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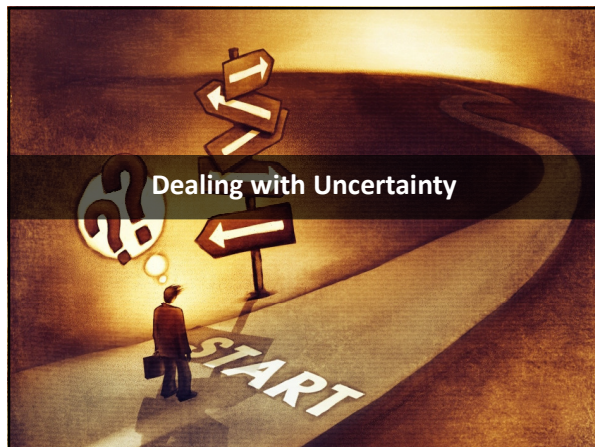
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### Reasons to be optimistic

- Corporate tax rates going down.
- Fewer regulations.
- More infrastructure spending.
- And something is going to happen with ACA (which could be good or bad).



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### But it's not all good news...

- Potential trade wars with Mexico and China.
- A market that is overdue for a correction.
- Taxes on imports will hurt U.S. consumers.
- Productivity levels are falling.



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## The problem..FEAR!

- Fear → conservatism  
(inaction, not investing).
- Fear → less consumer confidence  
(less spending).
- When businesses don't invest  
and people don't spend...  
we get a recession  
(and you know what that means).



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## Impact on employment

- More government and corporate spending would be  
**a BIG boost for jobs.**

Yea!



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## Impact on employment

- But, when unemployment hits 4.7% (which it just did),  
the Fed tends to act to slow growth...
- So when the Fed raises interest rates,  
it may curtail business investment.

Boooo!



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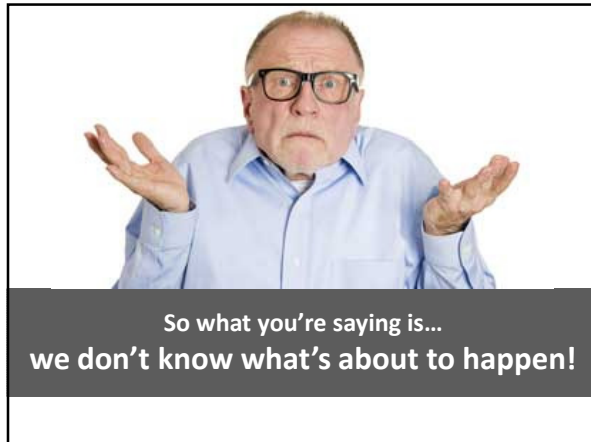
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## Playing defense

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- Strengthen relationships.
- Real-time feedback.
- Risk management.



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## Strengthening client relationships

- Spend more time with your clients.
- Proactive planning:
  - Staffing challenges and concerns.
  - Evaluating their business goals and associated staffing needs.
  - Determine what it would take to earn a bigger share of each client's business.
  - Help your HR contacts to be more successful.



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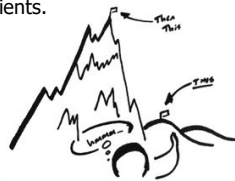
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## Strengthening client relationships

- Better tracking (and reporting on) the value you deliver.
- Solve more problems for your clients.
- Solve bigger problems for your clients.



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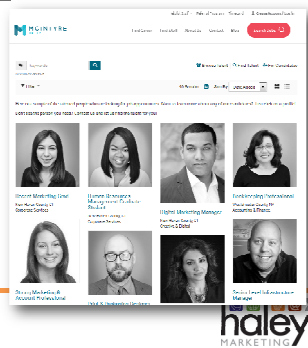
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## Strengthening client relationships

- Skill marketing
  - Cross sell.
  - Show clients the range of people you place.
  - Create more job orders with current clients.



