

YOUR PATIENCE IS APPRECIATED...



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



## Staffing Sales Playbook

*7 Ways to Drive Results in 2025*

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## What to expect in 2025

That's a good question!



## Staffing Sales Strategies

Improve your sales process, tools, and training

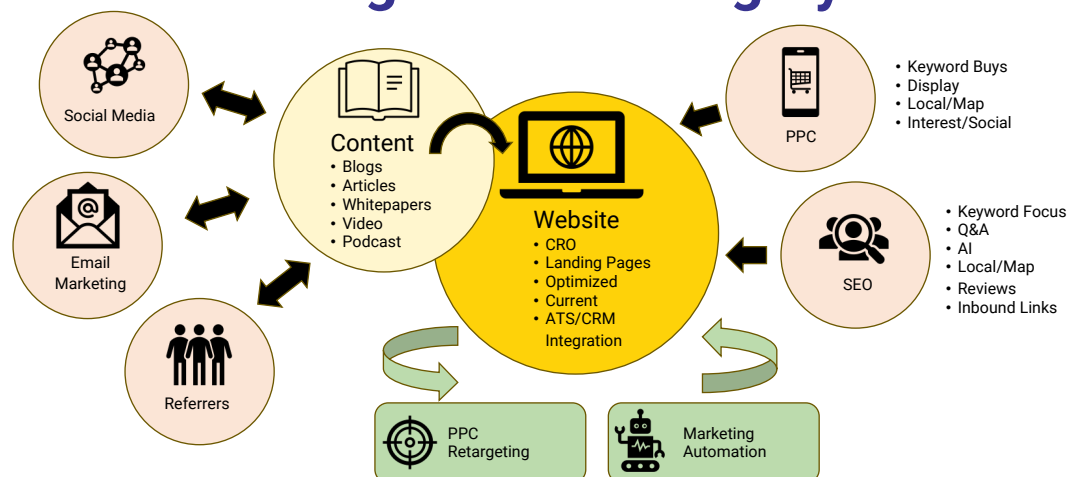


## 6 Sales Strategies for Growth

1. Increase client share (upsell, cross-sell, and retain)
2. Win back lost clients
3. Improve sales effectiveness
4. Build a digital marketing system
5. Increase focus and solve problems
6. Find your “X-factor”



