YOUR PATIENCE IS APPRECIATED...

LUNCH *with* **HALEY**

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

How to Crush Your Sales Kickoff

**NISA** | National Independent Staffing Association

Dan Mori

Es EMPLOYMENT SOLUTIONS
THE SOLUTION TO YOUR EMPLOYMENT NEEDS

NISA | National Independent Staffing Association

STAFFING SALES SUMMIT

What You'll Learn

1. How to Identify the Right Prospects

2. How to Structure a Sales Plan

3. How to Maximize Referrals

4. How to Best Use LinkedIn

5. How to Ensure the Right Results
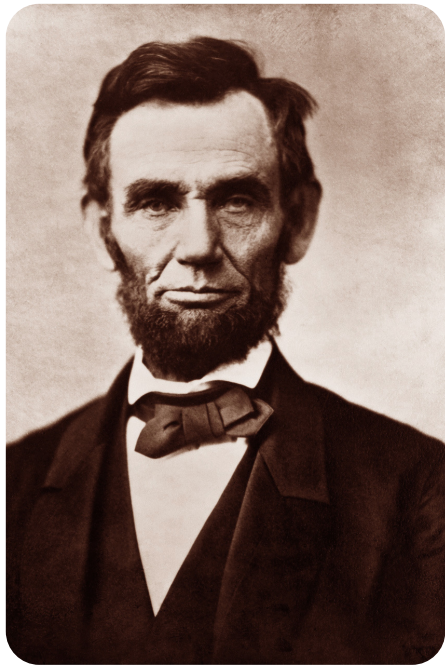
Abe Lincoln

"Give me six hours to chop down a tree and I will spend the first four sharpening the axe."

Define for Clarity

"Good"
IF IT'S NOT GOOD...IT'S BAD

Market
DO YOU KNOW HOW TO LOOK FOR "GOOD"?

Message
WORDS MATTER. WHAT WOULD YOU SAY IF YOU FOUND "GOOD"?

Goal
GOALS FUEL OUR PURPOSE

Approach
THOUGHTFUL INTENTION

Accountability
ESTABLISHES EXCELLENCE

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Define Good

- CLIENTS
- JOBS / ROLES
- PAY RATES
- BILL RATES / MARK-UPS
- ALIGN TO SALES PROCESS

ACTION ITEMS: IDENTIFY TOP INDUSTRIES OR DEPARTMENTS

1. _____

2. _____

ACTION ITEMS: IDENTIFY TOP JOBS FOR EACH TOP INDUSTRY

1. _____ **2.** _____

List Top 3 Jobs:

1. _____
2. _____
3. _____

List Top 3 Jobs:

1. _____
2. _____
3. _____

ACTION ITEMS: IDENTIFY TOP JOBS FOR EACH TOP INDUSTRY

1. WAREHOUSE **2.** HOSPITAL

List Top 3 Jobs:

1. **Order Packer**
2. **Machine Operator**
3. **Material Handler**

List Top 3 Jobs:

1. **RN**
2. **LPN**
3. **X-Ray Tech**

ACTION ITEMS: IDENTIFY PAY / BILL RATES

WAREHOUSE	Pay Range	Bill Range	Mark-Up Range
Order Packer	$17 - $19	$24 - $29	40 - 50%
Machine Operator	$20 - $24	$28 - $36	38 - 48%
Material Handler	$18 - $22	$25 - $30	40 - 50%

ACTION ITEMS: SALES TRAINING

Create Sales Questions to Qualify "Good"

Define the Market

	GEOGRAPHY
	10 / 25 / 50
	A / B / C
	CONGREGATION
	CURRENT SUCCESS

ACTION ITEMS: CREATE 10 / 25 / 50

LOCATION 1 INDUSTRY 1	A	B	C
10 Miles	2	10	20
25 Miles	10	50	100
50 Miles	20	100	200

*512

ACTION ITEMS: MAP TARGET PROSPECTS

Identify where your target prospects congregate or pay attention.

1. <u>Healthcare</u>

List Top 3 Spots:

1. <u>Healthcare Association</u>
2. <u>SHRM</u>
3. <u>LinkedIn Group</u>

Define the Message

- "GOOD" CLIENT CHALLENGES
- HOW DO YOU SOLVE
- SOLUTION RESULTS
- CONCISE MESSAGE
- ALIGN TO SALES PROCESS

Identify Top 3 Challenges your "good" clients face.

