



Case Scenario

FOR GROUP DISCUSSION

MODULE 1, LESSON 4

MEDICAL SUPPLY COMPANY

Introduction

Imagine you are introducing yourself to a Human Resources Manager at a medical supply company. What would that first introduction look like?

Scenario

The introduction: A Medical Supply Company with two locations in your region regularly has job openings posted on their website and with the One Stop (or local Workforce Center), which makes it appear that the company has a high turnover rate. The job titles range from cleaning services, customer service, inventory specialists, delivery drivers, and administrative positions.

You would like to contact the company to let them know about the services your agency provides. You also have a client with delivery experience, and you suspect could be a good match. As far as you know, no one in your agency has previously worked with this company. Armed with this information, you are prepared to call the HR manager to hopefully set up an appointment.

Let's review some scenarios that may come up in this initial interaction.

Branching scenario #1: "Hi, I'm Marcia, the HR manager." *You introduce yourself and your agency.*

What is the first thing you want to do in that conversation?

Option 1: Mention that you have seen their job openings and you have a candidate that is interested and could be a good match. (Response: "Ummm, are you a job agency?" *Try again, and don't lead with a candidate. Even though they may ask about applicants, your goal is to initially get the business talking about their needs and goals.*)

Option 2: Make a brief intro and elevator pitch. Ask if you can set up a meeting to learn about their business and how VR may support their goals. (Response: "Hmm, well we're always looking to grow. Why don't we meet?" *Correct! Inviting the employer to talk about their needs and priorities is an important first step in developing a trusting relationship.*)

Now you've made it to your first meeting with the HR manager. What's next?

Branching scenario #2: The HR manager mentions: "So...I've never met with an agency like yours before. Where should we start?"

Option 1: You thank her for allowing you the opportunity to meet. You give a brief elevator pitch and ask her to tell you more about the company & its needs.

(Her response is to start telling you about the business: "Well, we are a growing company...")

This is a great start and exactly where you want the conversation to start! Remember to listen more than you speak. Asking questions and letting the employer guide the discussion with their priorities is a good strategy.

Option 2: You start by mentioning that you have noticed they have several job openings, and you feel like your agency could help with employee retention.

(The HR manager responds with: "Well, this is a tough economy...")

Hmmm, let's try that one again! Jumping in like this could sound judgmental like you are criticizing their ability to retain employees. It's too soon to have this conversation. Think about how you can get her to talk about her business and see where it leads. Most likely, it will eventually start leading toward any hiring needs the business has.

Nicely done! This scenario demonstrates how initial conversations can begin. It is helpful to be prepared with a brief elevator pitch to introduce yourself, but not to start with your own agenda. Listening is key!