

AVIONTÉ  
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# Unlocking Your Potential

HOW TO LEVERAGE 4 SALES MINDSETS FOR STAFFING SUCCESS

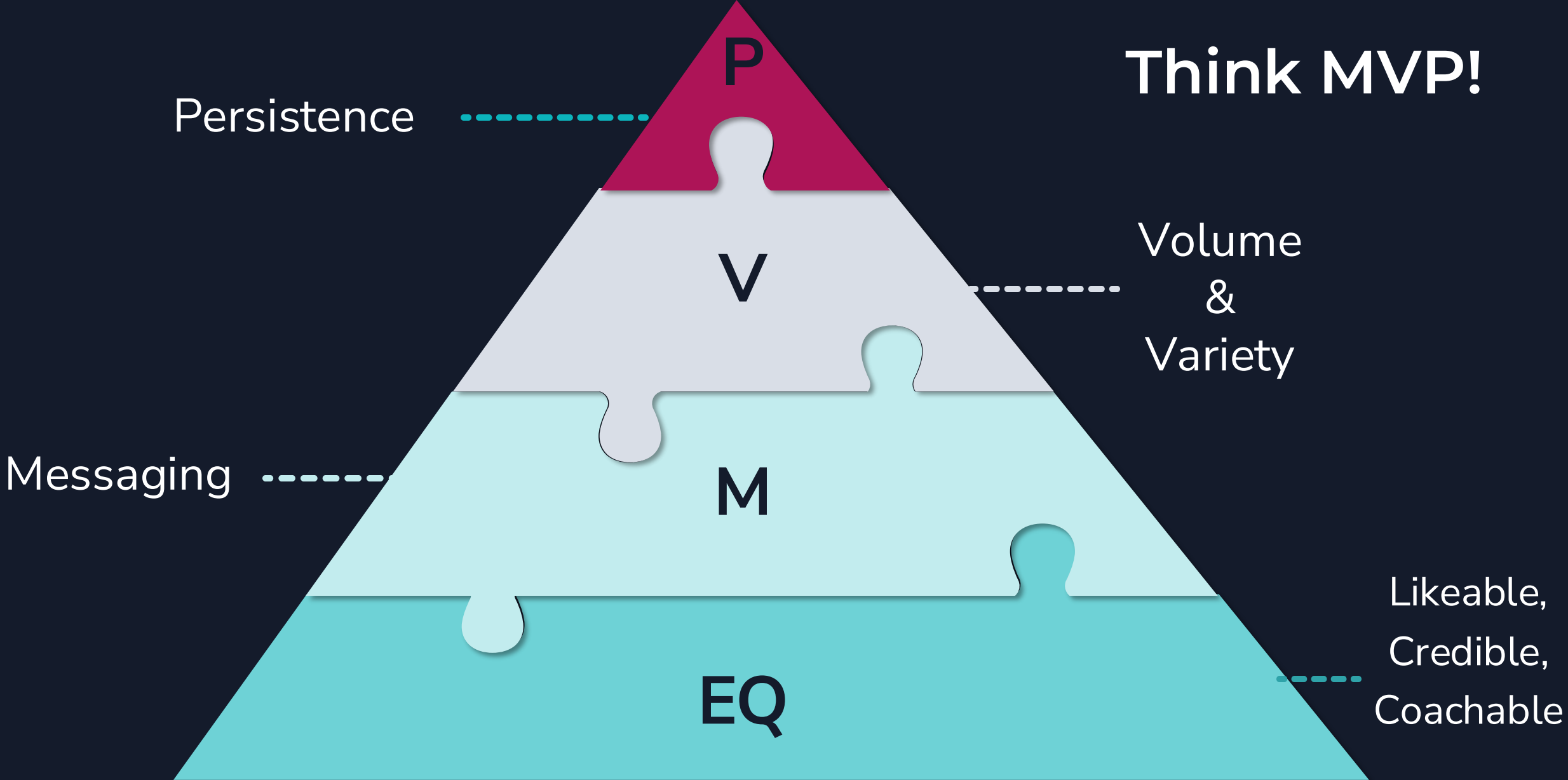


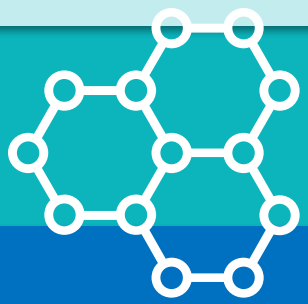
# About Me:

- Tom Erb
- President, Tallann Resources
- 30 years of experience in the staffing and recruiting profession
- Advised over 1000 staffing firms
- Fun fact: Loves heavy metal music!



