



High-Performing Sales Collateral
How the right "brochure"
can have a **BIG** impact on staffing sales

PRESENTED BY
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Agenda

- Do you really need a brochure?
- Think STRATEGY.
- Delivery options.
- How to design a great looking brochure—without breaking the bank.

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Do you really need a brochure?



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Do you really need a brochure?

5 reasons...you don't need a brochure.


- Because your current brochure is old.
- Because you are going to a trade show, job fair or some other event.
- Because the client asks, "can you email me some information about your firm?"
- Because your sales reps need a crutch.
- Because you want to tell people about your services.

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Don't think you need a brochure?

Think SALES STRATEGY!



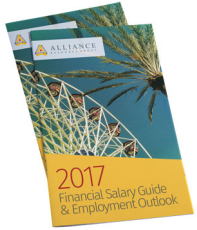
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Think Sales Strategy

It all starts...with a plan.

- Why are we creating a brochure?
- What will the brochure promote?
- How will the brochure be used?




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Why are we creating a brochure?


- To educate people.
- To tell our story...the way we want it told.
- To build credibility.
- To close deals.
- To generate sales leads.
- As a vehicle for presenting a proposal.
- To cross sell.

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What will the brochure promote?

- Corporate capabilities.
- A specific product or service.
- An event.
- The people in your organization.
- A concept.




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How will the brochure be used?


- Direct mail.
- Drop-off or leave behind.
- Meeting follow-up.
- Sales aid to facilitate a presentation.
- Download from your website.
- Content you share on social media.

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It's NOT about you.

Think **CONTENT STRATEGY!**



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And always, always, always...

Write from the **READER'S PERSPECTIVE!**




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Think Content Strategy

Who is the audience...what do they need to know?

- Promotional content
- Educational content



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Promotional content

Skip the platitudes...prove your value!

- Testimonials
- Short case studies
- Performance metrics
- Customer satisfaction scores
- Niche industry or technical expertise
- Bios of key team members

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Educational content


Teach concepts...provide insight!

- Understanding strategic staffing
- Workforce planning essentials
- 5 ways to improve employee retention
- Secrets to getting better ROI from your staffing investment
- How to improve hiring by becoming a Best Place to Work


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Delivery Options



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Print

- Sell sheets
- Tri-folds
- Booklets
- Pocket folders
- White papers
- Case studies



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Electronic

- eBooks
- Presentation decks
- Videos
- Animations




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What format works best?

- Match the format to the use case
- Match the design to the message
- Print or electronic?



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Okay, let's see some examples.



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Use collateral before, during and after your sales calls.



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Using collateral BEFORE a call...

- Attracting prospects to your website
- Educate prospects to create demand
- Drop-offs



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Using collateral DURING a call...

- Script your sales presentation
- Conversation starters
- Proof of value
- Cross selling




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Using collateral AFTER a call...

- Reinforce message
- Control how your story gets told
- Nurture relationships
- Cross selling



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How to design GREAT looking collateral—without breaking the bank.




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How to design a great looking brochure

- Step 1: What do you want to accomplish?
- Step 2: How will you use it?
- Step 3: Brainstorm formatting options.
- Step 4: Write copy to attract prospects.
- Step 5: Invest in great design.
- Step 6: Print what you need.

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But, DON'T CHEAP OUT!




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Quality doesn't have to be expensive

- PDF documents
- Short-run, digital printing
- Two-color printing
- Provide clear direction, including examples
- Look at the cost per piece as well as the total cost
- Use remnant space wisely
- Plan multiple versions up front


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Yes, we practice what we preach!



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So, do staffing companies need a brochure?



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Any questions?

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Coming Next:
Reputation Management
Tuesday, September 19, 2017 at 2 p.m. EDT
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