

Techniques for Engaging with Producers



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Have Patience

- Things may not progress on the first try
- Plan to spend time in discussion with producers
- It may take longer than expected to engage positively with producers



Listen

- Most producers want to be heard and understood
- Take the time to listen to producer's concerns
- Allow yourself to take the time to fully understand what matters to the producer, and respond accordingly



Be Consistent

- Plan to become the primary contact for the producer
- Ensure that you follow through for the producer
- Be consistent in your message, and with your actions



Practice Persistence

- Persistence is key!
- It may take many visits and discussions before the producer is ready to take a step forward
- Be prepared to invest time into building a rapport with the producer



Understanding the Community

- Work to gain knowledge of the community in which your producer lives
- Be aware of social norms which may affect interactions
- Understand how individuals fit within their respective communities
- Gaining support within the community can grant access to opportunity
- Neighbors talk
- Reputation matters



Competence

- Make sure you understand what you are trying to achieve, and can speak accurately about it
- Be confident in your abilities, but remain humble in your approach
- Avoid "talking at", and focus on "talking with"



Example:

- Worked with producer to engage in structural improvement grant
- Spent several months visiting with and speaking on telephone
- Finally decided to move forward after several month's long period of back and forth
- When the time came to perform work, producer was well informed and prepared to do the work
- Led to other opportunities via producer's word of mouth



THANKS FOR HAVING ME!



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