

Getting to YES!

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VP of Career Services – International Education Corporation

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President, Education Division - Career TEAM



Career TEAM

- Founded in 1996
- Served on Whitehouse Welfare Reform Taskforce
- Placed over **100,000** Job Seekers and Workforce Development Professionals
- Featured on 60 Minutes in Partnership with ***Platform to Employment***



COAST TO COAST



DIRECT SERVICES

WIOA / TANF / SNAP
CASE MANAGEMENT
BUSINESS SERVICES
TRAINING

EDUCATION

PROFESSIONAL DEVELOPMENT
CAREER SERVICES
PLACEMENT + RETENTION

CONSULTING + TECH

CASE MANAGEMENT SYSTEM
LMS + ONLINE ORIENTATION
TIMESHEET TRACKING
ASSESSMENTS

Career TEAM Education Division

- Serve Approximately 250,000 Students
- Student Success & Career Development Courseware
- Success Toolkit
- Student Services & Career Services Staff Capacity Building
- Placement and Internship/Externship Tracking
- Career Services Platform
 - Alumni
 - Employers

Career TEAM and Higher Education Partners – We Have a LOT in Common!

Higher Education

- ▶ School Leadership
- ▶ Admissions
- ▶ Student Services
- ▶ Academics
- ▶ Career Services

Career TEAM Centers

- ▶ Executive Directors
- ▶ Outreach
- ▶ Case Management
- ▶ Training
- ▶ Business Services

Getting to Yes!



Places to go!



People to see!



What to say!

Places to Go!

Chamber of Commerce

Town Hall & City Council

Linkedin & Twitter

Conferences

Fundraisers

Ribbon Cutting



PREMIUM

Search for people, jobs, companies, and more...



Advanced

655

4

1



Home

Profile

Connections

Jobs

Interests

Business Services

Upgrade

This is what your profile looks like to

Connections

Return to your profile



Harrison Tonne

1st • PREMIUM

Chief Innovation Officer - Product Design & Development, Marketing, Game Changer

Shelton, Connecticut | Professional Training & Coaching

Current Career TEAM, Rapture Image Web Design

Send a message

500+
connections

<https://www.linkedin.com/in/raptureimage>

Contact Info

Background

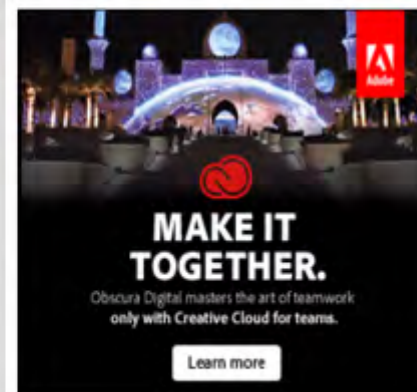


Summary

Creator of the Career EDGE - The Gainful Employment Solution course for higher education & government institutions. This online, interactive course was developed to help job seekers find employment, retention and upward mobility in the workforce. It is currently being used by over 70,000 people nationwide.

- Trained over 500 staff from government & education on social media, marketing and Career EDGE
- Social Media Marketing course developer – Facebook, LinkedIn, Twitter
- Designed & Developed custom online Resume Builder & mock job application for job seekers
- Shot, edited and produced over 200 training videos

Specialties: Web Design, Social Media Marketing, Search Engine Optimization, Software Development



This is what your profile looks like to

[Connections](#) 

Consult with school partners to develop and implement student success and career development courses/platforms customized from CTL's program entitled, Career EDGE. Provide students with the tools necessary to succeed in the interview and beyond including access to CTL's Career EDGE Toolkit: Resume Builder, ePortfolio, Social Media Tutorials, and Online Job Application Simulation.

Train career services departments on employer engagement strategies via live workshops and CTL's 24/7 online training program entitled, The Employer Engagement Academy (employerengagementacademy.com)

Support school partners with communication platforms between career services, alumni networks, and employer communities.

Passionate about helping students find their purpose and fulfill their career dreams! Responsible for all marketing, product development, business development, budgeting, forecasting, and branding of CTL's Education Division. All with the ultimate goal of supporting 1 Million Job Seekers in reaching their professional goals by 2020.

