

TIE THAT BINDS

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CIRCULATION 701

ATTITUDE IS THE REAL DISABILITY

PAIN POINTS AND HEADACHES

David, from Lakeway Achievement Center used a term that caught my attention, when he talked about pain point. We were discussing how to get business people's attention. We had normally talked about addressing a company's headaches but in this discussion, the company's pain point.

Everyone in business has an area that is not working as well as the other areas. This is their headache, pain point or thing that keeps them awake at night. Can we provide the solution?

Like any other relationship, we need to develop a rapport. We build a trust over a number of meetings, bringing our expertise. This cannot happen in the first meeting, usually. Think about the exploring and discovering we do with people we support in finding jobs. The same applies to the businesses we engage. It takes time to build a personal relationship with the people at a business.

When we engage the people in our program we are exploring or discovering. We are doing the same activity, using the same techniques when we engage employers. But, what do we call it? Maybe I have missed a national article on what this process is being

called. What are we doing? I think that I am going to call it "Exploring for Employers" or "Discovery for Employers."

SELF EMPLOYMENT

- ✓ It is not any easy way out.
- ✓ It is not the last option.
- ✓ What is your passion?
- ✓ You need to develop a business plan.
- ✓ You should look into SCORE or small business organizations connected with your Chamber of Commerce.
- ✓ Check out Griffin Hammis at www.griffinhammis.com.
- ✓ Talk with other small businesses.
- ✓ Co-ordinate with your Vocational Rehabilitation Counselor.
- ✓ It doesn't happen very often in TN, but connect with others (CRPs, VR clients, VR staff) to see how to make it happen.
- ✓ What supports or accommodations would you need?
- ✓ What services may you need to employ? (bookkeeper, lawyer, receptionist)
- ✓ Will your business provide or fill a service that is needed in your community? Or, is the market saturated?

So, who has been successful in Tennessee in becoming self- employed? Across the state we have seen:

A beekeeper

A meat processor

A portrait artist

A coffee vendor

A vending machine operator

Two people pooled their resources to open up a health club

A laundry service

A bird house and dog house builder
A dog breeder
A taxi service
A window washer
A window artist
A plant care service
A document destruction service
A mailer service
And of course lawn care.

Please send me some of your successes so I can share them around the world.

Negotiating and Developing

There are times when everything works out well. Most of the time we have to negotiate. This applies to our personal life. We negotiate what we will do this weekend, what we are going to eat or where we will go on vacation. We expect to negotiate.

I was researching some other material and saw what Cary Griffin, Dave Hammis and Tammara Geary had to say about sales. We should expect to negotiate.

Negotiating is personal. Customers need to know we care. We can solve problems. Listening is more important than talking. We cannot help, if we do not know the issues.

Warm calls are more effective than cold calls.

Networking is an on-going process. If you have sat through my trainings, you know I have had 25 jobs. Twenty four of those jobs came from networking contacts.

Be gracious and kind. You are usually not on your home "turf". Be timely and professional. Be aware of whom you are

speaking to and dress accordingly. Bad mouthing others gains us nothing. Be concise. In 1997 at Orange Grove Center in Chattanooga, I learned that "before you start talking, we are busy, get to your point and don't drone on." I had a number of buttons made that said "No Drone Zone" for my next meetings.

Guide Horse

Any species can be a danger to the public, but research is showing that miniature horses make suitable guide animals. The Guide Horse foundation was founded in 1999. Over the years people with dog phobias, allergies to dogs and people wanting a more docile animal have found the guide horse the answer for them.

Guide horses have a longer life span, show to be more cost effective, accepted by the public as a working animal, calm nature, great memory, excellent vision and high stamina.

More research is being done about the different animals that are being used for service animals.

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In the 1970s,
they conducted a survey of Harvard graduates.

3% of the people surveyed
had firm, written goals.

Twenty years later,
they surveyed those same graduates.

The 3% who
had firm, written goals
generated 90% of the group's income.