1. <u>Warehouse</u>

List Top 3 Challenges:

1. <u>Labor Shortages</u>

2. <u>Skills Gap</u>

3. <u>Seasonal Demands</u>

HOW WE SOLVE THE CHALLENGES

Labor Shortage

We maintain deep lists of vetted talent pools of qualified candidates that match the roles of our clients.

Skills Gap

We assess all talent and grade them based on work performance, references, and assessment scores.

Seasonal

Our qualified talent pools can be deployed for short periods to support your seasonal needs.

RESULTS OF OUR SOLUTIONS

Labor Shortage

Less role vacancy decreases costs associated with OT and shutting lines down.

Skills Gap

A higher skilled workforce shortens training time which improves production.

Seasonal

Optimizes production and staffing spend to scale workforce up and down.

Attention: Warehouse and Storage Professionals

Are you struggling with staffing challenges in your warehouse or storage facility? We understand your staffing challenges and have the solutions you need to overcome them.

Attention: Warehouse and storage companies face three critical challenges:

1. Labor Shortages
2. Training and Skills Gap
3. Seasonal Labor Demands

Interest: Our specialized staffing agency has the answers:

1 Labor Shortages:
• We have an _extensive network_ of qualified candidates, ensuring you have access to the right talent when you need it most.
• Our _recruitment strategies_ attract experienced warehouse professionals, reducing turnover rates.

2 Training and Skills Gap:
• We provide _comprehensive screening and assessments_ tailored to your specific staffing needs.
• Our _ongoing support_ ensures your workforce remains up to date with the latest industry skills and experience.

3 Seasonal Labor Demands:
• We offer a _flexible workforce solution_, allowing you to scale your staff up or down according to demand.
• Our _prescreened, ready-to-deploy seasonal workers_ ensure smooth operations during peak periods.

Desire: By partnering with our staffing agency, you can expect:
• Increased operational efficiency
• Reduced labor costs through a better qualified workforce
• Enhanced employee satisfaction and retention
• Seamless adaptability to market fluctuations
• Improved customer service and satisfaction

Action: Don't let staffing challenges hinder your warehouse or storage company's success. Contact us today to discover how our specialized staffing solutions can transform your workforce and elevate your business to new heights.

Let us help you conquer the challenges and achieve remarkable results in your warehouse and storage operations!

*Story Inventory

Define the Goal

🎯	WHAT IS THE TOTAL GOAL?
	HOW MUCH FROM NEW SALES?
	ALIGN GOAL TO WORK
💲	VALIDATE FINANCIALLY
	COMMUNICATE THE GOAL

ACTION ITEMS: IDENTIFY GOAL

	Revenue	GM	Perm
Total	$20,000,000	$4,000,000	$1,000,000
Existing	$18,000,000	$3,600,000	$800,000
New	$2,000,000	$400,000	$200,000

ACTION ITEMS: ALIGN TO WORK

	Revenue	GM	Perm
New	$2,000,000	$400,000	$200,000
Clients	8		5
Headcount	40		10

ACTION ITEMS: COMMUNICATE THE GOALS

We need you to generate $400,000 in Staffing GM and $200,000 in Perm GM from newly acquired clients. Based on our current data, this would be averaging 40 Headcount, which is typically 8 clients. In order to achieve this, we need you to acquire 16 clients and add a net new weekly headcount of 80 by the end of the year. Additionally, you will need to acquire 5 new clients that submit 10 total perm orders. We will set quarterly goals of 4 new staffing clients and 1 - 2 perm clients and measure success by adding 20 net new headcount weekly and getting 2 - 3 perm orders filled.

