

YOUR PATIENCE IS APPRECIATED...



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



Essential Sales Tools for 2026

How staffing firms sell smarter today

David Searns
Co-CEO

Brad Smith
Chief Strategy Officer

Rachel Reed
Senior Automation Specialist

The reality of staffing sales

The game has changed



Selling in 2026 is different



> Sales cycles are longer



> More stakeholders involved

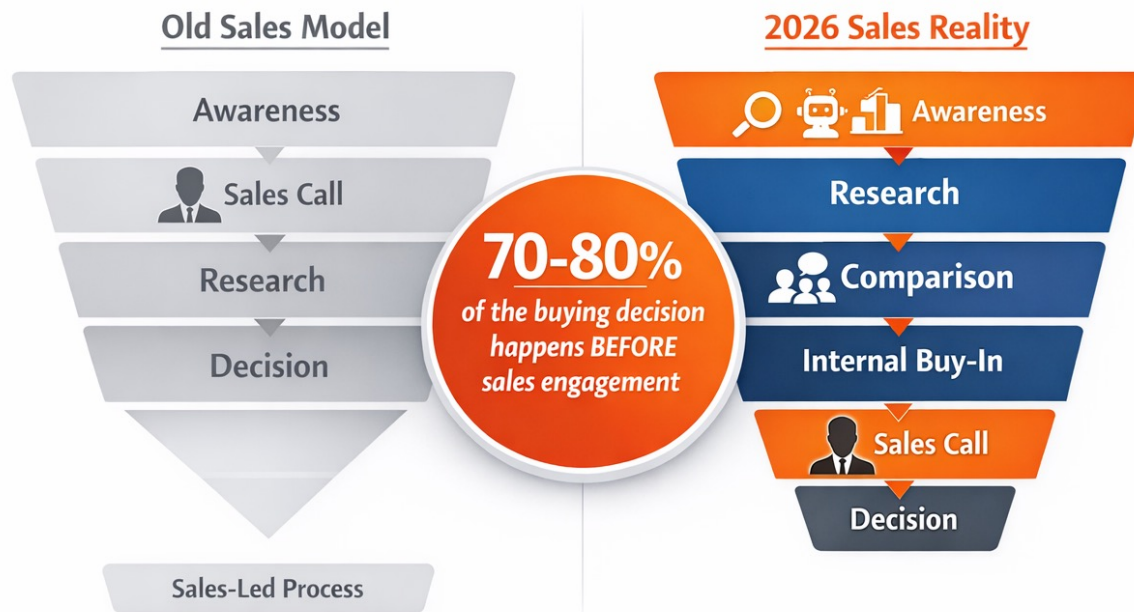


> Buyers research before talking to sales



> Sales reps are no longer the first touchpoint.

Selling in 2026 is Different



Your website, content, and visibility now *do the selling first*.

**Staffing buyers complete 70-80% of their research
BEFORE speaking with a vendor.**

Modern staffing sales

It's now a multi-persona game



Today's Staffing Buyer Committee



Strategic growth, control labor risk, avoid disruption.



Maintain productivity and operational continuity.



Reduce time-to-fill and improve hiring outcomes.



Fill roles fast while maintaining compliance and candidate experience.



Scale recruiting capabilities and talent pipeline.



Avoid downtime, absenteeism, and production gaps.



Quick access to dependable administrative talent.

Messaging must match the audience

Generic staffing messaging doesn't work anymore.

Example: Client campaign adjustment

Campaign originally targeted:

- Sales leaders

Campaign shifted to:

- HR leaders and operational decision makers
- Messaging customized by role



Result: Generated over **\$1 million** in revenue



Lesson:

When messaging aligns with buyer priorities, engagement increases dramatically.



Sales content assets

Your most underrated sales tool



Why Content Matters

Buyers are researching and evaluating vendors before sales conversations happen.

Sales content helps prospects:



Understand their problem

Identify pain points



Evaluate Solutions

Compare options



Justify Decisions Internally

Build the business case



The goal is Buyer Enablement.



The “Essential Sales Content Toolkit”

Every staffing firm should have a core set of sales assets that reps can use during outreach, meetings, and follow-up.