# Think MVP!





**01 Performance**

**02 Value**

**03 Long Game**

**04 Mastery**

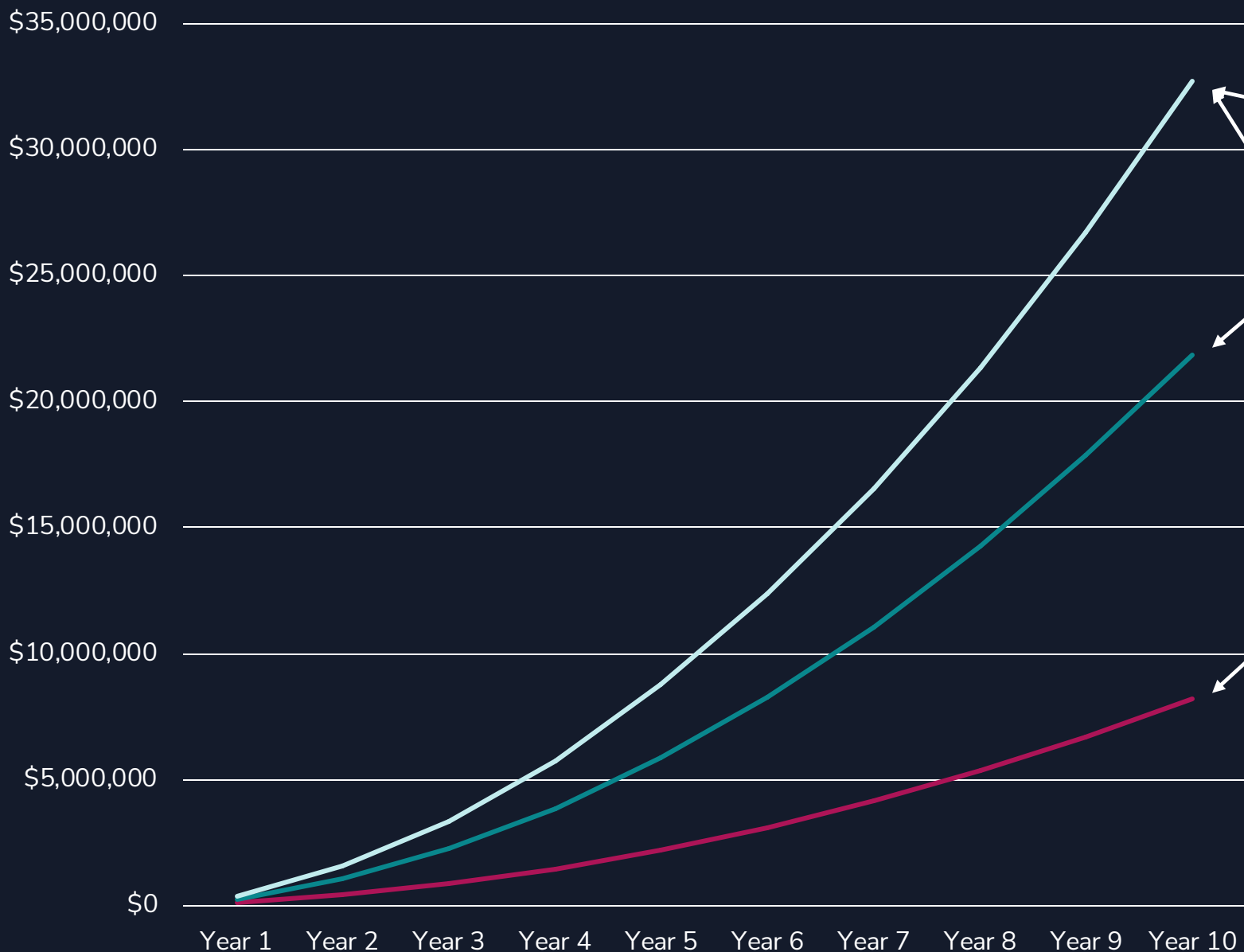
# Adopting 4 Sales Mindsets

# The Performance Mindset

## Why Is Performance Management Important to Me?

- Metrics create a path to success
- Increases your job satisfaction
- Builds your expertise
- Makes you more efficient
- Recognizes your efforts and results
- Visibility and focus increases performance!





Difference: \$11 mm GP

Difference: \$24 mm GP

# 10-Year Performance Comparison

Low Performer \$150k    Average Performer \$400k    Star Performer \$600k





### Accountability

Employees meet regularly with their manager to discuss KPI attainment and are held to goals



### Responsibility

Employees know how their individual performance is being measured and are required to report on their metrics



