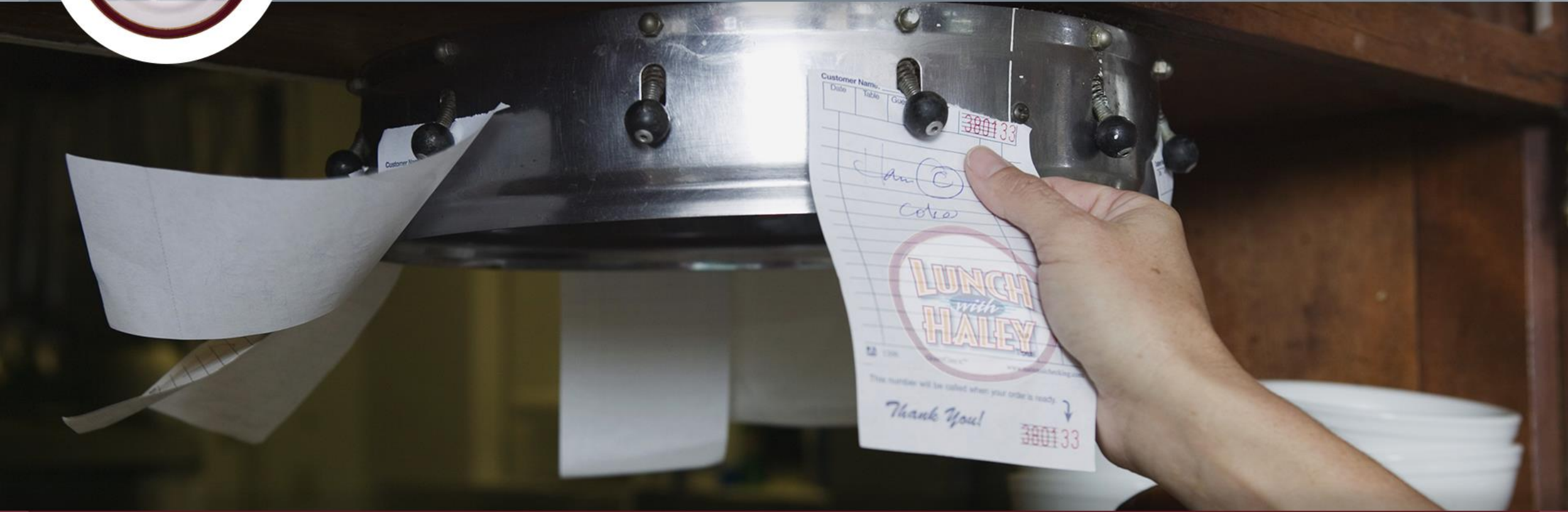




Your patience is appreciated...



...Lunch With Haley will be served shortly.

Proud Partners:



“How to grow your staffing agency during an economic downturn without being, or hiring, a superstar salesperson.”



Today is for two types of agencies:

My Goal From This Webclass.....

1. The ONLY WAY for you to grow your company is through an **effective sales system.**
2. The MOST EFFECTIVE sales system is what I've **built in the staffing industry,** and still use today.



2007



EMPLOYMENT SOLUTIONS

THE SOLUTION TO YOUR EMPLOYMENT NEEDS

2008



A Business Development Workshop for Business Owners, Company Presidents
& Professional Service Firms

You should consider attending if you (or your team) are...

- **Worried** the slow economy is hurting business.
- **Concerned** that you're marketing and prospecting activities are not putting you in front of enough qualified prospects.
- **Experiencing** longer and longer sales cycles.
- **Frustrated** by spending a lot of time providing unpaid consulting with quotes, presentations and ideas, and then not getting the business.
- **Unsure** how to uncover the reasons that motivate your prospect to buy (from you).
- **Eroding** profits because you are not successful in negotiating for your price.
- **Uncomfortable** not having a selling system that will help you take control of the sales process, identify what you are doing well, where you can improve.

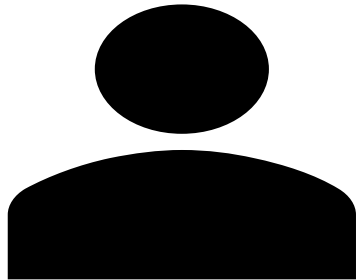
In two short hours you'll learn how to:

- Establish trust with your prospects
- Shorten the sales cycle
- Take control of the sales process
- Prospect more effectively
- Eliminate stalls and objections
- Differentiate your company

The Buyer's Journey

Awareness Stage

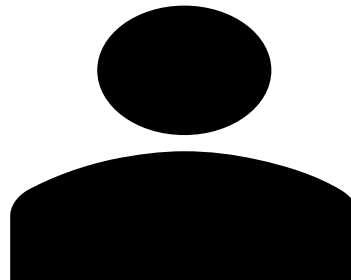
Marketing



Prospect is experiencing and expressing symptoms of a problem or opportunity. They are doing educational research to more clearly understand, frame, and give a name to their problem.