▼ 1 recommendation

**Jason Pfaff**

Operations | Leadership | Performance Management

Micaela embodies the word partnership in every sense. The way she does that is simple and elegant; she quickly develops a keen sense of the vision inherent in any opportunity and ensures that vision is shared with everyone involved. Not only does... [View](#) ↓

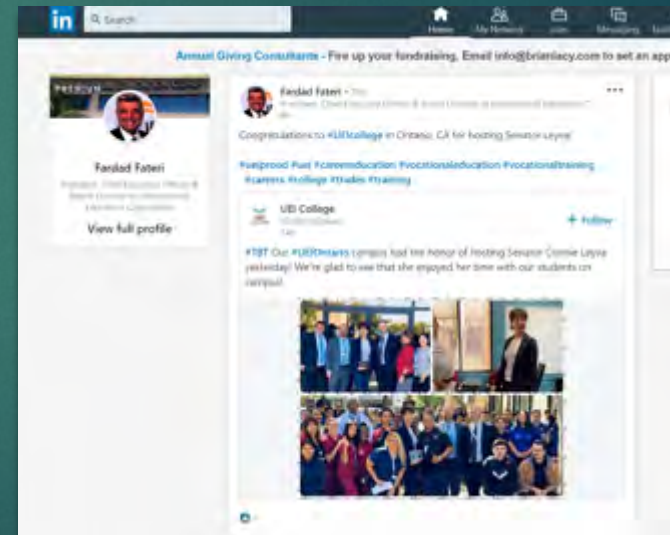
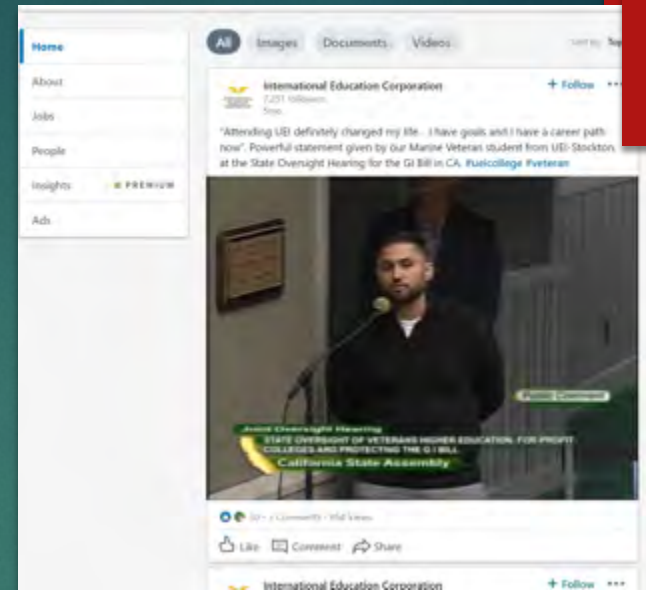


4 Pillars to Placement Success - CCST Conf...



Employer Engagement Academy

IEC & LinkedIn



People to See

Workforce
Development Manager
or Director

Typical in larger
organizations such as
hospitals and health systems

HR Manager or Director

May exist as an internal
partner of Workforce
Development or completely
alone in a smaller operation

Department Head

Will likely work with HR to source
people to employ but they will
give all the parameters to HR.

Operations or General
Manager

Exists in smaller clinics or
outpatient centers – usually a
background in the modality but
administrative in nature

