

## NCRC Employer outreach—Consultative Selling to Businesses

### Audience

All those working to get employers to sign the commitment letter or how supervise those working to get commitment letters. This may include OED Business services staff, other business services staff at WSO Centers, Community College Customized Training staff and LWIB staff facilitating industry consortia.

**Delivery Mechanism:** face to face or via video conference. Requires an interactive component.

**Length:** 2.5 hours total

### Training agenda:

#### 15 min Introductions:

**Purpose:** To develop an understanding of who is participating and their level of experience with NCRC and with employers. Make it possible to build on the expertise already in the room.

**Activity 1:** Each person shares their name, position, brief description of how they currently interact with business in their jobs.

**Activity 2:** Through a show of hands, ask people to rate their level of knowledge with NCRC – 1 finger = minimal, 5 fingers = they could train others on it. Through a show of hands ask people to rate their level of experience using it.

**Activity 3:** How do participants see the NCRC fitting with their current work.

**5 min Overview of training agenda.** (Adjust agenda if needed based on skills and knowledge of audience.)

#### 40 min NCRC Overview

**Purpose:** Provide all with the same level of background knowledge, and also share a tool they can use locally to present information about the NCRC.

**Activity 1:** Share Rene's Comcast video. (Rene's video will be shot next week and available after that via YouTube and in the folder I create for the training on the WSO site) and share key themes (below).

**Activity 2:** Walk through the presentation Rene uses to market the NCRC. (*Draft* power point attached and ACT employer handbook.)

**Activity 3:** Discuss key mechanics: (**NEEDED:** any guidance that OED and/or CCWD is in the process of developing regarding these topics)

- How to enter NCRC preference into IMS.
- Prefer versus require. I need a memo regarding prefer vs require as well as guidance about how to work with companies that choose to require and any language designed to help companies with preference, as well as a way to handle profiling contacts.
- The rest of the WorkKeys suite. What is the advice if a company wants more.
- How to use job profiles already available. Profiles contain a lot more than just NCRC levels. Do we have any advice on how to use these with companies? What is OK to say or not? How we deal with questions about WorkKeys levels?

**Activity 4:** Share the latest marketing materials. (Draft marketing materials are being finalized.) Especially review the business materials and the commitment letter.

- Key issues: commitment vs. endorsement. (Endorsement is for associations and groups, commitments for individual companies.) Pros and cons of getting companies to commit versus endorse need to be discussed, so implementers can do what makes sense.

**10 min Debrief.** Comments/feedback. How will these materials help you as you talk to employers about NCRC? What would you change?

**5 min Introduction to consultative sales.**

**Purpose:** To share the concept and process of consultative sales and tie it to the work participants already do. To introduce NCRC as a tool for servicing an account.

**Activity:** Share the concept of consultative sales—

- A way to integrate NCRC into existing conversations with companies and groups
- Based on meeting their needs
- Starts with the question “how are things going” or with follow up issues of hiring and/retention they’ve had in the past.
- Part of doing regular business rather than an add on.

**50 min Role play**

**Purpose:** To provide participants an opportunity to use and practice what they’ve learned so far.

**Activity 1:** Ask all participants to share questions they think employers will raise about the NCRC. Record these on a flip chart.

**Activity 2:** Review the FAQ answers to employer questions (TBD, based on ACT materials and questions I’ve gotten)

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**Activity 3:** Role play—in groups of 3 have one act as business, one as NCRC sales rep and one observer to offer feedback. Each group will take 5 minutes to role play and employer interaction re: NCRC until everyone has played each role.

**Activity 4:** Role play part II—ask two groups that think they've got it down to share with the others

**Activity 5:** Debrief and Q & A

## **20 min Next steps**

**Purpose:** to transition from training to next steps

**Activity 1:** what to do once you've made the sale and how you will keep employers engaged.

**Activity 2:** Ask each area to share ideas about what more they can do to get the word out.

**Activity 3:** Share launch dates, industry/association contacts, ask for additional ideas about what should be happening.

**Activity 4:** Provide a mechanism for sharing difficult employer questions and getting possible answers.

## **10 min Debrief and feedback on the training, questionnaire distributed.**

**Activity:** Distribute questionnaire with following questions

1. Do you feel like you know more about the NCRC than you did coming into this session?
2. Do you feel better equipped to sign businesses onto the NCRC?
3. What should we have covered that we didn't?
4. What suggestions to do you have to improve the training?

## **NCRC key messages:**

- The NCRC helps ensure the right fit for a job. Different jobs require different levels of foundational skills. The NCRC helps job seekers understand what level of foundational skills they currently have, and what additional preparation they might need for jobs that require a higher level of skills. The NCRC helps employers understand what level of skill is required for the right fit between a candidate and a job opening.
- The NCRC delivers big results for a small investment. Many academic credentials take months or years to earn. For most job seekers, earning an NCRC will require only a brief initial skills review and about a half-day devoted to the assessment. Even for job seekers who are not ready to earn their certificate, the time it will take to become ready will likely be measured in weeks rather than months or years.

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- The NCRC builds confidence. Many people have a higher level of foundational skills than they expected. Because this is a certification, based on a precise and valid assessment process, job seekers can trust what the NCRC says about their skills. This builds confidence. Employers can have more confidence in their evaluation of a job candidate who holds an NCRC—it is easy to know what the skill level is and what it means.
- The NCRC, like all certificates and credentials, represents an investment in the future. Pay-off isn't always immediate—earning an NCRC, like earning any degree or certificate, doesn't guarantee a job offer the next day. But the NCRC demonstrates that the job seeker is making an investment in their future. That matters.

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