Consideration Stage

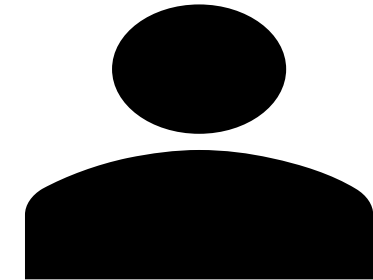
Marketing



Prospect has now clearly defined their problem or opportunity. They are committed to researching and understanding all available approaches or methods to solving the problem or opportunity.


Decision Stage

Marketing/Sales



Prospect has now decided on their solution strategy, method, and approach. They are compiling a list of vendors that could solve the problem, then will short list, and eventually decide on one vendor.

433 X ✓ fx 31



| Prospect Name | Contact Name | Title | Street | City | State | Zip | Phone | Email |
|---------------|--------------|-------|--------|------|-------|-----|-------|-------|
| ABC Company | John | HR | | | | | | |
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It's not just me though...

STAFFING MASTERY

Top 3 Growth Strategies



THE CONTINGENCY PLAN

The right way to navigate
an economic downturn.

PROSPECTING & SALES MASTER PLAN

Knowing what companies to
prospect and the best way to
acquire them.

SALES MANAGER AUTO-PILOT

The easiest sales management
plan to ensure better sales
results

Now for the 3 Strategies



TARGETED PROSPECTING

Without a structured prospecting plan most salespeople "run around" telling anyone who will listen why their agency is great. Oftentimes there is disorganization that leads to prospects not being followed up with properly or "falling through the cracks" and in staffing, sales are all about timing. You need a plan that can deliver predictable results while allowing you to quickly identify what is working and what is not working.

- Know what prospects to target and how to get their contact information.
- Know how and when to connect with the prospect.
- Quickly identify what is working and what is not working. Move
- more prospects to your sales funnel.
- Have a simple tracking and reporting system.



EFFECTIVE SELLING

If you're worried that the slow economy is hurting business, or concerned that you're experiencing longer sales cycles, or frustrated by spending a lot of time selling and submitting proposals but not getting new clients, or you're unsure how to uncover the reasons that clients will buy from you, or your margins are eroding because you're not successful in negotiating your price, or you're uncomfortable not having a selling system that will help you take control of the sales process; then you need to use The Staffing Sales System.

- Know how to uncover the prospects buying motives.
- Understand how to build value and differentiation.
- Effective pricing and negotiation strategies.
- Have a simple tracking and reporting system.

Ok, sounds good, I will call
you when there is a need.

Ok, can you find me this...

Ok, how are you better
than your competitor?



PRO-TIP





SALES MANAGEMENT

You can have the best sales system in the world, but if you do not properly manage it, it will fail. Most staffing agency owners are incredibly busy, or responsible for sales themselves, so you cannot have a management system that is cumbersome, time-consuming, or reliant on confusing and expensive software. To get the most out of your sales efforts you need a simple sales management system that nearly operates on auto-pilot.

- Know how to run a sales campaign.
- Understand how the best ROI levels for salespeople.
- Instantly set salespeople's goals based on agency goals and salesperson performance.
- Have a simple reporting system so your salesperson knows exactly what to focus on, and you and your team have clarity into the sales pipeline.

