

YOUR PATIENCE IS APPRECIATED...



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



Build Your 2026 Growth Engine

The Foundations of a High-Performance Staffing Firm

David Searns
Co-CEO

The definition of insanity...

Doing the same things over and over and expecting a different result.



The traditional road to staffing success

**MAKE
MORE
CALLS!**

The problem?

The staffing buying process has changed.

- AI and technology-driven procurement
- Increase expectations around speed and efficiency
- Focus on specialization and value
- Data-driven purchasing
- Expansion in the number and roles of decision makers involved
- More direct hire and direct sourcing, and less contingent staffing
- More competition from staffing platforms

The bottom line?

It's a lot harder to sell!

So, what does this mean for you?

You need to change the way you sell.



Creating a Staffing Growth System

A more strategic, more complete way to drive sales



CREATING A STAFFING GROWTH ENGINE

1. FOUNDATION: Messaging that sells

- Problem: generic messaging = "wallpaper"
- Core elements
 - ★ Positioning
 - 🏆 Key differentiators (3-5)
 - 📄 Value proposition (outcomes)
 - 📖 Core story (before → after, data-driven)
- Where it must show up
 - 🌐 website, sales collateral, outreach scripts, recruiter messaging, follow-up

2. WEBSITE OPTIMIZATION: "Never lose a lead"

Website job: turn attention into action

- Success drivers
 - 📍 Planned conversion paths
 - 📄 Relevant + persuasive hooks
 - 📄 Intelligent layouts + Capture options
 - 🛡️ Data + Social trust building
 - 📄 Pre-sell + self-service content
 - 💬 Instant response + ongoing engagement

CONTEXT: 2026 market reality → **CORE CLAIM:** More sales calls alone won't create growth → **SOLUTION:** Build a growth engine (a repeatable system)

DEFINITION

A repeatable system that creates predictable: leads + sales (and recruiting)

- ✓ Not a one-time campaign or project
- ✓ "The machine behind the business"

6. NURTURING: Stay-top-of-mind layer

Turn "not now" into "now" with consistent and persistent branded content

- Nurture content examples
 - 🏆 Win story of the month (results)
 - 🛡️ "Problem we prevented" stories
 - 👤 Skill marketing / talent showcases
 - 📄 Proof drops (reviews, case studies, metrics)
 - 📄 Quarterly POV (what's changing + what to do)
 - 💡 Thought leadership that challenges assumptions
 - 🎯 Outcome: familiarity + credibility + preference

5. EMPLOYER ATTRACTION ENGINE: Get found by ICPs

Idea: you need to build a "digital web" to get found by your ICPs

- 🔍 SEO + AIO
- 🗣️ Thought leadership (LinkedIn/video/podcast/conferences/email)
- 💰 Paid ads (Google + social PPC)
- 🎯 Retargeting + re-engagement

inbound must point to a response-worthy offer/tool/POV/proof (not "contact us")

7. AUTOMATION: The amplifier

Automation = consistency + message amplification

First automations to build

- ⚡ Speed-to-lead follow-up (employers + candidates)
- 📄 Dormant lead reactivation (90/180/365)
- 👤 Website intent triggers (key page views)
- 👤 Candidate redeploy sequences (by skill/availability)
- 📍 Client expansion triggers (seasonal temps, new locations, new-need signals)

3. SALES ENABLEMENT: Make average reps dangerous

- Enablement programs
 - ✉️ Integrated direct marketing (mail + email + LinkedIn + calls)
 - 👤 Client re-engagement (past/derman/almost deals)
 - 👤 Talent re-engagement + redeploy (fast margin win)
- Tools to accelerate sales
 - 📄 Sell sheets by role/industry
 - 📄 Short video + video email
 - 📄 Campaign landing pages
 - 👁️ Lead tracking + intent alerts
 - ⚙️ Simple automation sequences
 - 🎯 Outcome: more conversations with better-fit accounts

