

YOUR PATIENCE IS APPRECIATED...



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



## Demand Generation

*Can you really create demand for staffing services?*  
PART 2

Tom Erb  
Dan Mori  
Mark Winter  
David Searns



## Before we get started...

What's really going on in staffing?



## Quick Recap of Our Last Talk



## What's changed in the past 2 months?

- Tariff chicken?
- WWII?
- Big beautiful bill?
- And another quarter of declining demand for staffing.

Having fun yet?



## Can you create demand for staffing?

We're an optimistic bunch!



## The World's Fastest Webinar Recap



**"You can create demand *sometimes* – if you target the right segment of the market."**

Mark Winter



**"Look at your most loyal clients. You already created demand there."**

Tom Erb



**"Not for staffing services generically. But yes, for *your* services, if you have a clear value prop and ideal client profile."**

Dan Mori



**"It's all about use cases. Stop selling staffing. Start solving problems."**

David Searns



## How to create demand for staffing services

### Some advice from last time:

- Focus.
- Know your value to your ideal clients...build a compelling value proposition.
- Differentiate your sales process...don't sound like everyone else.
- Speak the buyers' language...and be ready for multiple buyers!
- Sell strategically...solve problems (sell what people do, not the people).
- Roleplay like crazy! Score every interaction.
- Systematize your process...mix sales, marketing, and education to stay top-of-mind.



## Can you create demand for staffing?

On to the new questions!



## Can you create demand for staffing services?

### Questions we did not get to last time:

- Is cold calling dead?
- How can you create more sales opportunities within existing clients?
- What marketing process works best for demand generation?
- When a company says, “we’re not hiring” or “we don’t use staffing agencies,” how do you create demand?



## Can you create demand for staffing services?

### Questions from the audience

- How can staffing firms tailor their sales process to highlight the operational flexibility and scalability that temporary workers offer to businesses?
- In a competitive market, how can staffing companies differentiate themselves in the eyes of clients who view temporary staffing as a commodity?
- Many companies are doing their own hiring these days. How do we compete?



## Can you create demand for staffing services?

### Questions from the audience

- Our staffing group is seeing mostly perm orders come across their desks. We're seeing less and less temp or temp-to-hire needs -- is this just an "us problem" or are others experiencing this as well?
- I would want a prospective employer to know that staffing partners take off their plate recruiting, vetting, and onboarding the right candidate for their open position. HR professionals are really busy right now, and their time is valuable.
- Share some practical strategies to get listed as a staffing agency for very large accounts?
- Share some catchy outreach scripts for the tech outsourcing business.



## Can you create demand for staffing services?

### Questions from the audience

- What are you seeing in the market with companies instituting retainer agreements to ensure that there is buy in on your service?
- How do you define what a B market is? How do you find them?
- What type of permanent fee rates are you seeing in the market in today's economy?  
I am seeing a huge reduction in markups both in temp and perm!
- What is the hiring profile (if there is one) of successful sales folks?
- How can we learn the language of our clients? Tips to manage cold call role practice, learning the language of prospects, and increase activity, etc.



## Get 30 Ideas to Increase Your Staffing Sales

*Proven strategies to help you sell more!*

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## Questions? Need help with your marketing?

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## OUR NEXT WEBINAR



### WHAT THE BEST STAFFING AND RECRUITING FIRMS DO DIFFERENTLY

Discover real-world strategies to help your staffing firm grow, stand out, and drive results.

Thursday, July 17 at 2:00 PM ET

Reserve your seat  
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