

Discovery Questions, Active Listening & Uncovering the Pain

Presenting Apprenticeship as a Workforce Solution

Example Discovery Questions

- Tell me about your organization.
- What is your role?
- What are your hardest positions to fill?
- How many opening do you typically have per year?
- What are the skills required for those positions?
- How do you typically screen applicants?
- What skills are missing in the candidates that apply?
- What do you think the barriers are to getting high quality candidates?
- How do you onboard new employees?
- What training do you provide in-house?
- What training do you send your new hires or incumbent workers to?
- Does the training you provide/send your people to produce the skills you need?
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Confirm Understanding

- Let me restate that to make sure I understand...
- The occupations you have the hardest time filling are...
- The skills that you need the most are...
- The skills that are lacking in the applicants you receive are...
- Your current training plan is...
- What matters to you most is...
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Answer Questions with Questions – Uncovering the Pain

- Can you be more specific?
- Can you give me an example?
- How long have you had the problem?
- What have you tried so far?
- How did that work out?
- How is this impacting the company?
- How is this impacting you personally?
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What's next?

Does apprenticeship appear to be a solution?

If yes:

1. Transition to high-level apprenticeship overview
2. Ask if they are interested in exploring it further
3. Schedule the next meeting
4. Ask for a tour, if time allows

If no:

1. Share that you aren't certain that apprenticeship is the right option for them – tell them why
2. If they counter that it may be, offer to do research and come back
3. Share other opportunities or connections that you can make for them to help address their problems
4. Follow up!