

# BUSINESS SOLUTIONS PROFESSIONAL (BSP) PHILOSOPHY

## THE FIVE ELEMENTS OF THE BSP APPROACH

*"LET NO ENCOUNTER WITH A BUSINESS GO TO WASTE."*



### ASSET KNOWLEDGE

**KNOW** what assets your organization can provide to businesses and what assets can be provided by your partners. Remember: Stay in your lane!



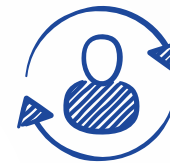
### BUSINESS RELATIONSHIPS

**CREATE** and maintain productive business relationships with your employers. Once you demonstrate your value as a BSP, you will become a trusted, valuable resource to your customers.



### NETWORKS

**DEVELOP** and maintain a strong partner network with an adaptive and responsive approach.



### PARTNERSHIPS

**FORMULATE** strong partnerships to provide comprehensive, coordinated solutions. No one organization can provide a business with solutions to all of their challenges.



### STRUCTURED PROCESS

**USE** this process in your interactions with employers. Every step in this process is important to the success of your business interactions and to building strong relationships with business customers.



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# THE BSP STRUCTURED PROCESS

THE MOST IMPORTANT QUESTION  
A BSP CAN ASK: WHY?



## ENTRY

Your introduction to a new employer customer or the initiation of a project with an existing customer

- How do you contact them/ get in the door?
- What is the goal of outreach and potential partnership?

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## FACT FINDING

The discovery process to understand an employer's needs and the bridge to solutions design

- Remember to ask "why?"
- What does the business need/what are their pain points?
- Take caution not to jump to providing solutions before you understand the situation.

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## SOLUTIONS DESIGN

The recommended solution presented to the business by you and relevant partners

- What is the best solution for this employer/project?
- What relevant assets could be provided by you and your partners?
- Don't promise anything you can't deliver.
- Stay in your lane.

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## IMPLEMENTATION

Your detailed plan for successful implementation of the proposed solution

- What steps are involved in the implementation of your plan?
- Who is the lead contact during this phase of the project?
- What are each partner's responsibilities?
- What is the monitoring process?

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## FOLLOW-UP

Establishes ongoing business relationships, promotes sustained success and encourages process improvement

- What happened?
- How did this project go?
- What was the end result?
- Where might you improve for future projects?
- What happens next?

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