Examples:

- Talent management articles (issues, best practices, how-tos)
- Labor market trends (especially tied to the prospect's industry)
- Industry insights (and their impact on the workforce)

Sample topics:

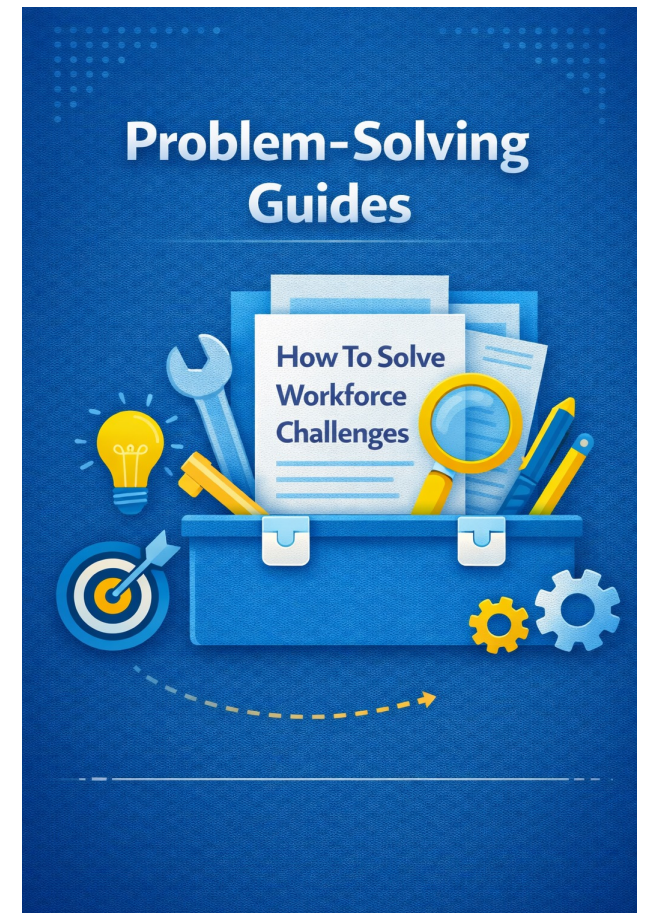
- Why turnover is increasing in manufacturing
- Hidden costs of unfilled positions
- How labor shortages affect production output



Insightful content positions your firm as an industry expert... and can **CHALLENGE** people's perception of staffing.

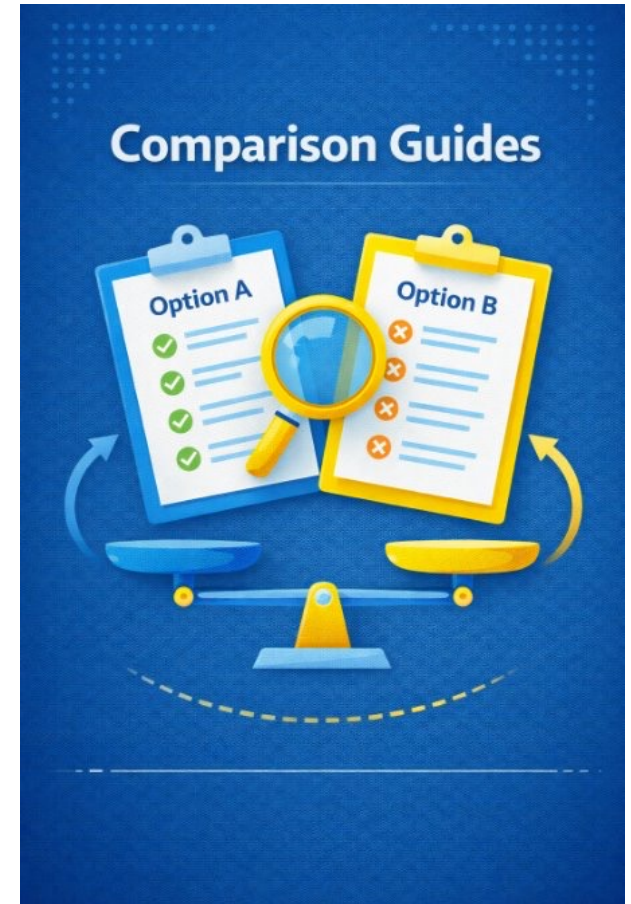
Problem solving guides

- **Content that helps prospects solve specific workforce challenges.**
 - Examples:
 - How to Reduce Absenteeism in Warehouse Teams
 - How to Stabilize Production Staffing During Demand Surges
 - How to Improve Employee Retention in Manufacturing
- **Practical resources position your firm as a consultative partner, not just a vendor.**



Comparison guides

- **Buyers always compare options.**
- **Instead of letting them do it on their own, provide the framework.**
 - Examples:
 - Staffing Partner vs Internal Recruiting
 - Single Staffing Partner vs Multiple Vendors
 - Temporary Staffing vs Direct Hire
- **Comparison guides allow you to control the narrative and highlight your strengths.**



Case studies + Proof assets

- **Buyers want evidence that you know their business, understand their challenges, and have delivered for similar clients before.**
 - Examples:
 - Client success stories (that focus on outcomes delivered)
 - Service delivery performance metrics
 - Before and after comparisons
 - Sample metrics:
 - Reduced time-to-fill by 40%
 - Improved attendance rates
 - Reduced overtime costs
- **Staffing is a TRUST sale.**
Providing proof assets reduces risk for the buyer.



