

Effective employer Engagement for Participants with a Disability

TOPIC: GETTING YOUR FOOT IN THE DOOR

Presented by Rana Kordahi – Employment Services Training

Lunch and Learn series - partnership between ***National Disability Services (NDS)*** and the ***Centre for Inclusive Employment***.

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- Founder, **Employment Services Training** and **The Selling Academy**
- 20+ years across Employment Services, sales, L&D, training and coaching
- Help Employment Service Providers to strengthen: **Employer Engagement**, **Job Creation** and **Placement Outcomes**



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2 Types of Employer Needs

Some needs already exist. Others need to be uncovered, shaped or created.

EXISTING NEEDS

A current and visible hiring need that already exists in the business.

- Already hiring
- Expanding or growing
- Replacing someone who left
- Someone quit unexpectedly
- An immediate vacancy already exists

EMERGING NEEDS

A hidden or unrealised need that can be shaped into an opportunity.

- Employer may not realise they have a need yet
- There is a pain point, gap or problem
- Budget may exist even if no role is advertised
- Job carving may be possible
- Create a solution around the business need
- Hours, wages or wage subsidies may be negotiated

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Participant Case Study: Wayne



In 2025, Wayne completed

- Certificate IV in Bookkeeping and Accounting through TAFE NSW.
- Recently undertook a 90-hour placement at a community centre.
- Impressed staff with his reliability, organisation skills, attention to detail, and calm professionalism.
- Confident using digital systems, understands basic compliance, and thrives in structured environments.
- Passionate about cars.
- Informally skilled in vehicle maintenance and enjoys being in workshop settings.
- Lifts weights 3 times a week recreationally, but within limits that support his recovery.

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Employer Case Study: Mick's Auto Repairs – Tamworth



Mick handles everything outside the workshop floor:

- bookings
- parts
- invoicing
- compliance, and customer calls.

There's no admin support, no digital system, and no time to chase unpaid invoices.

"I fix cars all day, then do paperwork at night," he says.

The workload has led to missed deadlines and several admin errors, forgotten bookings, late compliance reports, and misfiled invoices.

Mick admits fatigue is affecting his focus, and it's starting to impact customer experience.



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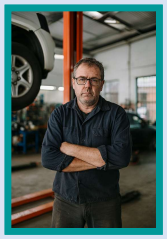
Employer and Partcipant Profiles

Industry: Industry: Automotive Repair and Maintenance



Decision maker Job Title: Business owner – Mechanic

Potential role: Admin role

Business/operational Goals:

- Business Growth
- minimise operating costs
- Maximise revenue
- Having more time in the day
- Keep customers happy and coming back
- Speed up service without compromising quality

Business/operational Pain Points:

- Not enough time in the day.
- Time management
- Long hours
- Not able to have a break
- Creating errors
- Repair part ordering
- Keeping on top of customer demands

This is a representation of this industry – and not specific to this one business

Name: Wayne



Age: 32

Attributes: Reliable, detail-oriented, professional, organized, calm

Skills: Digital systems, basic computing, customer service, structured task execution, admin, finance

Qualifications: Certificate IV in Bookkeeping and Accounting (TAFE NSW)

Previous Work Experience: Construction, 90-hour customer service placement

Hobbies: Cars, and recreational weightlifting

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What Makes a Strong Opening Message?

- **20 to 30 seconds when spoken**
- **No more than 75 to 100 words in an email**
- Relevant to the employer, business or industry
- Connects with a likely **challenge**, **pressure** or **unmet need**
- Clearly communicates the **value to the business**
- Ends with a **low-pressure question** or a clear, simple call to action



The Goal is to get an employer to be



1. Open



2. Curious



2. Interested

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Anatomy of a Strong Opening Message - CSS - Q

Challenge:

- Start by demonstrating that you've done your homework. Reference something specific about their business or acknowledge a challenge they're likely experiencing. Keep it grounded in real operational pressures or common patterns in their sector

Specialty:

- Briefly state what you specialise in, for example, free recruitment or helping small businesses with their hiring needs.

Solution:

- Share a quick, tangible outcome, either a result you've delivered for similar employers or the specific value your participant could add.

Qualify Need

- End with a soft question that invites them to reflect and respond.

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Example

Example 1: Service Led

"The reason for my call is I've been speaking with a few workshops in your area, and some have mentioned they're struggling to keep up with repairs, parts ordering, and admin. That's exactly where we come in. We specialise in helping small businesses with free recruitment support, plus access to hiring incentives of up to $x.

Which basically means having someone who takes the pressure off and can come in for just a few hours a day to handle invoicing, service logs, reception, or general workshop tidiness can free you up.

"Would it be worth having a quick chat to see whether something like that could work for your workshop?"

Example 2: Participant Led

"The reason for my call is I've been speaking with a few workshops in your area, and some have mentioned they're struggling to keep up with repairs, parts ordering, and admin. That's exactly where we come in. We specialise in helping small businesses with free recruitment support, plus access to hiring incentives of up to $x.

