

YOUR PATIENCE IS APPRECIATED...



... **LUNCH WITH HALEY** will be served shortly.



## 10x Sales Acceleration

Using marketing to reimagine your sales process





## How to sell a lot more...

(without making more cold calls!)

I grew up in a family-run staffing company.

“You want to make more sales,  
**make more calls!**”





“To succeed in a down market,  
you have to do **2x the work...**  
for one-half the results”



A QUICK CONFESSION:

**I HATE cold calling!**

(and I don't want to 4x the work!)



**My goal for today...**

To show you that there IS an alternative to  
**“make more calls.”**



**STORY TIME!**

My marketing “EPIPHANY”





## My epiphany (AKA, lessons from Jim)

- Paint the bullseye on the target.
- Be a trusted “spear removal surgeon.”
- Make deposits before asking for a withdrawal.
- It takes 6 touches to get someone’s attention...  
9 touches to become top-of-mind...  
**AND 90% OF SALESPEOPLE GIVE UP IN LESS THAN 4!**



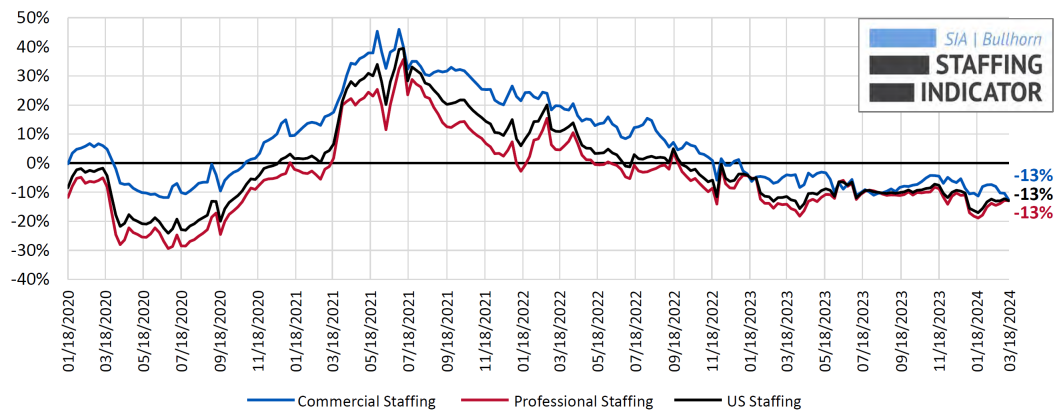
# WHAT ABOUT NOW?

What can you do in 2024?



## The staffing market looks weak

US Staffing, Year-Over-Year Change in Hours



So, how do you increase sales in a market like this?

## **3 Secrets to Success.**



## **Secrets to SUCCESS in 2024?**

- 1. Better strategy**
- 2. Better process**
- 3. Better marketing**



# 1 BETTER STRATEGY

Think beyond immediate hiring needs



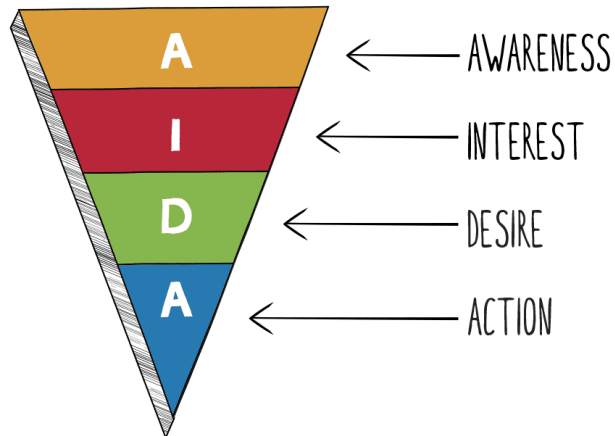
## BETTER STRATEGY: FOCUS

- Target your IDEAL client(s).
- Match your MESSAGE to the AUDIENCE.
- Tell a better STORY.





