

Section 3

Business Services Specialist

Overview

Introduction

The Workforce Development Department (WDD) administers the Workforce Innovation and Opportunity Act (WIOA) program for San Bernardino County. The focus of work for Business Services is to build partnerships for the development and expansion of industry sector strategies and to meet the needs of employers, workers, and job seekers within San Bernardino County.

This section provides information on the responsibilities of Business Services Specialist (BSS).

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Business Services Specialist

Introduction

The Workforce Development Department (WDD) administers the Workforce Innovation and Opportunity Act (WIOA) activities for San Bernardino County. The focus of work for Business Services is to administer the department's:

- Business retention and expansion program, and
- Collect and disseminate economic data to businesses, community organizations, education, and other government agencies.

Business Services Specialist (BSS) serves as the WDD's initial point of contact in engaging businesses, organizations, education, and government agencies; conducting outreach, building relationships, synthesizing, and recommending resources, implementing, and monitoring outcomes of a variety of workforce development programs.

Definition

A BSS fosters communication and collaboration among and between county, state, community partners, and private enterprise to promote economic, community, and workforce development within the County.

Initiates and builds relationships and partnerships with businesses, educators, and job training providers to develop integration strategies, career pathways, benefiting businesses seeking human resource assistance with talent recruitment and/or training.

The BSS is under minimal supervision, he/she:

- Performs business outreach by offering a variety of services to businesses to meet the department's mission,
 - Is responsible for prospect calling on businesses in an assigned territory,
 - Meeting with business to learn of challenges, builds relationship to offer business services and/or partner referral to address immediate needs,
 - Offer additional assistance for future assistance as appropriate,
 - Complete a detailed needs analysis assessment for the business,
 - Follow-up visits, and
 - Referring interested businesses to the Business Services Representative (BSR) to implement appropriate business services in order to meet the needs of the business.
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BSS characteristics

The characteristic of a BSS requires the individual to have the ability to:

- Build strong business relationships,
 - Use tact and diplomacy,
 - Exercise professionalism, and
 - Display a positive sales-oriented personality.
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BSS Responsibilities

Introduction

The Workforce Innovation and Opportunity Act (WIOA) vision is the focus on achieving improved outcomes for business and jobseeker customers.

This vision not only focuses on measuring the actual outcomes, but to promote improvement in the structure of and delivery of services through the workforce development system to better address the employment and skill needs of workers, jobseekers, and employers.

This section outlines the Business Service Specialist (BSSs) responsibilities in achieving positive outcomes.

Responsibilities

The BSS meets with business owners, Chief Executive Officers (CEO's), human resource representatives, managers, and decision makers to introduce available Workforce Development Department (WDD) services, perform workforce needs analysis, and recommend solutions.

The following is a list of additional responsibilities completed by the BSSs, but not limited to:

1. Meet with businesses decision makers to assessment business needs with regards to hiring, training, etc., and determine appropriate referrals to improve efficiency utilizing WIOA business services.
 2. Meet annual measurements for new business outreach and support to expend OJT and specialized training funds to support develop workforce development and business retention.
 3. Identify if there is a need to upscale existing workers through various trainings (e.g., customized training, Incumbent Worker Training, Employment Training Panel (ETP), etc.).
 4. Maintain customer service records in Executive Pulse to provide workforce and economic development information to County officials, and citizens.
 5. Enter all business and job seeker activities into the CalJOBS system,
 6. Providing technical assistance on retention and expansion issues.
 7. Interacting with representatives from private businesses, education, local governments, state and/or federal agencies, civic groups and the general public.
 8. Assisting businesses, community organizations and public officials by providing information on the region's workforce and business needs.
 9. Assisting employers with application process, submit applications, and prepare contracts for awarded funds.
 10. Monitor active contracts and complete applicable reports.
 11. Creating questionnaires, surveys, coordination, and facilitation of business meetings, focus groups, and workshops.
 12. Reporting findings of questionnaires and surveys to Workforce Development Board (WDB), partner agencies, chambers of commerce, colleges, and universities.
 13. Researching and data collection and dissemination of Labor Market information.
 14. Identify and evaluate client business needs and develop plans to assist in meeting those needs.
 15. Research, analyze, and present local labor market information to businesses.
 16. Provide appropriate business referrals to government entities based on business needs.
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Business Outreach

Introduction

The Workforce Innovation and Opportunity Act (WIOA) services is designed to educate and engage employers/businesses in the local job market/economy and the range of services available through the local One-Stop delivery system.

