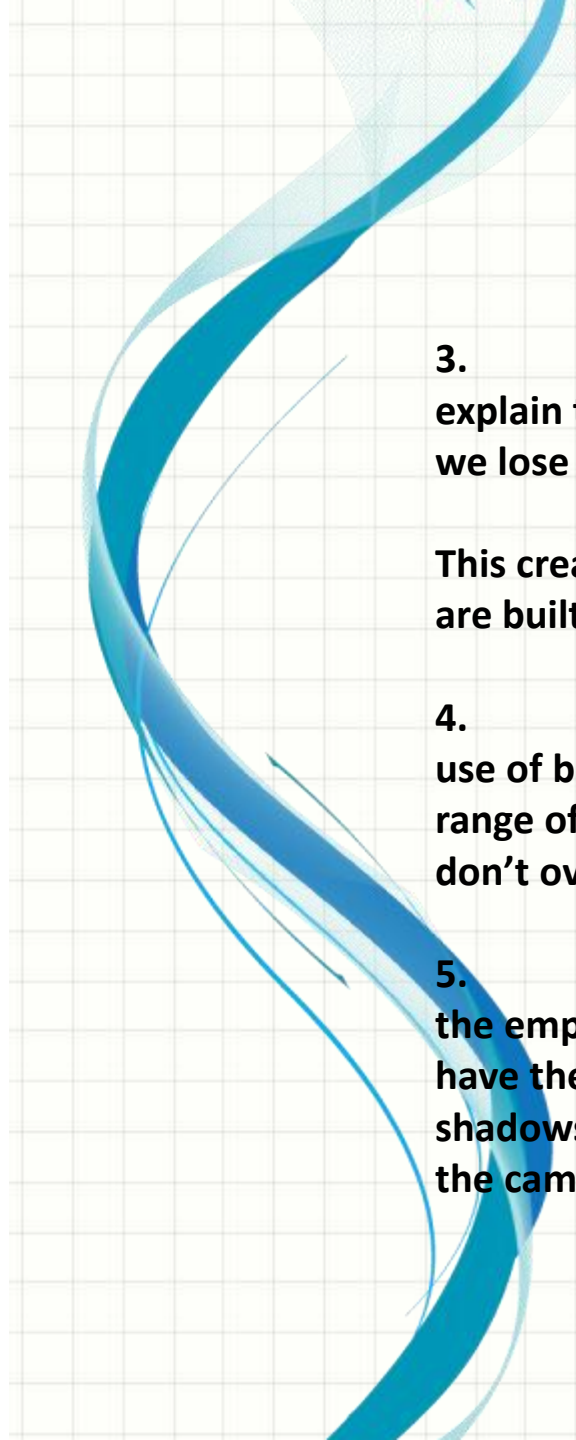
WHAT THIS MEANS FOR REMOTE JOB DEVELOPMENT

- 1. For people who can see, 55% of our communication is visual. Before Covid, our visual communication with employers began when we first saw them in their businesses. It evolved as we talked with them and as we left and continued with more contacts.**

We lose all of this depth of body language communication when we use the phone unless we can use Face Time, but even then we lose a lot of the degree of visual communication.

- 2. While we can see each other with Zoom, we can't see each other to the same extent that we can in person. We can't see each other enter and leave the room and we typically only see the upper body of the employer and that is what they see of us.**

The often problematic lighting and picture resolution of video images means that neither one of us can see the details or subtle changes in facial expressions that carry so much meaning and communication and are so important in the sales relationship.




3. The substantial degree of loss of visual communication helps to explain that while we can communicate by phone and Zoom to some extent, we lose a significant amount of communication depth by not being together.

This creates a real challenge because effective job development relationships are built on the 55% of the depth and power of visual communication.

4. To improve visual communication, on Zoom watch the employer's use of body language and mirror it. Make sure to use your hands in the range of the camera for gesturing for emphasis. Use your hands more, but don't over do it.

5. With Zoom always talk to the camera and not the visual image of the employer so they can see your face as much as possible. If possible try to have the light coming from in front of you so your face does not have shadows. Also, if possible sit the same distance as the employer sits from the camera.