## AIDA: the key to sales (and marketing)



## STORY TIME x2!

This is too good to be true...but it is true!





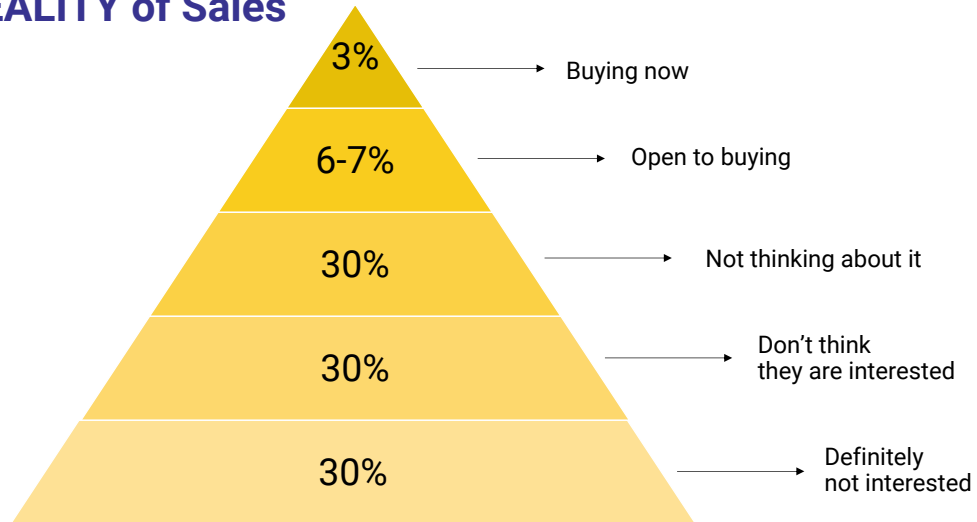
Can you afford to lose \$22,800 in productivity . . .  
**per employee?**

## 2 BETTER PROCESS

Staffing is not a one-call close...play the LONG game!



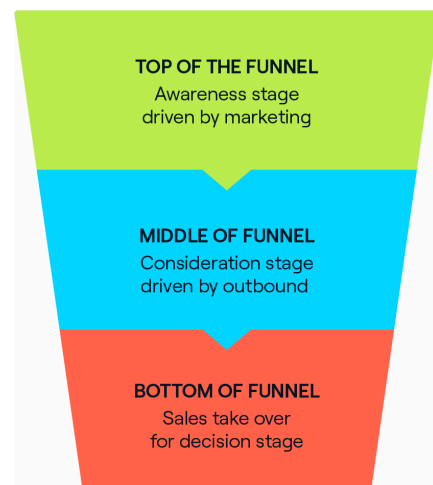
## The REALITY of Sales



## BETTER PROCESS: BUILD A SALES FUNNEL

### What is a Sales Funnel?

- A funnel outlines your customer's journey.
- Starts with identifying a problem.
- Use that problem to get attention (and interest)
- Then move to solutions (Why staffing? Why you?)
- Close the deal! (prove your value)



## Creating your sales funnel

### TOP OF THE FUNNEL (MARKETING)

- IDM campaigns/ABM campaigns
- Digital marketing system

### TOP OF FUNNEL CONTENT

- Salary guide
- Best practices or how-to guides
- Market data reports
- Checklists
- Generic case studies (how to solve business problems with staffing)
- Blogs that address very specific buyer pain point
- Webinars on HR best practices



## Creating Your Sales Funnel

### MIDDLE OF THE FUNNEL (MORE MARKETING)

- Drip campaigns (nurturing)
- Blogs, email & print publications, podcasts, webinars (staffing/hiring focused)

### MIDDLE-OF-FUNNEL CONTENT

- Role-specific content
- Staffing User's Manual
- Buyers guide to staffing
- How to get the best results (and lowest price) from your staffing vendors
- Case studies that illustrate specific staffing use cases



