# *Phone script / elevator pitch*

***PREPARATION***

Research business website:

* What sector does the business operate in?
* What do you think would be the main benefit to the business? e.g. extra pair of hands in the here and now, talent pipeline, help local young people?
* Is there an obvious named contact that you can ask for?

***GATEKEEPER***

Hello, it’s <your Name> calling from <School/College>. We have a number of young people studying with us at the moment, that are really keen to gain industry experience with a local business like yours.

* Have you ever offered work experience or internships before?

Yes = Drill down, find out: age, what types of work, how did it go?

No = That’s ok…

***ELEVATOR PITCH***

We currently have <XX> 16-19 year olds studying new programmes called T Levels. T Levels are new. They are the equivalent to 3 A Levels, but much more hands-on, and aimed at giving young people the practical skills businesses need from entry-level staff.

As part of a T Level, students have to do a 45 day ‘industry placement’ with a local business, like yours. It’s much more involved than just making the tea or filing. We help you to give work-ready students ‘real work’ in your business, giving them a proper taste for the workplace and helping them understand where their career could go long-term.

Loads of <THE BUSINESSES SECTOR e.g. primary schools, construction companies, etc> are getting involved now. Usually:

* because the senior staff remember what it was like starting their own career and want to help a local young person get experience on their CV, or
* because you could do with an extra pair of hands to support <NAME BASIC TASKS THAT THE BUSINESS MIGHT WANT SUPPORT WITH e.g. booking appointments, minute taking, cleansing the CRM, etc> or
* because the business is struggling to recruit great entry-level staff and see industry placements as an extended work trial – where you can offer the best students apprenticeships or jobs at the end of their course.

I would love to talk to someone about this in more detail:

* Who would be the best person in your organisation to talk to about this?   
  <TAKE NAME DOWN>
* Do you think they’d be free for 10 minutes now, just to explain a bit more?

Yes = great, can you put me through?

No = ok, no worries, do you have their email address so I can send a bit more info?

IF NO, take email address and send intro pack / IF YES, see below

***DECISION MAKER***

<MAKE INTRODUCTION>

<REPEAT ELEVATOR PITCH>

Do you want me to run through the basics of industry placements?

* You give work to a 16-19-year-old who is studying a T Level course
* Wages are optional
* You give someone work for approximately 45 days
* This could be <EXPLAIN YOUR MODEL e.g. 9-week block or 1 day a week, etc>

Does that make sense so far? Do you have any questions?

<YOU MAY NEED TO REFER TO OBJECTION HANDLING AT THIS POINT>

In terms of the young people’s eligibility:

* The 16-19 year olds are studying a T Level course or foundation programme
* These are new courses that the government is rolling out over the next few years
* They are like A Levels, but about technical learning rather than academic study
* They aren’t easy. Students usually have to pass GCSE English and Maths to enrol
* The industry placement is a mandatory part of the course

Does this sound like something you might be interested in offering?

IF IT SOUNDS LIKE A LOT OF COMMITMENT = talk to them about other ways to get involved e.g. come and meet the students, come to careers fair, meet the tutor (something small and easy to do).

IF YES , see below:

***SPECIFIC OPPORTUNITIES***

Great – shall we talk about the specific opportunities in your business then?

Do you just want to tell me a little bit about your business and the types of tasks industry placement students might be able to do for you that we can talk through?

* *LISTEN TO THE EMPLOYER AND SOUND ENTHUSIASTIC – LET THEM TALK ABOUT THEIR BUSINESS*
* *PROBE WITH QUESTIONS TO UNDERSTAND IF INDUSTRY PLACEMENTS ARE SUITABLE (SEE BELOW)*<TAKE DOWN NOTES>
* *YOU’RE THE EXPERT - SUGGEST A SOLUTION*
* *EVEN IF INDUSTRY PLACEMENTS AREN’T SUITABLE, YOUR OTHER SERVICES MIGHT BE e.g. apprenticeship provision, employee training, etc.*

**Probing questions to help you understand if industry placements are suitable:**

* Have they offered any type of work experience before? How was it?
* How many people do they employ? (SMEs will need more support)
* Do they have suitable premises? (placements must be in the workplace)
* Is there are short-term or long-term need in their business?
* Is this a ‘must-have’ for their business (manage time expectancy)
* What tasks could they offer? (help them with ideas! / are they realistic?)
* Are they open minded about day or block release
* Will they be in a specific department?
* How will they line manage the student? (Or have they at least thought about it)
* Will they have a suitable H&S policy in place before a start?
* Will they have employer liability insurance in place before a start?
* How many industry placements students they could manage in 12 months?

IF YOU THINK INDUSTRY PLACEMENTS ARE SUITABLE, GO ON TO EXPLAIN THEIR RESPONSIBILITIES.

IF NOT, SAY: I’m not sure industry placements are right for you at this point because of <EXAMPLE: don’t have employer liability, tasks don’t align with students, etc>. However do you want me to send you details of our other services, such as apprenticeships and government-subsidised training?

***RESPONSIBILITIES***

It sounds like industry placements would be a great option in your business. I’d just like to cover off your responsibilities, if that’s ok?

If you decide to offer industry placements, you’ll need to:

* Check with your insurer that your employer liability insurance covers students
* Think about equipment they might need, like a laptop or software licences
* Think about any data you wouldn’t want students to access on your system
* <ADD IN PROVIDER SPECIFIC REQUIREMENTS>

Is that all doable? <YOU MAY NEED TO REFER TO COMMON QUESTIONS AT THIS POINT>

In terms of the students learning, we will be preparing them to be work ready ahead of their placement and you will get the opportunity to be a part of the selection and matching process. It’s important to be aware that you’ll need to:

* Carry out a risk assessment of the student’s working environment
* Assign them a line manager
* Give them an induction that covers health and safety
* Give regular feedback to help the student get the most out the experience
* <ADD IN YOUR OWN EMPLOYER RESPONSIBILITIES>

You can give students a variety of tasks, but any opportunities you have to help stretch them at work too, are worth thinking about – once they’ve been on placement a while – as that will really help the student understand where their career could go too!

***CLOSE***

Is that all ok? Do you want me to type this up and send it to you in an email to think about with our employer pack and next steps?

***FOLLOW UP***

Follow up with an email, ideally the same day, and a task to chase in a week and see what they think. If they are stalling, offer them other, shorter, opportunities to get involved.