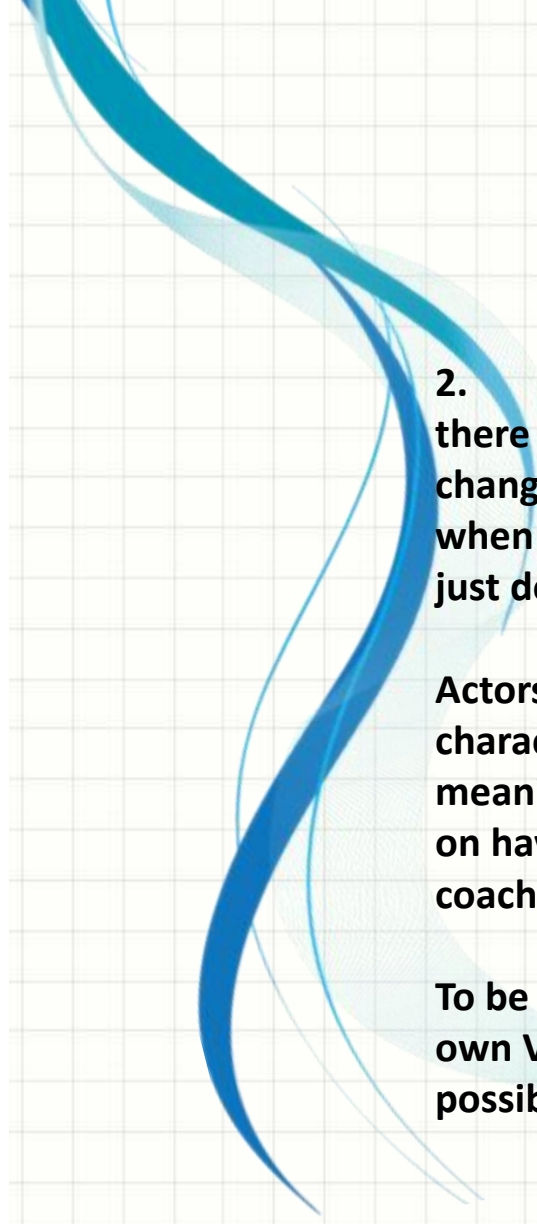


VOCAL COMMUNICATION IN REMOTE WORK

1. For people who can hear, 38% of our communication is vocal. With the decline in visual communication that comes with remote work, this means that our voice carries even more importance in our job development.

Historically, we have just taken our voices for granted in job development and focused on what we said as opposed to how it was being said. That means that we were focusing on just 7% (what is being said) of the communication relationship as opposed to also focusing on the 38% of communication which is how things are being said.

This exclusive focus on content as opposed to also including the vocal is like a song with words and no music. The power and impact of the song are lost without the music. This is also what happens when we don't focus on improving the use of our voice especially now with remote work reducing the effectiveness of visual communication to support our words and voices.



2. You may think there is nothing you can do about your voice, but there is a lot we can do to improve the use of our voices. Your voice has changed over the course of your life and you change it all the time now when you talk with different people or use it for different purposes. You just don't realize it.

Actors and actresses are always changing their voice to fit different characters. Singers also use their voices in different ways to communicate meaning. Public speakers like politicians and television personalities work on having a wide range of vocal technique. Salespeople often use vocal coaches to improve their use of their voice.

To be more effective with remote job development, we need to create our own Voice Improvement Plan so we can use our voices as effectively as possible so we can sell employers on working with us.