Define the Approach

	SALES CADENCE
	RESOURCES
	NETWORKING PLAN
	REFERRAL PLAN
	LINKEDIN PLAN

ACTION ITEMS: CREATE A SALES CADENCE

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
LinkedIn	Call 1 Email 1 Walk-In 1	Call 2	Email 2	Walk-in 2

WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10
Call 3	Email 3 Walk-In 3	LinkedIn	Call 4	Email 4 Walk-In 4

WEEK 11	WEEK 12
Call 5	Email 5
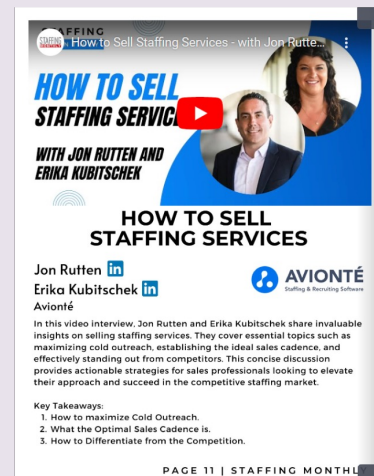
RESOURCES

WINNING THE STAFFING SALES GAME — Tom Erb

NEW YORK TIMES BESTSELLER — THE 12 WEEK YEAR
GET MORE DONE IN 12 WEEKS THAN OTHERS DO IN 12 MONTHS
BRIAN P. MORAN, MICHAEL LENNINGTON
WILEY

HOW TO SELL STAFFING SERVICES
WITH JON RUTTEN AND ERIKA KUBITSCHEK

Jon Rutten
Erika Kubitschek
Avionté
AVIONTÉ
Staffing & Recruiting Software

In this video interview, Jon Rutten and Erika Kubitschek share invaluable insights on selling staffing services. They cover essential topics such as maximizing cold outreach, establishing the ideal sales cadence, and effectively standing out from competitors. This concise discussion provides actionable strategies for sales professionals looking to elevate their approach and succeed in the competitive staffing market.

Key Takeaways:
1. How to maximize Cold Outreach.
2. What the Optimal Sales Cadence is.
3. How to Differentiate from the Competition.

PAGE 11 | STAFFING MONTHL

RESOURCES

ACTION ITEMS: BUILD NETWORKING PLAN

Identify where your target prospects congregate or pay attention.
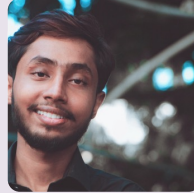
1. <u>Healthcare</u>

List Top 3 Spots:

1. <u>Healthcare Association</u>
2. <u>SHRM</u>
3. <u>LinkedIn Group</u>

ACTION ITEM: BUILD REFERRAL PLAN

Aidan
PAYROLL SALES

Week 1

Joey
EMPLOYMENT LAW

Week 2

Ali
INSURANCE AGENT

Week 3

Harry
HR MANAGER

Week 4

ACTION ITEM: BUILD LINKEDIN PLAN

- CREATE SEARCHES FOR TARGET PROSPECTS
- SEND CONNECTION REQUESTS TO TARGET AUDIENCE
- SHARE & ENGAGE WITH TARGET AUDIENCE POSTS
- POST 3X PER WEEK
- NURTURE EXISTING NETWORK

Define Accountability

- WHAT DOES SUCCESS LOOK LIKE
- WHAT HAPPENS IF YOU FAIL
- WEEKLY MEETINGS
- MONTHLY MEETINGS
- QUARTERLY REVIEWS

ACTION ITEMS: STATE WHAT SUCCESS LOOKS LIKE

	Revenue	GM	Perm
Total	$20,000,000	$4,000,000	$1,000,000
Existing	$18,000,000	$3,600,000	$800,000
New	$2,000,000	$400,000	$200,000

ACTION ITEMS: STATE WHAT SUCCESS LOOKS LIKE

	Revenue	GM	Perm
New	$2,000,000	$400,000	$200,000
Clients	8		5
Headcount	40		10

ACTION ITEMS: STATE WHAT SUCCESS LOOKS LIKE

	Outreach	Meetings	Proposals
KPI	1,300	26	13

ACTION ITEMS: DECIDE WHAT HAPPENS IF THEY FAIL

Determine, up front, what unacceptable results are and what you will do about it. Don't live with mediocrity.

ACTION ITEMS: SCRIPT WEEKLY MEETINGS

Weekly Meetings - Purpose:

The purpose of weekly meetings is a quick check-in to make sure the salesperson is on track. It's also to identify potential challenges or opportunities/victories.

It's kind of like Navigation. You don't stare at the map the entire time you're driving, you only occasionally glance at it to make sure you are on track. And the Navigation doesn't give constant updates, it only alerts you when there is an action you need to take, if there is a hazard up ahead, or if there is a better route to save time.