Talent showcase + Skill marketing

- One of the most powerful tools in staffing sales.
- Key is to take this beyond 1:1 sales calls and leverage talent profiles as an asset for building credibility and driving inquiries.
 - Examples:
 - Available candidate spotlights
 - MPC marketing
- **Your Talent Showcase can create urgency (people available now) and demonstrate the strength and depth of your recruiting skill.**



Your website is the 1st salesperson

And it can make or break prospects getting to the next step!



80% of the Buyer Journey Happens Pre-Sales

Your website must support the buyer's research.

Focus Areas:

 AIO / AEO / SEO

Buyers Search:



Your content must answer **real buyer questions**.

Buyer enablement content

- The Big 5 topics
- The Selling 7 videos

Self-Service Info & Tools

The BIG 5 topics

- ✓ Cost & Price
- ✓ Problems
- ✓ 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



CRO: Turning visitors into leads

Traffic alone does not drive growth.
Your website must make it easy for buyers to engage

Example:

- Cornerstone Staffing floating service form
- Even if the design isn't perfect, it increases conversions because it removes friction



Conversion-focused design
beats aesthetics!

The 72-touch reality of sales

Your prospects go through a long “get to know you” process!



Modern selling requires **more touchpoints**

Example story: Austin staffing firm

- They tracked every sales interaction and discovered:
- Average touches before a conversation: **72**



No sales rep can manage this manually.
Which is why systems and automation are critical.

Automation that supports sales

Ensure you are timely, consistent...and persistent



Automation helps **maintain visibility.**

Automation keeps your firm top of mind during long buying cycles.

Examples:

- ✓ Persona-based campaigns
- ✓ Industry-specific campaigns
- ✓ Educational email sequences



Automation keeps your firm **top of mind** during long buying cycles.

Pair **campaigns** with LinkedIn activity:

Examples:

- ✓ Connection requests
- ✓ Engaging with prospect posts
- ✓ Commenting on updates



This builds familiarity before meetings occur.

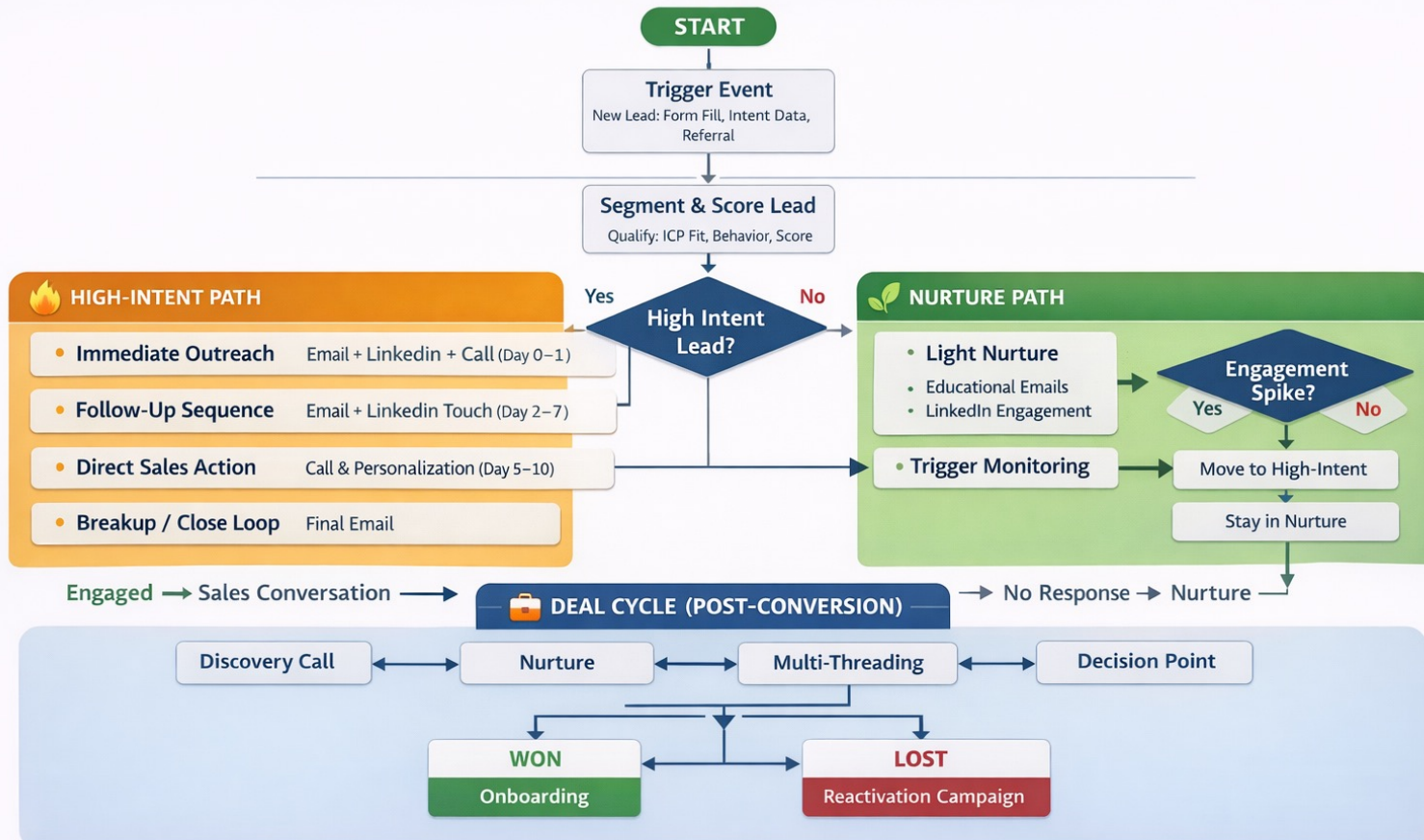
Automation should also **prompt human action.**