**HOW TO IMPROVE YOUR VOICE SO YOU
CAN BE MORE EFFECTIVE COMMUNICATING WITH EMPLOYERS**

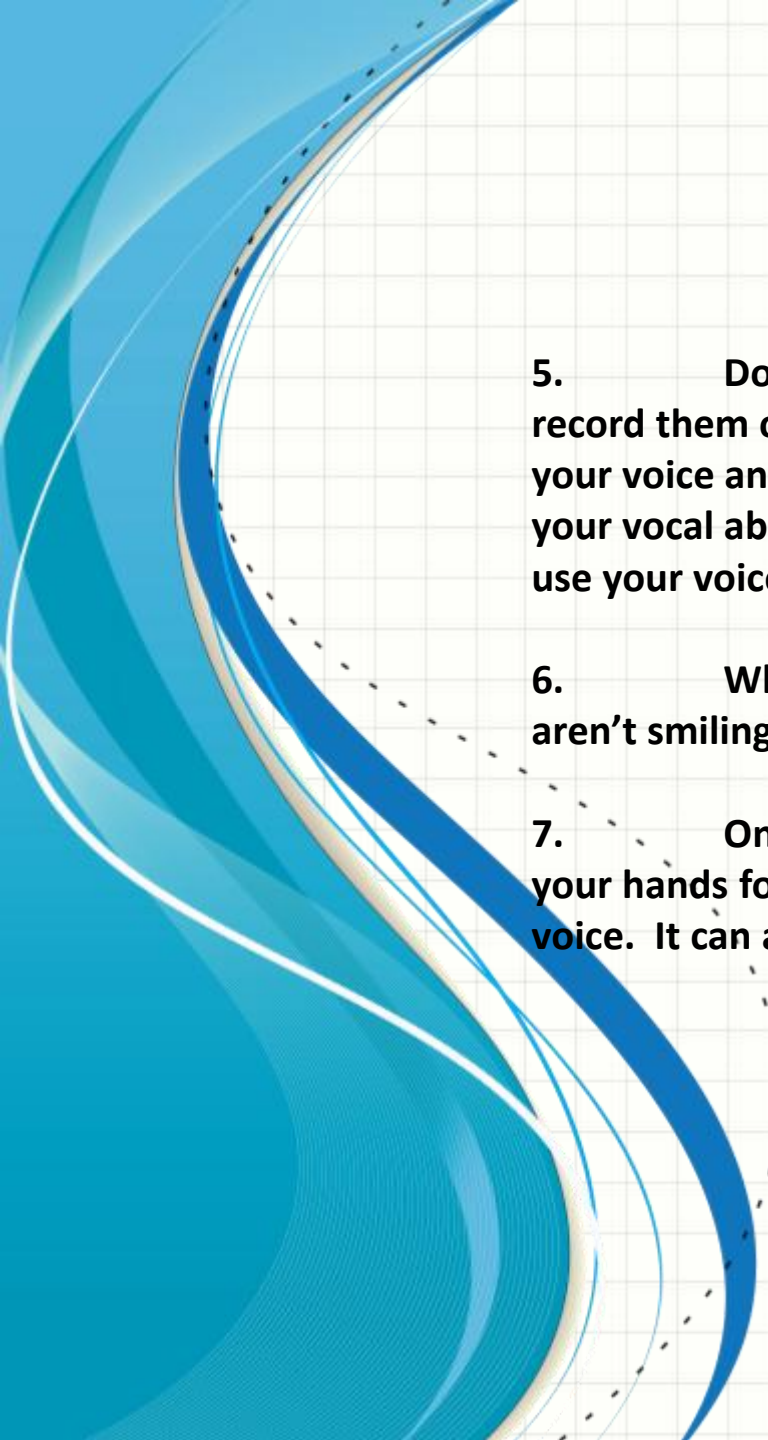
1. Ask a number of people that know you well what are the most and least effective things about how you communicate in terms of your voice. Ask them to comment on the tone, speed, pitch, inflection and other aspects of your voice.

People will be reluctant to tell you what bothers them about your voice so you have to draw out their comments. Pay attention to the common things people mention.

2. Ask people if you are prone to interrupt others.

3. Identify voice role models. What individual's voices seem to you to be the most effective using vocally persuasive communication? How can you put some of those qualities into your voice?

4. Watch YouTube videos about people selling and find the ones with voices that appeal to you and your style.



5. Do some mock job development calls with coworkers and record them on your phone and some on Zoom. Listen carefully to your voice and identify the strengths and areas for improvement in your vocal ability. You and your coworker should compare how you use your voices.

6. Whenever you talk with employers, look at a mirror. If you aren't smiling in the mirror, you probably are not smiling in your voice.

7. On the phone put the phone down so you can gesture with your hands for added emphasis. Some of this will come out in your voice. It can also be helpful for some people to stand up.



8. Start out by identifying a list of things you would like to improve about your use of your voice, but don't try and work on all of them.

Put them in a priority sequence of what you think is most important to work on. Go out of the sequence and pick the thing that you think would be easiest to improve. Start with that area so you can experience the change in your voice and then go to the priority list. Before each phone or Zoom call say the highest priority area you are working on out loud and have it in front of you while you talk.

Just do one area for a while until you have improved it. After the call think about how you did.

Some people are surprised at how quickly they can improve the use of their voice in a given area once they focus on it. Some improvements may be easier for you to make than others, but you will become much more effective with remote work the more your voice can deliver the strongest message possible!