Here is a database of over 6,000 companies that shows their hiring status

| <input type="checkbox"/> | Company name | Status | Notes | Where to apply |
|--------------------------|----------------------|---------------|--|---|
| 2450 | Headway | Hiring | Software Engineers and Business Development | |
| 2451 | Health Advances | Hiring | | |
| 2452 | Health and human... | Hiring | | |
| 2453 | Health First | Hiring | Space Coast FL Hospital system, Essential healthcare roles | |
| 2454 | Health IQ | Hiring | recruiter reached out to candor | https://www.healthiq.com |
| 2455 | health new england | Hiring | | |
| 2456 | Healthcare Consul... | Hiring | | |
| 2457 | Healthcare Manag... | Hiring freeze | | |
| 2458 | HealthCrowd | Hiring | Account Manager, Customer Success Manager | |
| 2459 | HealthEdge Softw... | Hiring | | |
| 2460 | healthfirst | Hiring | | |
| 2461 | HealthJoy | Hiring | | |
| 2462 | Healthline Media | Hiring | | https://www.healthline.com |
| 2463 | HealthSherpa | Hiring | VP of Operations, Customer Advocate Manager, etc. | |
| 2464 | healthy.io | Hiring | | |
| 2465 | Heap | Hiring | Hiring aggressively. | https://heap.io/career |
| 2466 | Hear.com | Hiring | | |
| 2467 | Hearsay System | Hiring | | |
| 2468 | Hearst | Layoffs | All divisions- conflicting reports of hiring and layoffs | |

6107 records

Airtable [View larger version](#)

Do you think this would
work for you?







13 Week – Live Masterclass

- Weekly Live Calls
- 1 Hour Calls
- In-depth techniques
- Q&A Coaching



13 Week Staffing Sales Masterclass

Week 1: You will learn exactly how to use the 30-Day Prospecting Plan and How to Find the Right Prospects

Week 2: You will hear the various techniques to make effective cold calls

Week 3: You will see the most effective email templates I have found...that get responses

Week 4: You will learn how to network more effectively to get in front of more prospects

Week 5: You will master the art of the referral network...that has generated my best clients

Week 6: You will experience how to properly manage a sales meeting to increase your conversion rate

Week 7: You will identify the reasons your prospect will buy from you and how to leverage them

Week 8: You will hear the Best Questions that are more likely to acquire a customer

Week 9: You will recognize how NOT to compete on price

Week 10: You will learn how to hire the right salesperson

Week 11: You will be able to set real goals that your salesperson will achieve

Week 12: You will understand how to use accountability to help your salesperson succeed

Week 13: You will see the most effective performance management system



I always wanted to.....

...but didn't think I could

Here's Exactly What You're Going To Get With The 13 Week Staffing Sales Masterclass – Special Offer

13 Week Staffing Sales Masterclass (\$2,561 Value)

- ✓ This masterclass gives you the keys to grow your sales
- ✓ Increase your revenue, mark-ups, and margin
- ✓ Grow your agency to the size you have always dreamed and give your family the lifestyle they deserve



Total Value: \$2,561



30 Day Prospecting Plan

- Complete Workbook
- Prospect Sheet
- Plan Workflow
- Tracking Sheet



30 Day Prospecting Plan

- ✓ This excel workbook gives you the playbook to get more sales meetings
- ✓ Acquire more clients quickly
- ✓ Reach even the most outrageous sales goals faster than you ever have before



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Total Value: \$3,058

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Staffing Mastery Expert Facebook Group (\$497 Value)

- ✓ This private group is your solution to access additional content on prospecting and sales techniques
- ✓ Get answers to any questions you have about the sales system
- ✓ Have a community to work with and cheer you on as you grow your agency



Total Value: \$3,555

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Bonus #1: Link to list of nearly 6k companies (\$197 Value)

- ✓ This list will make it easy to find prospects who are hiring right now
- ✓ Start with a better prospect list
- ✓ Increase your chances of success right out of the gate



Total Value: \$3,752

**Learning these techniques will
help you grow**

They helped me grow

It wasn't cheap...

It took me time and money...

It will be much easier for you...

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Bonus #2: Strategies Webinar Recording (\$197 Value)

- ✓ This recording makes it easy for you to replay everything we covered in the live webinar
- ✓ Hear exactly how I said and worded certain things
- ✓ Start implementing your sales system right away

FAST ACTION BONUS!!

Strategic Planning Call (\$997 Value)

- ✓ This one-on-one coaching call helps you to create a game plan on how to launch your sales system
- ✓ Create a strategic plan for your business that you will be able to easily manage
- ✓ Get started growing sales right away

Only available to the first 5 people that sign up during this live webinar.

Total Value: \$4,946



1-on-1 Strategic Session

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I had two choices...

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Fast Action Bonus

1-on-1 Strategy Call (\$997)

(first 5 to sign up during live webinar)

www.StaffingMastery.com/offer

Get Started Now for Just

Installment Option

\$97

(billed monthly for 3 months)

******Paid in Full Discount******

\$247

(one-time payment)



Haley Marketing Technology

Bet you didn't know we
were a tech company!

Tuesday, April 21 at 2 PM ET

Reserve your seat:
www.lunchwithhaley.com