Build your weekly sales meetings to be quick updates that will let you know that you're on the right track, aware of any hazards, and aware of any opportunities/victories that will help your salesperson achieve their goal.

Weekly Meetings - Format (example):

"Hey it's Tim Wood, and I exceeded touch goal of [weekly calls, emails, walk-ins] by [actual number above]. I received [actual number] of referrals and attended [actual number] of networking events. I was able to schedule [number of scheduled appointments] and have already had [number of meetings attended] which resulted in [actual number] proposals sent out. I am awaiting [number awaiting] and have received [number of deals lost] lost deals and acquired [number of new contracts] clients. These clients have put orders in for [number of temps and/or number of direct hire]. My GM goal this week was [corresponding weekly target] and my clients actually generated [actual weekly GM]. (Get into big pending events) I have 2 big meetings scheduled or opportunities coming up this next week. One of the challenges I have encountered was [actual challenge that is preventing client acquisition] which has affected my client/headcount/GM goal by [impact]. I think if we [idea of problem's solution] it would help."

Monthly Meetings - Purpose:

The purpose of monthly meetings is still to get the check in; however, this is when we see if we are an additional 1/3 of the way to our quarterly goal.

This is where you make sure that all reporting is comparative to the actual goal and clearly indicates if you are on track or not; and why.

This is also an opportunity to make necessary changes.

ACTION ITEMS: MONTHLY REVIEW MEETINGS

Monthly Meetings - Format (example):

"Hey it's Tim Wood, and I exceeded touch goal of [monthly calls, emails, walk-ins] by [actual number above]. I received [actual number] of referrals and attended [actual number] of networking events. I was able to schedule [number of scheduled appointments] and have already had [number of meetings attended] which resulted in [actual number] proposals sent out. I am awaiting [number awaiting] and have received [number of deals lost] lost deals and acquired [number of new contracts] clients. These clients have put orders in for [number of temps and/or number of direct hire]. Of the [quantity from Prospecting Plan] prospects, I was able to move [prospects moved to sales funnel or acquired] to sales/acquired, I moved [prospects moved to "not right now"] and will follow up with them in a few months, and I was not able to make contact with [remainder of prospects]. My GM goal this month was [corresponding monthly target] and my clients actually generated [actual monthly GM]. I am on track with my quarterly goal."

ACTION ITEMS: QUARTERLY REVIEW MEETINGS

Quarterly Meetings - Purpose:

The purpose of quarterly meetings is still to get the check in; however, this is when we see if we are an additional 1/4 of the way to our annual goal. This is also the time to reinforce the company goals. You should also be using the Quarterly Review in your Performance Management plan to continually improve the skills of your salesperson.

This is where you make sure that all reporting is comparative to the actual goal and clearly indicates if you are on track or not; and why.

This is the best opportunity to make necessary changes to the Definition of Good, Your Target Market and Segmentation, Your Messaging, Your Approach, and Your Goals.

Quarterly Meetings - Format (example):

"Hey it's Tim Wood, and I exceeded touch goal of [quarterly calls, emails, walk-ins] by [actual number above]. I received [actual number] of referrals and attended [actual number] of networking events. I was able to schedule [number of scheduled appointments] and have already had [number of meetings attended] which resulted in [actual number] proposals sent out. I am awaiting [number awaiting] and have received [number of deals lost] lost deals and acquired [number of new contracts] clients. These clients have put orders in for [number of temps and/or number of direct hire]. Of the [quantity from Prospecting Plans for the quarter] prospects, I was able to move [prospects moved to sales funnel or acquired] to sales/acquired, I moved [prospects moved to "not right now"] and will follow up with them in a few months, and I was not able to make contact with [remainder of prospects]. My GM goal this quarter was [corresponding monthly target] and my clients actually generated [actual quarterly GM]. I am on track with my annual goal."

Define for Clarity

"Good"
IF IT'S NOT GOOD...IT'S BAD

Market
DO YOU KNOW HOW TO LOOK FOR "GOOD"?

Message
WORDS MATTER. WHAT WOULD YOU SAY IF YOU FOUND "GOOD"?

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Questions?

smart ideas

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SECRETS OF STAFFING SUCCESS

haley MARKETING

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Generate More Staffing Sales with Conversion Funnels
Thursday, February 8 at 2:00 PM ET

Reserve your seat
www.lunchwithhaley.com