Examples:

- ✓ Follow-up reminders
- ✓ Call tasks
- ✓ LinkedIn engagement prompts

Automation **supports** the rep **instead** of replacing them.

Sales Automation Flow (2026 Best Practice)



Visibility that supports sales

Familiarity is the one of the keys to building trust



Remarketing advertising

- Perfect for long buying cycles.
- Remarketing keeps your firm visible to prospects who have already visited your website.
- Very cost-effective way to increase familiarity.



Display advertising

- Low-cost brand awareness.
- When buyers eventually need staffing help, your brand is already familiar.



Your fastest growth opportunity

Build some early wins...then keep the momentum going



Current & former client campaigns

- **The fastest path to growth is often inside your existing network.**
 - Focus areas:
 - Expand current accounts
 - Reactivate former clients
 - Generate referrals
 - Strategy:
 - 3 Up and 3 Across
 - Expand deeper within client organizations

Events & Networking

Old school selling...with a modern twist



Make events part of a sales system

- **Events should include:**
 - Pre-event outreach (email, LinkedIn, mail, calls)
 - Be strategic: Provide a reason to meet
 - Scheduled meetings
 - Work the room not just the booth
 - Post-event campaigns
- Events become sales accelerators instead of isolated activities

The 2026 Staffing Sales Engine

In 2026, don't just push harder.
Fix your sales funnel & build a staffing growth engine.



Winning companies integrate



Strong Messaging: Clear positioning, differentiators, value prop & core story



Optimized Website: Strong CTAs and clear conversion paths



Sales Enablement: Give your team the process and tools to succeed



Buyer Enablement: Answer the Big 5 questions



Employer Attraction: Have a game plan for SEO/AIO, paid ads, social & retargeting