People to See

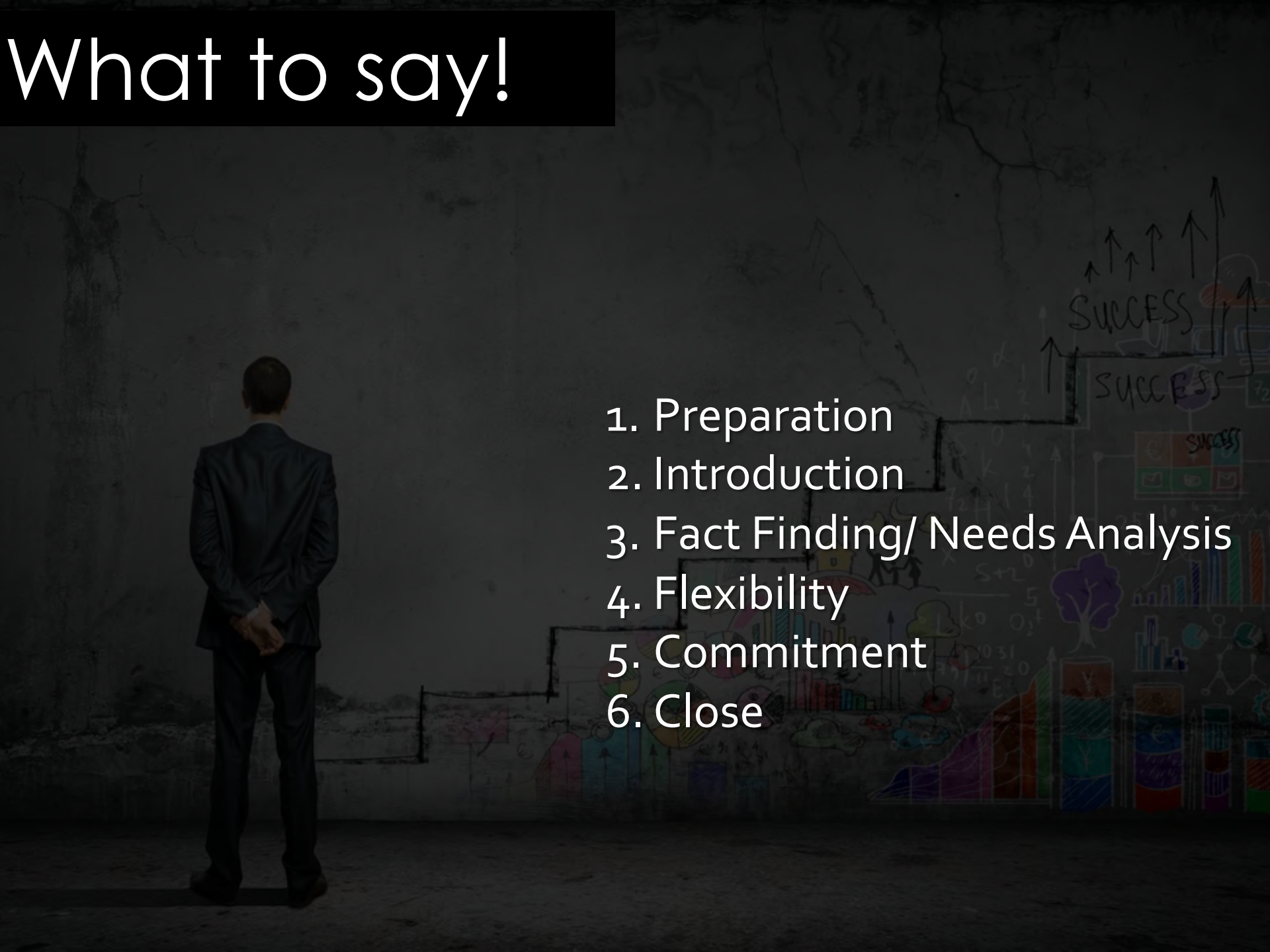
Myth!