4. BUYER ENABLEMENT: Sell before the first call

Idea: more than half the sale is done before the first call

Inputs shaping opinion: reputation, proof, self-serve learning

Enablement content themes

- 💰 Pricing models / how fees work
- 👤 What goes wrong + how you prevent it
- 👤 Comparisons (generalist vs specialist, etc.)
- 📄 Reviews/proof/results (show outcomes)
- 🔍 "What great looks like" (how to evaluate partners)

Enablement tools

- 📄 Vendor comparison checklist
- 📄 Transition plan template (switch without chaos)
- 📄 Screening process scorecard
- 📄 Week 1 onboarding timeline
- 📄 Proof library (mini case studies by role)
- 🎯 Outcome: shorten sales cycle; pre-handle objections

IN 2026, DON'T JUST PUSH HARDER. BUILD THE STAFFING GROWTH ENGINE.

Build the system → tactics work → predictability increases

Step 1: Build your foundation

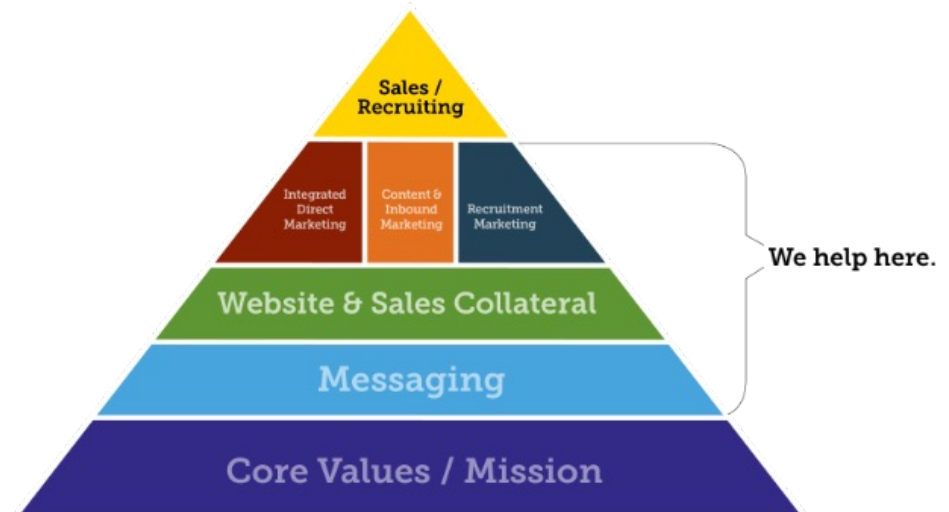
Create messaging that sells



Building your foundation

How to create messaging that sells.

- Positioning
- Key differentiators
- Value proposition
- Core story



Building your foundation

Leveraging your messaging.

- Training: sales + recruiting
- Website
- Collateral
- Automations
- Outreach scripts



Step 2: Website optimization

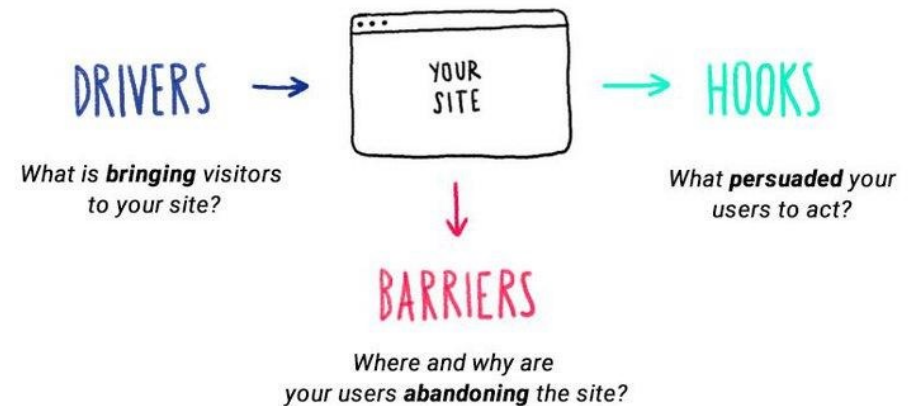
Never lose a lead



Website optimization

Turn visitors into leads.