## Content for each stage

### BOTTOM OF THE FUNNEL (SALES SUPPORT)

- Help your sales team to close more prospects
- Social proof
- Purchase incentives

### BOTTOM-OF-FUNNEL CONTENT

- Case studies from similar companies
- Video intro to the recruiting team
- Proposal template/RFP response template
- Comparison of local staffing vendors (services, reviews, team expertise)
- Sample onboarding program
- FAQs
- Skill marketing
- Landing pages about specific services, and specialized expertise



# 3 BETTER MARKETING


Give your sales team the support they need





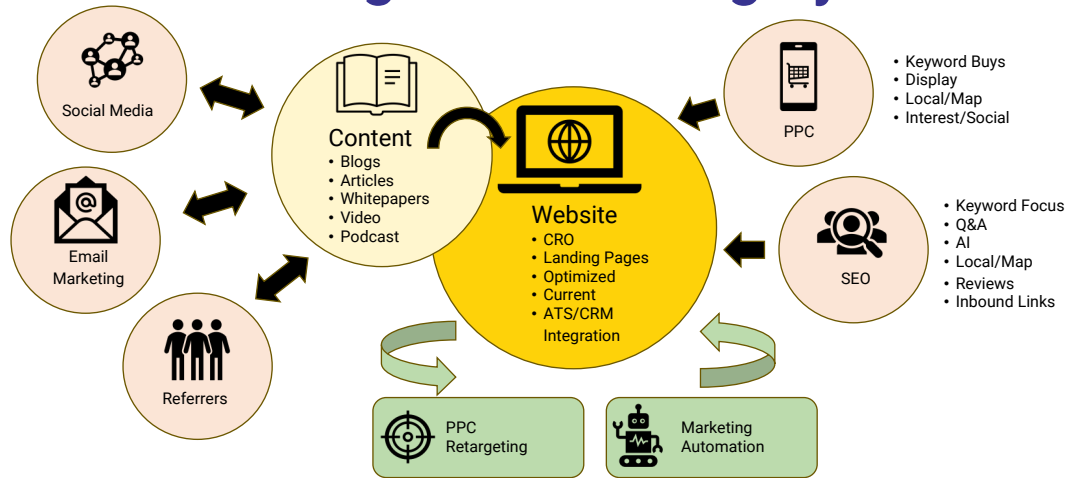
## Better MARKETING

- Collateral
- Website upgrades (content, CTAs, CRO)
- Nurturing campaigns
- Retargeting ads
- Lead Tracking
- Video email
- Asynchronous selling





# The Digital Marketing System



**Now, back to your story...**

What happened to that company in Memphis?



## They made a commitment...even in a down market

- Developed the right story.
- Integrated marketing into their sales process (IDM).
- Got aggressive with digital marketing (blogging, SEO, PPC, reputation management).
- **Made a conscious decision to win the local market.**



## Was it an INSTANT roaring success?

no.





## Was it an **INSTANT** roaring success?

Revenue fell initially.

**But this company kept its foot on the gas pedal.**



## And then what happened?

About six months later...

**The decline stopped...**



## And then what happened?

About six months later...

The decline stopped...

**6 months ahead of the rest of the staffing industry.**



## And then what happened?

And this company grew...

**at 2x the rate of growth of the staffing industry!**



## And then what happened?

And that accelerated pace of growth continued...  
**in the next year...and the next year...and a third year!**



**How about you?**  
Are you ready to 10x your sales  
with better marketing?



“To win in a recession,  
make the economy  
the **‘other guys’ problem**”

Rick Searns



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# MAKE AN IMPACT

Sales & Marketing Strategies to  
Transform Your Staffing Business



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**SPECIAL OFFER**

**FREE**  
**SALES & MARKETING**  
**ROADMAP**

(a \$560 value!)





# MAKE AN IMPACT

Sales & Marketing Strategies to  
Transform Your Staffing Business



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## Questions?

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