

This checklist is designed as a guide only. Use it to help make sure you cover off on important points, while letting the conversation flow as naturally as possible.

Feel free to make a copy of this checklist and edit to suit your regional program specifics and personal preferences.

Always take meeting notes (or even better, have someone else sit in on the meeting and do this). Remember to save these notes in Salesforce for future reference.

TBB BUSINESS PITCH - CHECKLIST

- Brief introduction to TBB**
 - The problem: millions of refugees in places where they're excluded from labor market
 - Origin story: Founders, why we exist
 - Mission/vision: Skilled migration solutions accessible to refugees worldwide
 - Values: Complementarity, Business-led, Families stay together, etc

- (if appropriate) introduce local recruitment partner (eg. Refugee Talent)**

- Political landscape**

Here's how the Government in your region is currently supporting this.

- Success stories/proof of concept**

Examples of the kinds of candidates who we've resettled in your region to date.

- Learning about you**
 - Confirm job title & role (*access seniority, does person have decision-making power?*)
 - Geography: where are you located?
 - Motivation: What made you decide to reach out to TBB?

- Learning about your business**
 - What are your business goals? (In the next 2 years, 5 years... etc)
 - What are the hiring challenges for your business?
 - Confirm previous experience of hiring internationally (or lack thereof)
 - Who ultimately makes hiring decisions at your company? (*Talk about how to loop relevant decision-makers in ASAP*)

- Learning about your hiring needs**
 - What specific hiring challenges are you experiencing?
 - How many people are you looking to hire through TBB?
 - Refining the role/s you're hiring for: language requirements; education requirements; skills requirements (essential vs desirable)

- Where is the job/s located?
- Anything else about the nature of this role, your business, and/or the local community that candidates should be aware of when considering this opportunity? (eg. remote location, shift work, all male staff, religious organisation, etc)

❑ **Overview of process & timeline**

- Ballpark timeline: 6-8 months (depending on factors like visa processing time)
- Process/stages: Once a candidate has accepted your job offer, plan for roughly 1 month visa application; 3 months visa processing; and 3 months to preparing to travel.
- Any questions/comments re time frame? (Is this in line with what you were expecting? Will this match with your business needs?)

❑ **Overview of costs**

- Ballpark cost: \$15k-\$25k (depending on factors like family size, visa type, etc)
- Rationale: This is the real cost of migration services required to relocate a candidate and their family. It is comparable (if not cheaper) than any normal international hire. No part of this payment goes to TBB as we are a philanthropically funded nonprofit.
- Any questions/comments re cost? (Is this in line with what you were expecting? Is this doable for your business?)

❑ **Overview of settlement (in brief)**

- Here's how TBB (& local settlement agencies) will support the candidate and their family post-arrival (talk through any specific employer obligations).
- Here's how TBB will support you and your business during the settlement phase.

❑ **Next steps - from my end**

- I'll send you some follow-up materials, including: details re the costs and timeline, and (if applicable) some sample CVs.

❑ **Next steps - from your end**

- Send me a full job description, inc hours, salary and conditions.
- (if applicable) Loop in relevant internal decision maker/s
- Any other questions?

❑ **After the pitch**

- Send follow-up email to lead
 - Update Salesforce: save meeting notes, update Next Steps & assign a Lead Score ('Amount' = How many people they want to hire + 'Probability' = How likely they are to convert).
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GOLDEN RULES OF PITCHING

- **Make sure you're talking to the decision-maker (or at least, actively working to make that happen)**
There's little point convincing someone who doesn't have the authority to act. If the person you're speaking to *isn't* the ultimate decision-maker, ask how you can support them to engage the relevant person/s at their end.
- **Take the time to focus in on their 'pain'**
The more you can help a lead understand and articulate their own hiring challenge - and think about the financial, competitive, and strategic implications of *not* solving that problem - the more appealing our solution becomes.
- **Then, help them recognise TBB as the solution**
You can encourage a lead to 'sell the idea back to you' by asking questions like "How do you think TBB might help to solve some of the challenges that you're experiencing?".
- **Be upfront about cost**
Don't avoid, obfuscate, or be embarrassed when talking about cost. If we believe that our solution is good value (which it is) then we need to convey that with openness and confidence.
- **Be politically neutral**
Maybe the lead is sympathetic to the plight of refugees in general (ie. against hardline border protection policies/governments) - but maybe not! Best to let them lead the convo in this regard.
- **Make it a conversation, not a lecture**
The lead should do more than half of the talking - so ask lots of questions.
- **Get to 'No'**
30 minutes spent figuring out that the lead is *not* a good fit for our program is 30 minutes well-spent. Much better to discover this early with minimal drain on our time/resources. Don't be shy about asking hard questions and digging in where you feel resistance.

LEARNING FROM EACH OTHER

- The best way to improve your pitch skills is to regularly sit in on colleagues' pitches, and have them sit in on yours. Do this regularly and remember to offer (and ask for) constructive feedback:

- What were the three strongest aspects of my pitch?
 - What are three ideas for things I could try differently next time?
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