- Planned conversion paths
- Primary and secondary CTAs
- Intelligent page layouts
- Multiple ways to respond
- Trust building (data + social proof)
- Pre-sell + self-service content
- Instant response + ongoing engagement



Website optimization

Want more response? Make an offer people can't refuse!

Primary CTAs

The most important action,
closest to the sale

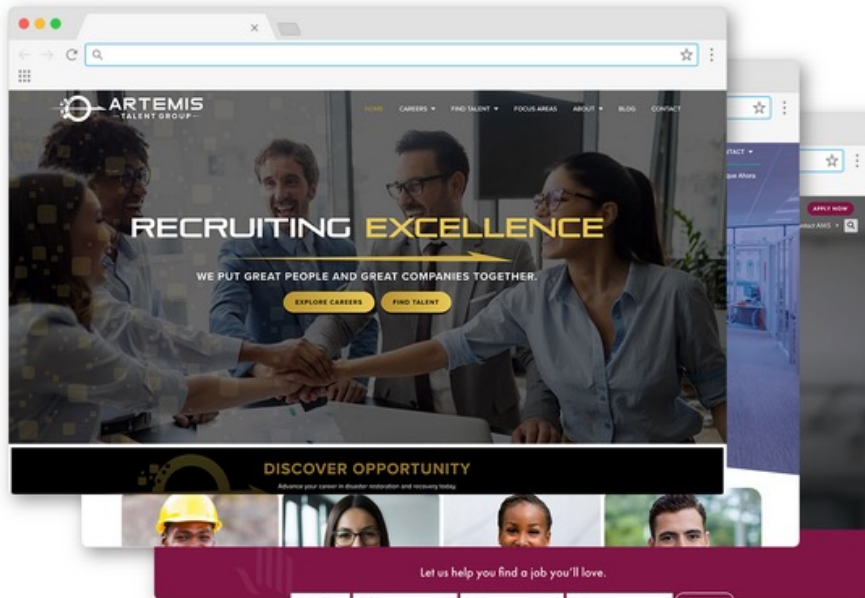
Request an employee
Contact us
Book a 15-min call
Talk to a staffing consultant
Apply now/Submit your resume
Call or text now

Secondary CTAs

Door openers and conversation starters,
less emotional risk

Download our salary guide
Benchmark your comp plan
Get our free interview checklist
Free 30-minute hiring consultation
Sign up for job alerts
Refer a friend

Want to know what we think?



GET A FREE REVIEW OF YOUR WEBSITE
www.haleymarketing.com/websitereview

Step 3: Sales enablement

Expand your sales reach and productivity



Sales Enablement

Process, tools & training to accelerate sales impact.

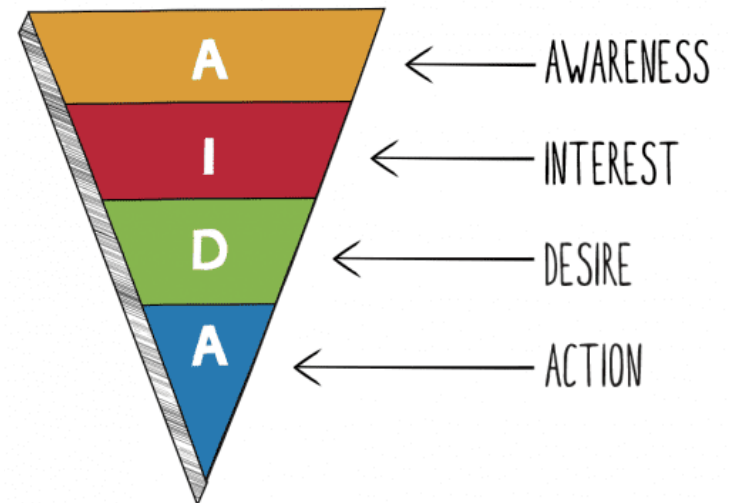
- **Better process**
 - Integrated direct marketing
 - Omni-channel marketing
 - Sales frameworks (e.g., The Challenger Sale)
 - AI-powered coaching & role practice
- **Better tools**
 - Sales collateral (capabilities overviews, sell sheets, case studies)
 - Explainer videos
 - CRM systems & Automation platforms
 - Lead tracking software
 - Video email
 - Proposal platforms
 - Market data & insights



Sales Enablement

Increase your team's efficiency and impact.

