



Job Development

The Skill of Introducing Yourself and Your Services to Employers

Job Development is one of the eight principles of Supported Employment (SE) services.¹ Job development is defined as a set of skills used to develop and build relationships with the business community. It is an important element to providing effective employment supports. Services that incorporate job development have more successful employment outcomes.² One key component of job development is introducing yourself and your employment services to potential employers. Many employment specialists prepare for this meeting by creating an elevator speech to use when introducing themselves and practicing how to respond to tough questions from employers.

Creating an Elevator Speech: A Concise Introduction to Employers

An elevator speech or pitch is a brief description of your services that is intended to create interest and, hopefully, further discussion. It's called an elevator speech because it is typically the span of an elevator ride, that is, short and to the point! It is a concise yet powerful tool to use during your initial interaction with an employer. The components of an elevator speech are: stating who you are and your service, identifying a problem or concern that the employer has, describing how you can help the employer solve this problem, and, finally, offering a benefit to the employer. Make sure to use business-oriented language that depicts a professional image, not a human service or behavioral healthcare agency orientation. Remember to use the same businesslike and professional language when creating marketing materials like business cards, brochures, flyers, and social media. Stay away from images and words that depict charity (e.g., open hands with palms up, a dove, or a heart). Use words and imagery that are business-oriented and relate to employment.

What is an elevator speech?

*Brief synopsis (30 seconds - 1 minute) of the service that you provide.
Used when introducing yourself and your services to employers.*

Why is it important?

Used to pique interest by giving an overview of how you can help meet employers' needs and why they want to connect with your services.

4 Levels of an Elevator Speech³



*Introduce yourself
(name and program/service)*



*Identify a problem or concern
the employer has*



*Describe how you can help
solve this problem*



*Offer a benefit to
the employer*

Elevator Speech Example

This provides a template of what an elevator speech might look like for use in an employment services setting. You can fill in your own name and the name of your employment services. Remember to try to keep this brief and concise but also make sure to adapt to fit your personality!

Introduce yourself

"Hello, my name is _____ from _____ Employment Services."

Identify a Problem or concern the employer may have

"Finding reliable, skilled, and dependable employees can be very time consuming and expensive."

Identify how you can help solve this problem

"_____ Employment Services assists employers with finding qualified job applicants. We take the time to speak with employers to identify their needs so that we can make a good match with them and the job candidates."

Offer a benefit to the employer

"You can save time and money in the recruitment process."

Responding to Tough Questions

What would you do if...

You could...

The manager says they are not hiring?

Explain that you are not there to solicit job leads but to introduce yourself and your services to the employer. You also want to highlight that you are seeking to gain a better understanding of what the employer looks for in candidates. Your strength is to gather this information about the employers' needs so that you can make a good job match. You would welcome to opportunity to meet to further discuss their needs and how you may assist.

The hiring manager is not available?

Thank the person and ask if you could have the name and contact information of the hiring manager. Also, ask for this person's name so that you can refer to them when reaching out to the hiring manager.

The manager asks why there is no fee for services?

Say that you work under a grant that assists individuals in their career development and transition back to work. Try to stay away from disability and/or human service language.

You are asked why you are there instead of the job seeker? What is wrong with the person?

State that part of your job duties include meeting with local employers to get an idea of what they look for in job candidates so that you can make a good job match.

The manager has had past bad experiences with agencies like yours?

Emphasize that you attempt to provide job candidates who meet the employers' needs and have the skills and interests for a particular job. You recognize that sometimes a job candidate may not work out and that the employer's bad experience with one service/person does not generalize to all similar services. The bottom line is to acknowledge that this bad experience happened.

For more information visit [our webpage with Supported Employment resources](#)

¹ Drake, R.E., Bond, G.R., & Becker, D.E. (2012). *Individual placement and support: An evidence-based approach to supported employment*. Oxford University Press.

² Swanson, S.J. & Becker, D.R. (2015). *Supported Employment*. Dartmouth Psychiatric Research Center - Hazelden.

³ Adapted by McCalla, F. & Dolce, J. for IEI Job Development Training from materials by Morgan, V.L. from Russmor Marketing Group.