



Getting the Conversation Started:

10 Ways to Begin the Conversation with Partners & Further Your Outreach Efforts

When it comes to in-person conversation, you're a natural. You can engage and chat with anyone, listen to their stories, and can easily connect with people. But when it comes to starting a conversation virtually, do you hit a roadblock?

This is one of the most common concerns we've heard from Members when using the Partner Library in the Partner Relationship Manager (PRM). "What do I say?" "How do you just start a conversation with someone you've never met?" Well, in truth, starting the conversation is easier than it sounds — especially with partners who are already eager to interact with you and the companies you represent.

To help get you get started and further your outreach efforts, we've compiled the following conversation starters:

Hey {insert first name}, I found your organization in DirectEmployers Partner Library while searching for {insert type of partner}, and I'd love to learn more about how you support {insert audience (i.e. veterans, individuals with disabilities, females, minorities, etc.)}. Can you share more about your organization?

My name is {insert first name} and I work for {insert your company} and we have prioritized {insert audience} hiring this year, and I see that the audience you serve is {insert audience (i.e. veterans, individuals with disabilities, females, minorities, etc.)}. Can you tell me a little more about your organization and how you work with employers?

Hey there! I see you're a job counselor specializing in {insert audience (i.e. veterans, individuals with disabilities, females, minorities, etc.)}. I work for {insert your company} and I'd love to connect about the ways we can improve our hiring of {insert audience (i.e. veterans, individuals with disabilities, females, minorities, etc.)}. Can you share more about your employment program?

After reading the description about your organization, I'd love to learn more about your employment program because your mission aligns with our employment needs. Do you have some time to talk about how we could partner together?

Hello {insert first name}! I'm located in {insert city, state} and I see you support the area where I am trying to recruit more {insert audience (i.e. veterans, individuals with disabilities, females, minorities, etc.)}. Do you have some time to connect about how we can work together?

I represent {insert your company} and we have so many great employment opportunities available, and I'd love to be able to get to know your audience a little better. Can we connect to chat about your program and how {insert your organizations} can help your audience find employment?

Hello! I was referred to you by {insert DE staffer name} and told you'd be a great contact with whom to connect. I'd love to hear more about your program and if there is an opportunity for us to work together further. Just shoot me a message!

Hi there! I'm {insert first name} and I work for {insert your company}, and I'm passionate about {insert topic and or audience}, and would love to learn more about how you help with {insert audience hiring}. Can you please tell me more?

{insert audience (i.e. veterans, individuals with disabilities, females, minorities, etc.)} hiring is a huge priority for my company, {insert your company}. Would you mind sharing some information on how you work with employers?

I see that {insert your organization} is already sending you jobs, but I'd love to learn more about how we could connect further. Can you share your story and how you work with other employers? Maybe there's an opportunity for us to improve our hiring efforts for {insert audience (i.e. veterans, individuals with disabilities, females, minorities, etc.)} more!

Last, but definitely not least, a simple hello always is a great way to break the ice, start a conversation, and see where it takes you!