- **Integrated direct marketing = systematic process for outbound selling**
 - Client upsell and cross-sell
 - Former client re-engagement
 - Placed talent re-engagement
 - Cold prospect outreach
 - ABM campaigns



Step 4: Buyer enablement

Do more selling...before the first call



Buyer Enablement

Pre-selling prospects...before the first call

- Content that educates
- Self-service tools
- Proof of value (data and social)

Buyer Enablement

Content needs

- **The Big 5 topics**
 - Cost & Price
 - Problems
 - Versus & Comparisons
 - Reviews
 - Best in Class
- **The Selling 7 videos**
 - Cost and pricing video
 - The 80% FAQs video
 - Product/Service videos
 - Landing page videos
 - Customer journey videos
 - Bio videos
 - Claims we make video

Step 5: Employer attraction

Get your ideal clients to find you



Employer attraction

Getting your ideal clients to find (and contact) you.

- SEO/AIO
- Paid ads (Google, Social, industry websites and publications)
- Thought leadership (YouTube, Podcast, social, conferences)
- Retargeting + re-engagement

Employer attraction

A few important rules of attraction.

- Educate, don't sell.
- Provide new perspectives and/or challenge commonly held beliefs.
- Tactical information tends to get a larger response than strategic.
- Content means more than articles...think checklists, calculators, surveys, etc.
- Don't expect instant results (21 to 70+ touches, most are "no click").
- Segment your audience and provide role/relationship appropriate content.
- Include an offer...every piece of content should drive response.
- Think through the conversion path...what happens next?
- Repetition is essential.
- Also consider distribution...who can help you get the word out?



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Secure a Free Audit and Set of Recommendations:



Step 6: Nurturing

Keep your company at the right place and the right time



Nurturing

Stay top-of-mind while continually “soft selling.”

- Educate and add value
- Reinforce your value proposition
- Deepen relationships
- Build trust
- Supplement sales calls
- Give your team a reason to make more calls



Nurturing

Create a branded publication.

- **Choose a format**
 - Email newsletter
 - Podcast/YouTube channel
 - Print newsletter or magazine
- **Plan your content strategy**
 - Mix of content that educates and content that sells
 - Focus on the issues that matter to your ideal clients
 - Integrate primary and secondary CTAs
- **Integrate the content into your sales process**
 - Use topics as conversation starters
 - Use print materials as drop-offs and leave-behinds
 - Use digital materials as part of sales follow-up



Step 7: Automation

The amplifier that accelerates response and ensures consistency



Automation

Amplify your impact...and ensure consistent outreach.

- **ATS & CRM sales funnel automation**
 - ATS sequences (current client upsell/cross sell, former clients, placed talent)
 - Cold outreach sequences
- **Website automation**
 - Autoresponders
 - Post-download sequences
- **Social automation**
 - LinkedIn outreach
 - Social PPC ad response sequences

FINAL THOUGHTS

In 2026, don't just push harder.
Create a staffing growth engine.



Creating your growth engine

Where are you today?

- **Messaging:** Do you have clear positioning, differentiators, value prop & core story?
- **Website:** Do you have strong CTAs and clear conversion paths?
- **Sales enablement:** Have you given your team the process and tools to succeed?
- **Buyer enablement:** Are you answering the Big 5 on your website?
- **Employer attraction:** Do you have a game plan for SEO/AIO, paid ads, social & retargeting?
- **Nurturing:** Are you doing everything you need to do to stay top-of-mind?
- **Automation:** Are you fully leveraging automation to accelerate your results?

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Need help building your growth engine?

Reach out to our team today.

1.888.696.2900 | info@haleymarketing.com

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OUR NEXT WEBINAR



**Fix Your Sales Funnel: Smarter Prospecting,
Nurturing & Follow-Up for 2026**

Thursday, February 19 at 3:00 PM ET

Reserve your seat
www.lunchwithhaley.com