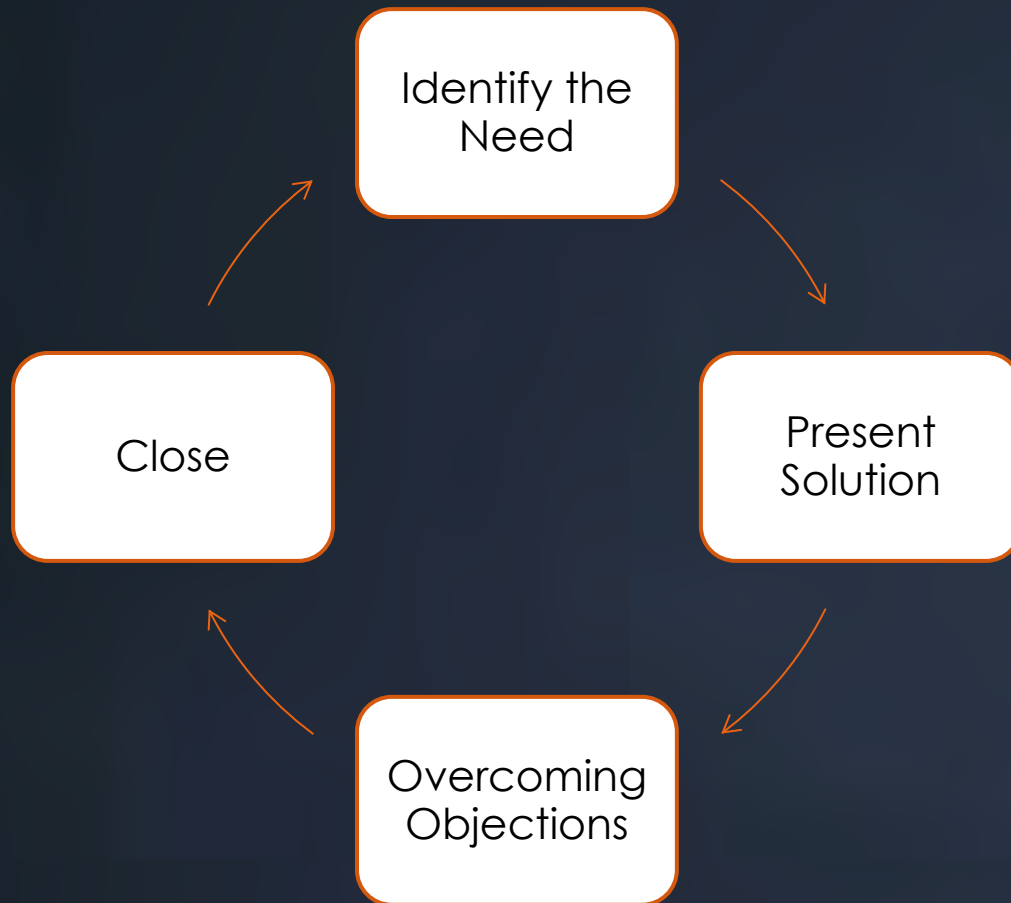
- Getting PAST Gatekeepers - MYTH!

Fact!

- Working THROUGH Gatekeepers - FACT!

What to say!

- 
1. Preparation
 2. Introduction
 3. Fact Finding/ Needs Analysis
 4. Flexibility
 5. Commitment
 6. Close



Preparation

- ▶ Research
- ▶ Rehearsal
- ▶ Practice
- ▶ Exploration



Investigation Strategy

- **Company website**
- **Current/Formal Co-Workers**
- **Your Personal Network**
- **Google**
- **LinkedIn**
- **Facebook**
- **Job Boards**
- **Headhunters/Recruiters**

Generate LEADS to follow-up and Contact!



the **Elevator Pitch**

An **Elevator pitch** is a short summary used to quickly and simply define a person, profession, service, organization or event and its value proposition.

Elevator Pitch Key Elements: Going Up!

Why They
Care:



UVP:



Credentials:



Who you are:



Credibility Statements

- ▶ Info Drop: New Technology, Market info, News, Product Development etc.
- ▶ Name Drop: Manager, LinkedIn, Referral
- ▶ Competitor Drop: Company, Project, Product, Recent job filled
- ▶ Candidate Drop: Selling in Candidate hitting key Resume Points

Identify Opportunity Fact Finding/Needs Analysis

- Questions
- Qualifying
- Identifying Specific Needs
- Detailing the Needs

**Finding the “Why” Behind the
“What”**

Flexibility

Gaining input from the Client/Customer where you can better service their needs.

- **Timing**
- **Skills**
- **Location**
- **Job requirements**
- **Product**
- **Design**
- **Features**
- **Industry**
- **Transferable skills**

**Remember you can
gain flexibility on
Anything!**

Mutual Agreement Between Parties Versus “Go Fetch”

Who has more work to do?
You or Your Customer?
Open ended or closed questions here?





The Close

Simply Confirming
Commitment

**Follow-
Up!!!!!!**



Handling Objections



Now that you know what **objectives** you will be facing you are ready to handle the **objections**.

Let's identify the steps to handling Objections.

4 simple Steps

Empathy

Question

Solve

Close

Relationship Building & Ongoing Support



Entry Points...



TOOLKIT



COVER LETTER



EPORTFOLIO



MENTOR LETTER



Scale...

Career Services
must multiply
themselves to
free up time for
Employer
Engagement