I have Wayne, a candidate who has experience in bookkeeping and customer service and a genuine interest in cars. He's available a few hours a day to manage invoicing, service logs and reception, freeing up your mechanics to focus on repairs and getting jobs out the door.

Do you mind if I share a little bit more about him?"

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Example of Break down CSS - Q

Message Breakdown: Step by Step
🔵 **Challenge:** *The reason for my call is I've been speaking with a few workshops in your area, and some have mentioned they're struggling to keep up with repairs, parts ordering, and admin.*
🔴 **Speciality:** *That's exactly where we come in. We specialise in helping small businesses*
🟢 **Solution:** *with free recruitment support, plus access to hiring incentives of up to $x.* *Which basically means having someone who takes the pressure off and can come in for just a few hours a day to handle invoicing, service logs, reception, or general workshop tidiness can free you up.*
🔶 **Qualify Need:** *Would it be worth having a quick chat to see whether something like that could work for your workshop?*

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Questions or comments

THANK YOU!

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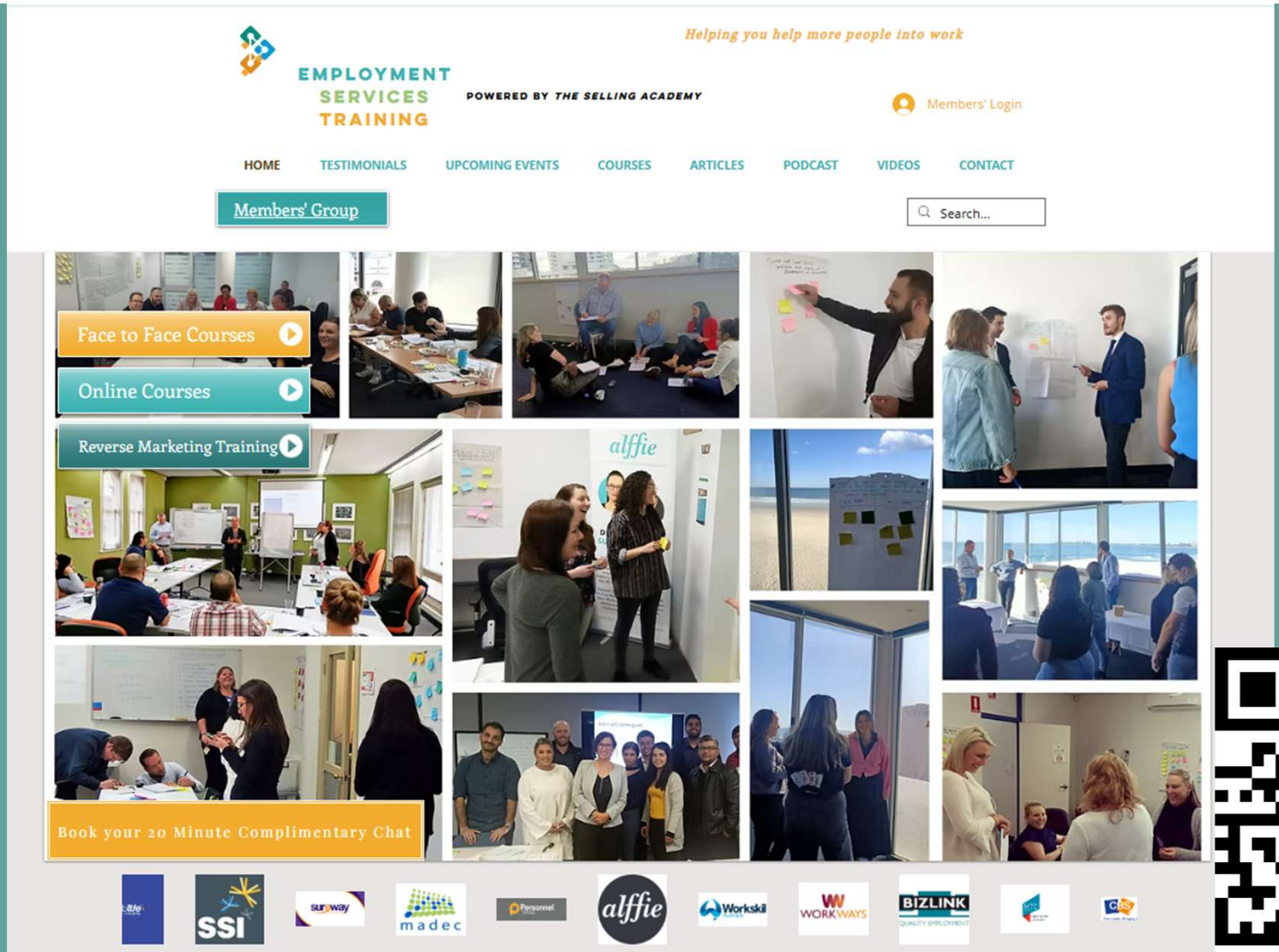

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