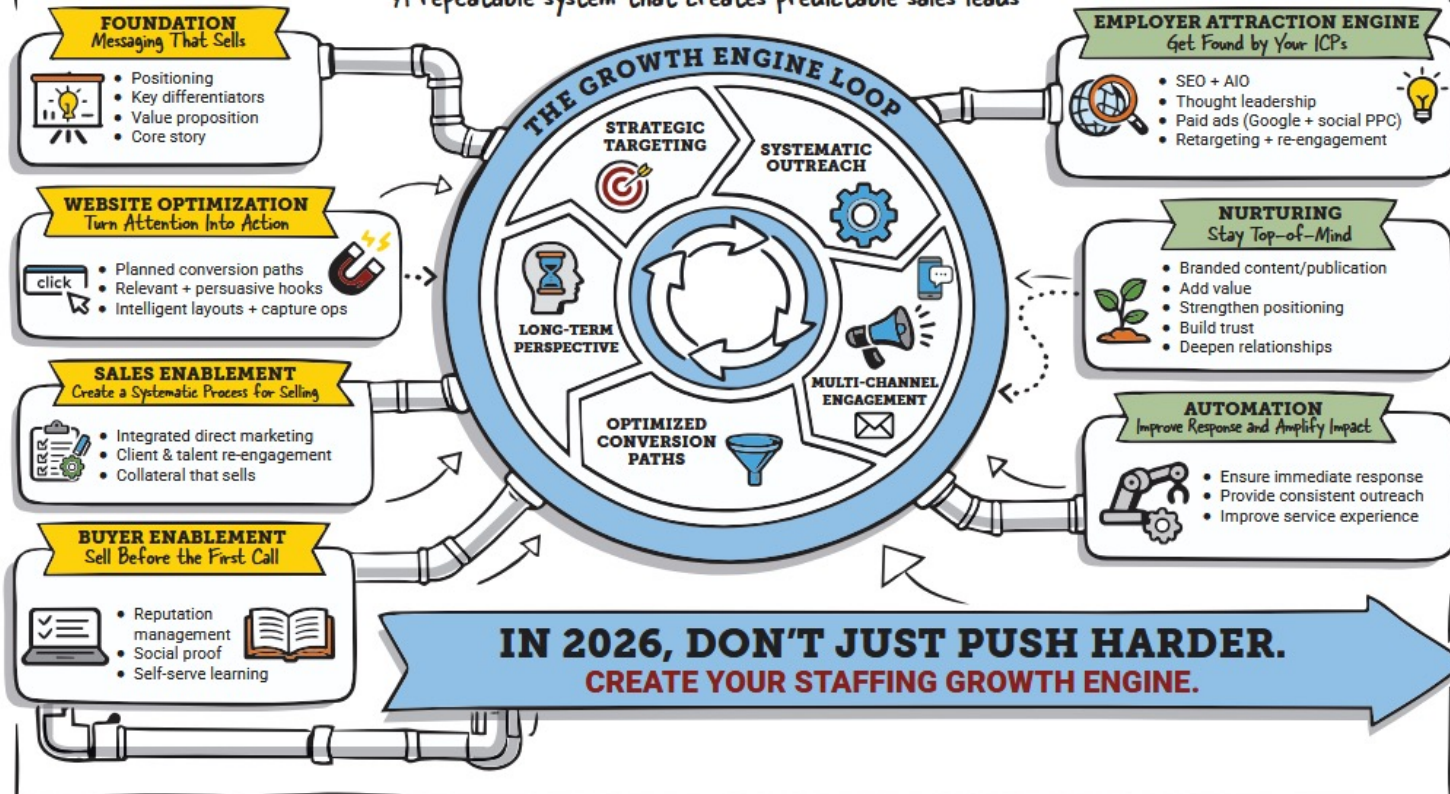
Nurturing: Do everything you can to stay top-of-mind (and reinforce your value)



Automation: Fully leveraging automation to accelerate your results

CREATING A STAFFING GROWTH ENGINE

A repeatable system that creates predictable sales leads



Final takeaway

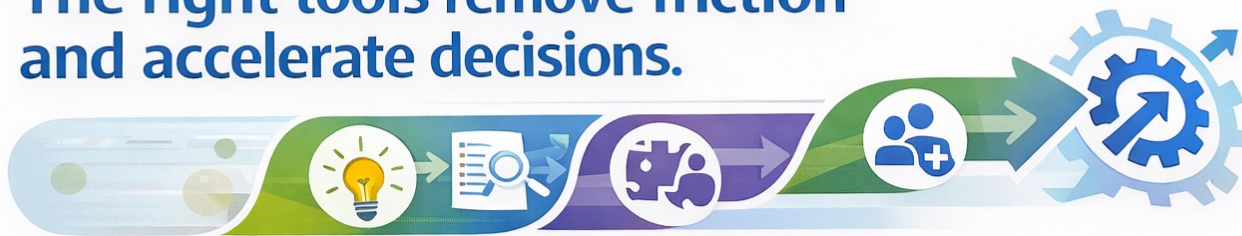
Staffing firms don't lose deals because of relationships.



They lose deals because:

- Buyers don't understand the value
- Buyers don't see differentiation
- Buyers delay decisions

The right tools remove friction and accelerate decisions.



SPECIAL SAVINGS

Exclusive for today's webinar guests

FREE START-UP

Sales Funnel Automation services
SAVE MORE THAN \$1,800!





Need help fixing your sales funnel?

Reach out to our team today

1.888.696.2900 | info@haleymarketing.com

1.888.696.2900 | [@haleymarketing](https://www.haleymarketing.com) | [haleymarketing.com](https://www.haleymarketing.com)

OUR NEXT WEBINAR



Staffing Industry Executive Forum Recap Webinar
Thursday, April 2 at 2:00 PM ET

Reserve your seat
www.lunchwithhaley.com