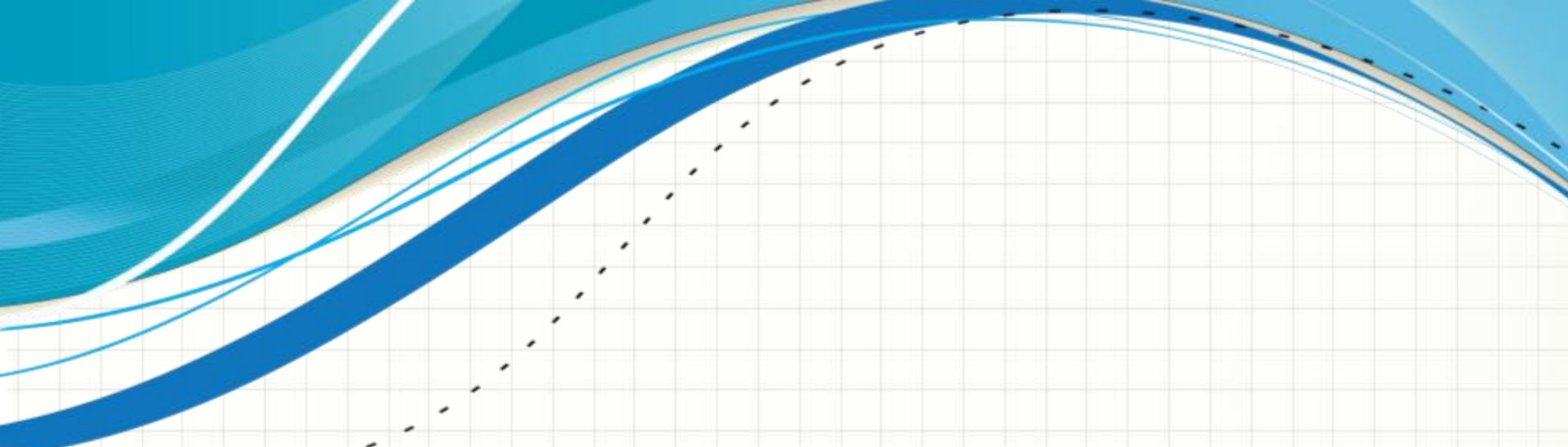
GETTING THE INTEREST OF THE EMPLOYER
FASTER ON THE PHONE OR ZOOM

- 1. While you should make some cold calls to employers when you have no connection to an employer you have identified, you will get much more interest if another employer or someone that knows the employer you want to contact makes the connection.**
- 2. Think of employers and other people as a spider web of connections to other employers. An employer that liked working with you can refer you to their other employer connections.**

**Use an employer and other people to get an employer!
Don't be afraid to ask for referrals!**

**A FEW EXAMPLES OF HOW AN EMPLOYER CAN BE
CONNECTED TO OTHER EMPLOYERS**

- 1. What employers are their business neighbors?**
- 2. What businesses do they buy things from for their business or personal use?**
- 3. What services do they use from other businesses?**
- 4. What businesses do they know from a formal or informal business association? Types of associations include:**
 - A. Chamber of Commerce**
 - B. Neighborhood business association**
 - C. Industry association**
 - D. Special demographic association**
 - F. Franchise association**
 - G. Job title association**
 - H. Civic association with business members**
 - I. A social informal association.**



5. **What businesses are run by their customers?**

6. **What business people do they know from their life outside of work such as their hobbies, family activities, sports, faith based connections, relatives, friends, community groups etc?**

Having an employer or another person refer you to another business or getting the permission to use a business person's name in the subject line on an email will help to bridge the connectivity gap created by remote work! This referral connection will create the strongest connection in the least amount of time! A referral turns a cold call into a hot call!



**SOME MORE POINTERS FOR
SHAKING HANDS THROUGH THE PHONE AND THE SCREEN!**

- 1. Frequently refer to employers by their name so they feel connected to you.**
- 2. For Zoom calls, see if it is possible to put up the logos or names of businesses that have hired consumers from your program on the wall behind you and refer to them in the call.**
- 3. Ask clarifying questions to get more information and show that you are listening.**
- 4. Don't over talk the employer.**
- 5. Time is money to business people. Always open and close the call thanking them for their time.**

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Email larry@larryrobbin.com

TIME FOR QUESTIONS AND COMMENTS!