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## Strengthening talent relationships

- Keep top talent employed (proactive skill marketing).
- Be more proactive about helping top candidates find employment.
- Keep your candidates informed about job opportunities.
  - Job alerts.
  - Ask for referrals.



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## Strengthening talent relationships

- Create a better candidate experience:
  - Process map.
  - Benchmark all touch points.
  - Eliminate any non-essential steps.
  - Brainstorm every remaining step (faster, easier, more fun).
  - Create processes to ensure consistent delivery of your process.



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## Strengthening talent relationships

- More than anything, it's about communication.



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## Real-time feedback

- 1:1 meetings with each client to see if they are happy.
  - In-depth feedback.
  - Benchmark service against your competition.



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## Real-time feedback

- Reputation management.



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## Risk management

- Contact diversification - build a bigger network within each client.
  - More DMs (at more levels in the organization).
  - Cross sell to other departments.
  - Cross sell to other facilities.




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## Risk management

- Client diversification
  - More small-to-midsize clients.
  - No client > 10% of revenue.
  - How vulnerable are your clients to a recession?
    - Find ways to help them reduce their risk
    - Target new clients that will not be as vulnerable




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## Playing offense

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- More aggressive sales / growth strategies.
- Integrate sales and marketing.
- 10x thinking.




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## Growth strategies

- Increase volume of sales activities (increase quotas, hire more sales reps).
- Provide new services to existing clients.
  - Onsite management.
  - VMS technology.
  - 1099 compliance management.
  - Other HR consulting.
  - Training services.
  - Payrolling.




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## Growth strategies

- Increase market share
- Increase client share
- Geographic expansion
- Service line extension
- Follow your clients
- Strategic acquisition
- Strategic merger
- Roll up
- Competition
- Move up value chain




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## Integrate sales & marketing

- Key account direct marketing.
- Former client reactivation campaigns.
- Existing client (and prospect) nurturing campaigns.




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## Integrate sales & marketing

- Inbound strategies.
  - SEO.
  - Social media.
  - Thought leadership.
  - PPC.



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## 10x thinking

- New business models.
  - Online staffing, AI.
  - Think Uber, Netflix, Amazon, Google, Walmart, Indeed
- Solving bigger problems.
  - Total workforce management?
  - Retention?
  - Skill shortages – better leverage the aging workforce?



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## 10x thinking

- Project solutions (own outcomes – HRO, RPO).
- Create a national brand (ANSERTEAM).
- Create scale (roll-up).
- Mobile-first workforce management model (think UBER applied to temp help).



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Final thoughts

- You can't control the economy.
- You can't control your clients.

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Final thoughts

- **YOU CAN CONTROL WHAT YOU DO:**
  - Make the economy "the other guys problem."
  - Make yourself irreplaceable to your clients.
  - Build wider and deeper client relationships.
  - Look for more strategic solutions / services.
  - Get MORE aggressive about sales and marketing.

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Websites    Blogging & Social Media    Email & Content Marketing    Search Engine Marketing

Direct Mail    Identity & Design    Consulting Services    Reputation Management

### How Haley Marketing Can Help

We have been a Haley Marketing client for 10 years. Our marketing program truly sets us apart from our competition.

Haley Marketing presented real ideas for our business to yield profitable results. I recommend them without reservation.

Our job board and blogging services from Haley Marketing Group have generated the highest return of all our recruitment activities.

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### How Haley Marketing can help

Digital Dominance    Integrated Direct Marketing    Custom Content & Sharing

Reputation Management

Check out our Digital Dominance deal:  
[www.HaleyMarketing.com/dd2017](http://www.HaleyMarketing.com/dd2017)

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# Questions?

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**Coming Next:**

**Job Board 4 Demo**  
Tuesday, February 9 at 2 PM EDT

**The Right Tool for the Job**  
Understanding Marketing Tactics  
Tuesday, February 28 at 2 PM EDT

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

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