

Maintaining Employer Relationships Over Time ("Third Cup" and more)

Stay in touch with the employer every four to six weeks. Each time the employer sees you again, it reinforces the notion that you are interested in a long-term relationship and that you are reliable—you keep showing up! Further, don't rely on busy employers to remember to call you when they have a job opening. Visit regularly so that you will hear about openings before employers advertise those jobs.

Keep a list of 20-25 employers with whom you are building long-term relationships. Next to each employer, jot down the date of your most recent visit so that you can remember when you should return.

- Return to share good news about your program. For example, an article in the paper about your program or a record number of job starts in the last quarter.
- Return to let the employer know that you are working with someone who is interested in _____ work. Ask if the employer would be open to allowing the person to visit in order to observe and ask questions about that type of position.
- Return to congratulate the employer about an article that you read about his business.
- Ask for a tour of the business.
- Ask to come in for an hour to observe workers at their jobs. This will help you better understand the workflow and the challenges for people in those positions.
- Stop by to give the employer the name and phone number of another employer who has worked with you (a reference).
- Return to ask the employer if she would be willing to provide someone with feedback about his interviewing skills or feedback about a resume.
- Return to ask the employer if he would be interested in attending a steering committee meeting to help members understand the needs of local employers.
- Stop by to say hello and to ask the employer how business is going.
- Return to let the employer know that a job seeker you know has submitted an application.
- Drop off a holiday card.

- Drop off information about the Work Opportunities Tax Credit or other hiring incentive.
- Return to share printed materials about your program, such as a brochure designed especially for employers.
- Return after a job candidate interviews for a position to ask the employer for her impressions about the candidate.
- Drop off thank-you notes for anything the employer has done to help you, for example, spending time to educate you about the business, reviewing a person's resume, visiting a steering committee meeting, etc.
- Ask the employer to introduce you to some of her suppliers.
- Ask to meet managers in different departments of the business.
- Return to let the employer know that you do know a candidate who would be a good fit for the business. "John, I know it's important to you to find employees who want to work here because they are interested in books, and also people who are friendly and outgoing. I do know someone who fits that description. Would you like to hear a little bit about her?"