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## Staffing World highlights

- Keynotes
- The Sessions (Those we managed to attend!)
- The Expo Hall



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## Staffing World highlights

- Communicate Value With Brevity and Impact (roundtable)
  - What is your memorable moment?
  - Recognizing what is valuable to your clients, not what you *think* is valuable to them.
  - Stop talking about your methods.
  - Be an impactful conversationalist.



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## Staffing World highlights

- Where are the Untapped Professionals?
  - Talent war has created intense competition for already scarce, qualified applicants.
  - Companies must adjust business models to compensate while hiring the best applicants.
  - Being a “flexible” employer is the answer
    - Appeal to qualified candidates who are looking for flexibility in their job.
    - Many experienced professionals want flexibility to maintain their work-life balance.
  - Show your candidates and clients the mutual advantages.



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## Staffing World highlights

- The single most effective tool for driving quality traffic



- No one is driving around town looking for a great staffing or employment company.
- People are looking online, “googling” for a partner.
- To be found, you need great and consistent content on your site.
- Blogging is the key.



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## Staffing World highlights

- Becoming the Vendor of Choice on Service Not Price (roundtable)

- Clients are sick of your “spiel” and are making purchasing decisions based upon other factors.
- Business relationships should be about the partnership, not the transaction.
- Its okay to **not** discount price, especially when there is added value to business relationship
- Your delivery is ultimately the key to a successful relationship.



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## Staffing World highlights

- Creating the “YET”

- Listen for the “yet” moments from your prospects:
  - We don't use staffing
  - We're not buying
  - We're not interested

...YET!!!!!!

- We have no needs, **yet**.
- We don't work with firms like yours, **yet**.
- We're not adding any other vendors, **yet**.



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## Staffing World highlights

- How to drive sales through SEO & Social Media
  - Improving Search Engine Optimization
  - Establishing a strong social media presence
  - Taking social media interaction to the next level
  - Converting
  - Tracking progress



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## Staffing World highlights

### THE BOOTH: IdeaLab Booth Concept

1. Design challenges
2. Reality check



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## Staffing World highlights

### THE BOOTH: IdeaLab Booth Concept

Our Solution



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## Lessons Learned



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### Lesson 1: Not all growth is good

- Jim Collins keynote

- Not all growth is good. Standard and consistent growth is desirable.
- Commit to a baseline goal that you will always meet no matter what. Consecutive consistency is the cornerstone of top companies.



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### Lesson 2: More from Jim Collins

- The signature of mediocrity is chronic inconsistency.
- The only mistakes you can learn from are the ones you survive.
- It's what you do in good times that will determine how successful you will be in bad times.



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### Lesson 3: More from Jim Collins

Great is defined by 3 results:

1. Superior return on capital
2. If your company disappeared would it leave an unfillable hole in your industry?
3. Achieves lasting endurance through multiple generations of leaders. You haven't built a great company until it can be great without you.



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### Lesson 4: You Have 9 Seconds!

- "Parachute Stories"
  - 2 to 3 sentences, short and to the point.
  - Quantifiable, quotable or comparable
  - Feature results for your clients
  - Delivery matters
    - Enthusiasm
    - Emphasis
    - Expected Pauses



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### Lesson 5: Be Willing to Walk Away!

- Value your services and business relationships.
- Some clients are impossible to please.
  - Consuming all of your resources?
  - Unrealistic expectations?
  - Disrespect and not value the business partnership?
  - Losing money?
- Renegotiate, or fire them if needed
- Dedicate your time to long-term clients



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## Lesson 6: Be More Social!

- Just having social media profiles isn't enough.
- Social media is about the relationship
- Facilitate and nurture on social media.
  - Set a schedule, and stick to it! Delegate if needed.
  - Generate content
  - Interact with your followers
  - Address their question or concerns
  - Monitor your audience, tailor your content to them



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## Lesson 7:

### Plan to meet with your vendors

- Bring your business challenges to them
- Ask them to be proactive in helping you find solutions



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## Lesson 8:

### Plan (and market) ahead time

- Secure a list of attendees ahead of time
- Reach out and connect 1 to 1
- Pre schedule appointments during the event
- Focus on clients and prospects you want to work with



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## Lesson 9:

Become a consultant – not a vendor

- Learn as much about your client's business as possible
- Have more strategic conversations about workforce strategy
- Use your knowledge and lessons learned to help them plan more proactively



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## Lesson 10:

Invest more in marketing!\*

- Average marketing spend in staffing is .5-.6% of sales
- Most other industries: 4-5%
- Retail: 8-10%



\*We swear this lesson wasn't "planted"



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And Finally...



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## Congratulations to our clients!

- Haley clients won **4 VOICE Awards**

- Website design (2 awards)
- Blogging
- Newsletter



Including the **2012 Best of Show!**



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## Web Design: Triumph Services



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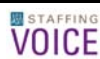
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## Newsletter: Professional Staffing Group



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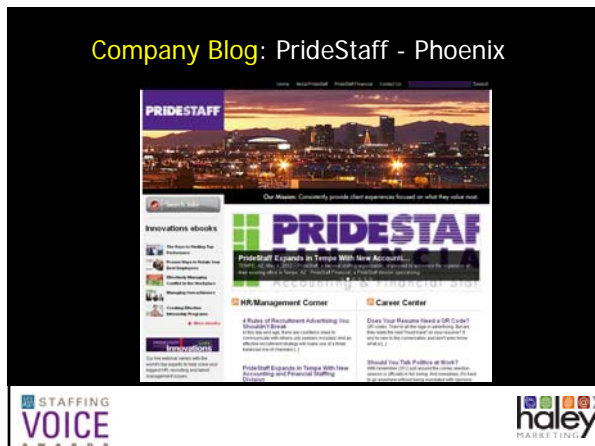
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## Company Blog: PrideStaff - Phoenix




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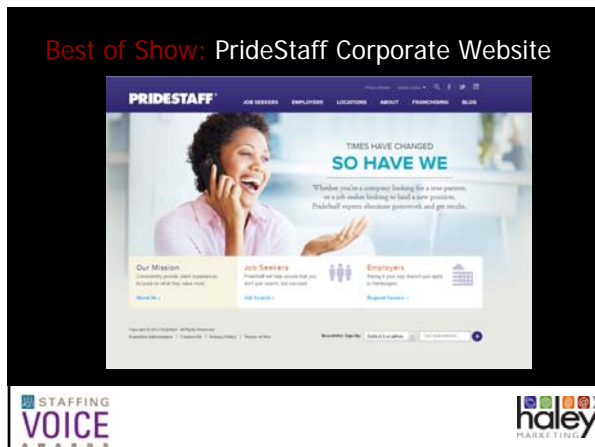
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## Best of Show: PrideStaff Corporate Website




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## Staffing World 2012 The Unofficial Conference Recap




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Coming Next:

Using Google Analytics to Improve  
Your Staffing Website's Performance  
Thursday, November 15, 2012 at 2 p.m. EDT

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

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