WIOA services may be provided in a variety of service interventions including, but not limited to:

- Orientation sessions,
- Workshops, or
- Other business consultations (e.g., initial site visits).

The Information are delivered to employers/businesses through mass emails, social media, business visits, outreach, or other form of communication.

Communication

To be effective in Business Outreach, the Business Service Representative (BSR) needs to become an effective communicator. The BSS will need to:

- Initiate contact,
- Gain rapport, and
- Provide value to the call or visit.

Here are some ways to make this happen:

1. Identify the overall goal of the activity and write it down:
 - Is this call/visit as a follow-up to a mailing/emailing campaign?
 - Is this call/visit to generate leads, set up meetings or move the contact through the sales process?
 2. Group like calls together. Calling contacts in several industries.
 - Group the contacts according to business industry and the challenges the employers/businesses may face. This will help to track messages/calls when making a string of calls and increase the BSRs efficiency.
 3. Know whom you are calling/visiting.
 - Have some basic information about the contact, like name, title, type of business.
 - Use the contact's name in the conversation gives credibility and it sends a message that the BSR considers the employer/business important. Be sure to get the proper pronunciation of the name/business.
 4. Research business websites prior to contact to learn about services or products the business manufactures.
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Business Outreach, Continued

Communication, continued

5. Know why the call/visit is being made to the specific contact. No one wants to have his/her time wasted by a BSS who is just fishing for a warm body. If you do not know the reason for calling, do not waste the prospect's time or staff time.
6. Bring value to the relationship as the BSS who is initiating the relationship and not to take something away. Bring something to the conversation that the employer/business will find valuable; this will begin to look like a resource and adds to the BSRs credibility.
7. Use trial closes to determine when the contact person is ready to move to the next stage. Questions are used to gauge the readiness of a prospect, use them throughout the business process, questions like:
 - Do you have time for a few questions?
 - Do you see how this service can fit in your environment?
 - Does our service provide you with an insight to assist your business?

This also give the BSR the opportunity to direct the conversation and get the contact person talking. Learn to leverage the power of questions in the business process and see how much easier it will be to control the conversation during the outreach effort.

Business Visits Resources

Introduction

Workforce Innovation and Opportunity Act (WIOA) contributes to economic growth and business expansion by ensuring the workforce system is job driven, which supports developing skilled workers and matching them to employers.

The Business Services team is comprised of professionals ready to assist County enterprises, large and small, gain a competitive advantage and navigate the complex systems of a new economy.

This section provides information for the BSS to consider when conducting business visits.

Speaking points

The following table outlines speaking points/resources the BSS can use when he/she visits a business to discuss the available WIOA services.

Subject	Description
County Business Survey's	Collection of business data, needs, and desires
Employer Resource Toolkit	Resource Guide for business services and for employees
Employment Services	<ul style="list-style-type: none">• CalJOBS job posting• Pre-screened Job Seekers• Hiring Events• Positive Recruitments• Regional Job Fairs• Facilities for Recruitments<ul style="list-style-type: none">– Private interview room available at America's Job Center of California (AJCC)<ul style="list-style-type: none">✓ Free✓ Call to reserve
On-the Job Training (OJT) Programs	<p>WIOA funded OJT's</p> <ul style="list-style-type: none">• Each have unique benefits• Required business docs: business license, WC, W9, CCD, Direct Deposit, Register as County vender• OJT's customized to meet business and trainee's needs• Contract must be in place before employment begins• Requires monthly monitoring of training and invoicing
Apprenticeship / Pre-apprenticeship Programs	<ul style="list-style-type: none">• Building a skilled workforce through partnerships with education providers• Focuses on specific occupation and business demands• Opportunities for business to directly impact the skills taught• Ability to interview and hire current students at training completion• Use of OJT to off-set the costs of hiring apprentices
Work Opportunity Tax Credit (WOTC)	<p>The Small Business and Work Opportunity Act Program has two (2) purposes, to:</p> <ul style="list-style-type: none">• Promote the hiring of individuals who qualify as a member of a target group, and• Provide a federal tax credit to employers who hire these individuals.<ul style="list-style-type: none">– For more info Google Search: "California WOTC FAQs"