## The Digital Marketing System

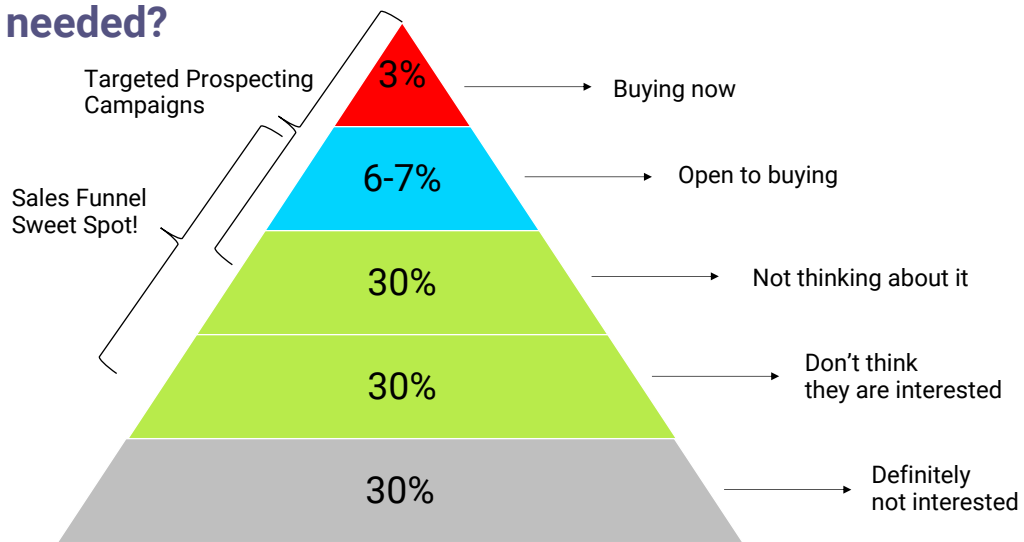


# Sales Funnel Automation

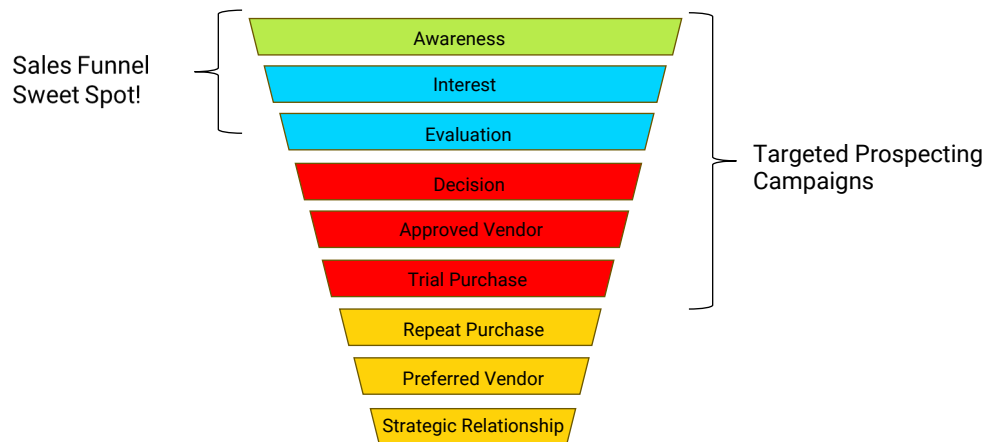
Maximize your opportunities



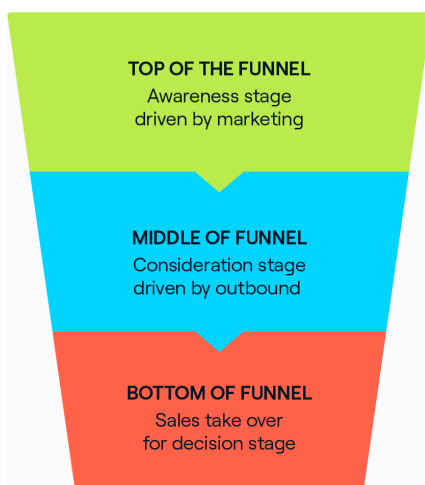
## Why are sales funnels needed?



## What is a Sales Funnel?



## Automating the Funnel



### STEPS

1. Identify your ICP.
2. Target potential buyers.
3. Map your buying process and create enablement content for each stage.
4. Build flows for nurture.
5. Track sales engagements.
6. Use sales signals to send qualified prospects to your sales team.

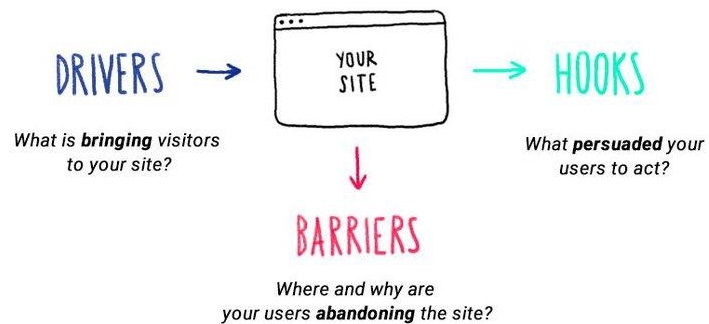


# Lead Tracking & Conversion Optimization

Make the most of every opportunity



## What is CRO?



## Turn Silent Visitors Into Engaged Prospects



### How Lead Tracking Works

1. Track & Identify visitors.
2. Target buyer persona.
3. Find relevant decision-makers.
4. Automate outreach.



## Using AI in Sales

Automate, accelerate, and enhance your sales



## Using AI in Staffing Sales

1. Lead Scoring
2. Personalized Outreach
3. Proposal Generation
4. Sales Forecasting
5. CRM Automation
6. Market Intelligence
7. Content Creation
8. Chatbots and Virtual Assistants
9. Sales Training
10. Upselling and Cross-Selling
11. Pipeline Optimization
12. Customer Journey Mapping
13. Meeting Summaries
14. Buyer Persona Insights
15. Lead Generation
16. Email Campaign Optimization
17. Interactive Demos
18. Sentiment Analysis
19. Pricing Recommendations
20. Multilingual Communication
21. Social Media Engagement
22. Contract Review
23. Customer Retention
24. Competitive Analysis
25. FAQ Handling



## Lightning Round

Quick ideas for sales





## Lightning Round...Quick Ideas for Sales

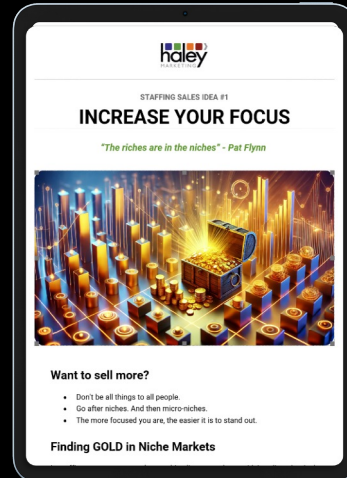
1. Turn alumni into clients
2. Get more segmented with skill marketing (right person for specific problem)
3. Assignment extension automations (or calls)
4. Form a roundtable of your ICPs (great R&D, open doors with prospects)
5. Create tools and experiences to break through the clutter
6. Create a Social Selling Playbook for your BD team to follow
7. Define "Good" based on your success criteria
8. Craft your UVP around your Talent Network Process and sell that.





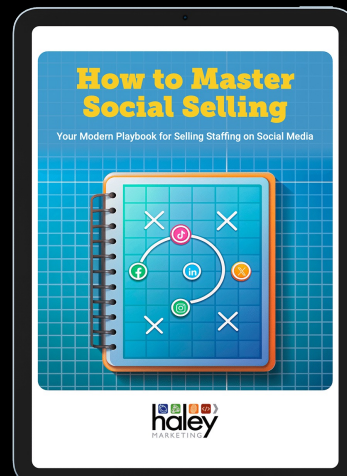
## 30 Sales Ideas in 30 Days

[www.haleymarketing.com/30salesideas](http://www.haleymarketing.com/30salesideas)



## Get the eBook!

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# Questions? Need help with your sales or marketing?

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## OUR NEXT WEBINAR



### **Your Using AI WRONG!**

How to get more value out of AI in marketing

Thursday, February 13 at 2:00 PM ET

Reserve your seat  
[www.lunchwithhaley.com](http://www.lunchwithhaley.com)