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Business Visits Resources, Continued

Speaking points, continued

Subject	Description
Business Workshops	<ul style="list-style-type: none">• Provide flyers on workshops• Add business to Constant Contact
Human Resource Hotline	Provide the Hotline number to employer
Labor Market Information	Data available: <ul style="list-style-type: none">• Wage study• In-demand occupations
Letters of support and testimonials	<ul style="list-style-type: none">• Letters• Testimonials• Speaking at Events
Referral	<ul style="list-style-type: none">• Single point of contact for county services• San Bernardino County:<ul style="list-style-type: none">– Child Care Services (CCS)– Child Support Services (CSS)– Economic Development Agency<ul style="list-style-type: none">✓ Site / Building Searches– Transitional Assistance Department (TAD)– Veteran's Administration• City departments and representatives:<ul style="list-style-type: none">– Municipal services• Business Consultants:<ul style="list-style-type: none">– Marketing Planning,– Efficiency Training, and– Human Resource Training.• Small Business Administration (SBA) – Loan programs• Small Business Development Center (SBDC):<ul style="list-style-type: none">– Business plan development,– Various workshops, and– Free counselling.• Industry Councils:<ul style="list-style-type: none">– Manufacturers Councils,– Distribution Management Association, and– Colleges.

Business Workshops

Introduction

The Workforce Development Department (WDD) Business Services Unit offers a series of business workshops. This section provides information on the workshops completed by the Business Service Representative (BSR).

Workshops

WDD collaborates with industry experts to provide solid and relevant information. Throughout the year the BSR is responsible for hosting a variety of workshops, such as but not limited to:

- Human Resources – Workshops/events are intended to ensure employers are compliant with California labor law by limiting the liability of employers and reducing adverse employee claims.
 - Free Human Resource Hotline 1-877-282-3763.
- Process improvement – Workshops seek to help employers work smarter and potentially save companies labor with day-to-day operations.
- Branding and marketing – Workshops are used to promote business growth and retain business within San Bernardino County. A strategic approach to business development. Finding, creating and developing new or existing markets.
- Business basics and specialty workshops – Business basics workshop is part of the process improvement. The purpose of specialty workshops is to target mass industries such as manufacturing and logistics.
- Seminars addressing business growth and profitability – Business growth workshops promote individual business by encouraging businesses to network with one another and promote each other's businesses.

Note: Refer to the Business Services Handbook, Section 1 – Business Services Unit for additional information related to workshops.

Business Process Improvement

Introduction	Business Process Improvement (BPI) plan are services offered to businesses for purpose to avert layoff. This section will provide information to the Business Service Specialist (BSS) about business improvement plan.
Goal	The goal of a (BPI) plan is to identify areas where a business process can improve accuracy, effectiveness, efficiency, and needs to be improved upon to keep a business viable and to retain employees.
Four steps in BPI	<p>There are four (4) steps for an effective BPI, the steps are:</p> <ul style="list-style-type: none">• Identify the need for change – review how each process impacts the organization, resources, and stakeholders (employees, customers, partners, suppliers, etc.).• Analyze current process – set realistic improvement objectives, consider the following:<ul style="list-style-type: none">– What in the process is broken?– Which steps in the process create roadblocks?– Which step requires the most time to complete?– Which step causes the most delays?– Are there any steps that cause costs/resources to increase or decrease?• Obtain commitment and support – the single-most important element in the process as the success of the project hinges on managerial support and that management understands the need for change to ensure support the recommendations.• Create improvement strategy – create the BPI based on the information from the first three (3) steps and how the process can be improved to meet the objectives.
Improvement strategy	<p>The BSS is required to develop a BPI plan in conjunction with a business and a business process improvement agency/organization. The following are the primary project types, but not limited to:</p> <ul style="list-style-type: none">• Brand/Marketing• Operations• Efficiency• Supply Sourcing
Improvement agency / organization	<p>The Business Services Unit has contracts with various organizations to assist with a Business Process Improvement Plan. The BSS will work with these organizations based on employers needs to develop a plan.</p> <p>List of BPI agency/organizations can be found in the WDD Share Drive under the Business Services tab.</p>