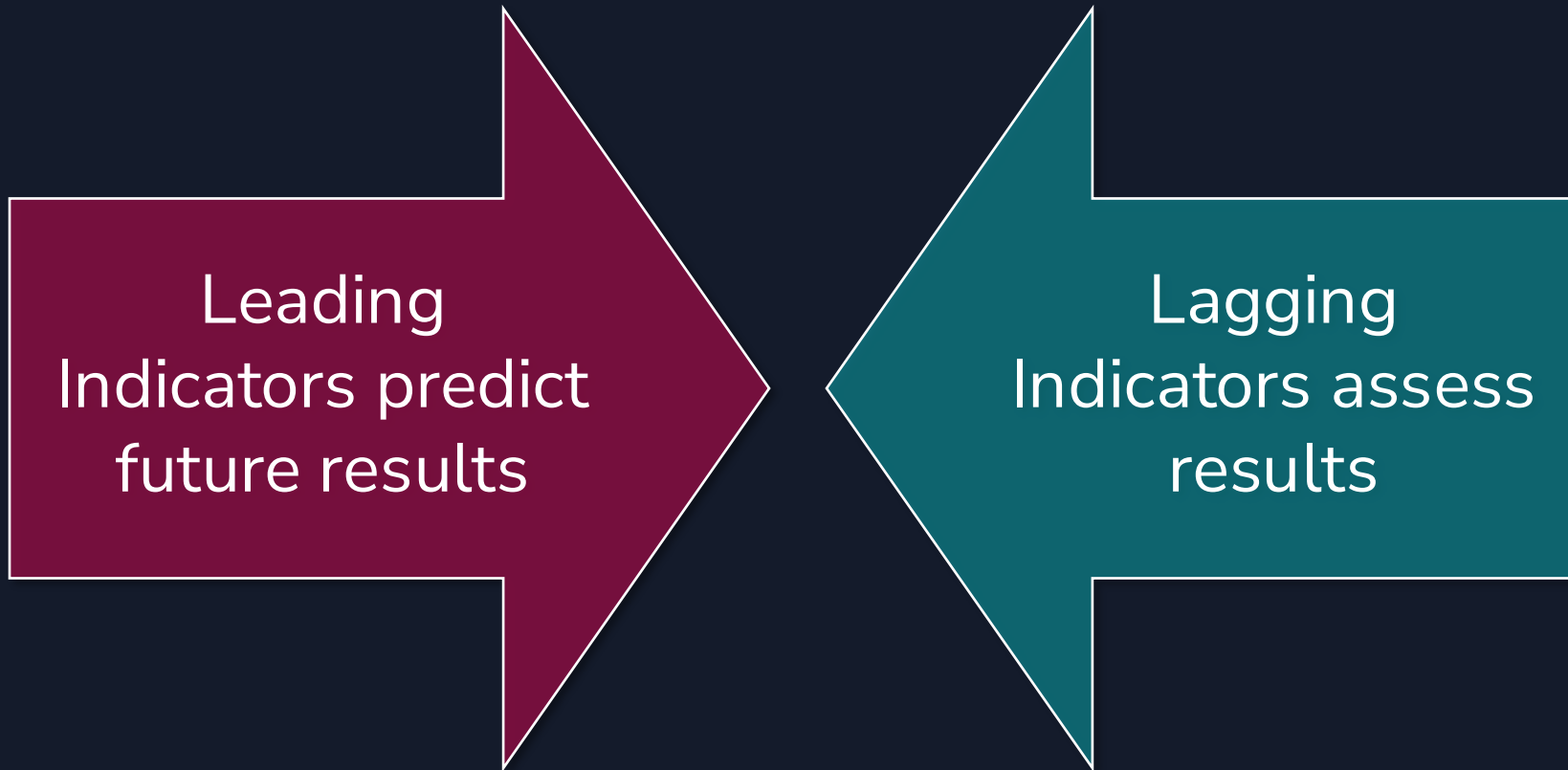
### Visibility

Key data is being recorded and is regularly reported on for all in the organization to see




# 3 Levels of Performance Management





## 4 Key Sales Metrics



A close-up photograph of two hands holding a smartphone. The hands are positioned in the center-right of the frame, with the phone held between them. The background is a blurred, dark blue-grey color, suggesting an indoor setting with soft lighting. The overall tone is professional and modern.

If it can be done by someone else, or by a software program,  
it is **NOT** a sales activity.

- Email
- Mailings
- Social Media Outreach
- Research
- Phone Calls without a Voicemail

**What a Sales Activity ISN'T**

# The Value Mindset

# Common Staffing Sales Phrases

“Sorry to bother you”

“I know you’re busy”

“I won’t waste your time”

“Just wanted to see if there were any positions we can work on?”



# The Problem

- Reeks of desperation
- Approaching with no value
- Positioning ourselves as vendors
- Appeals to the wrong types of clients





**Stop Apologizing!**



## Traditional

- Viewed as a vendor/subordinate
- Transactional Relationship
- Price-Driven



## Consultative

- Viewed as a peer/expert
- Trusted Advisor
- Value-Driven





# Value Proposition

The unique value a business offers to its customers



# What is your Value Proposition?

- Who am I competing with? What are their strengths and weaknesses?
- What makes us different/better? Is it quantifiable?
- What gives us credibility?
- What's important to the client? Why should they care?
- How can I clearly state this in 30 seconds?



# Value Staffing Sales Phrases

“Wanted to get on your radar”

“I know we’re both busy”

“I want to make sure it is time well spent for both of us”



# The Long Game Mindset

# The Long Game Mentality

- This is my profession, not just a job
- Sales is easy if I know everyone (and they know me)
- I never hear "No", just "Not Now"
- I'm building a reputation and presence – "Own Your Market"
- My ultimate goal is to not have to cold call



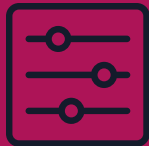
**Prospecting**



**Live  
Networking**



**Personal  
Branding**



**Social Media**



**Holistic Approach to Sales**



# Your #1 Goal on a Live Cold Call

Make it your last cold call ever!

- Build rapport
- Provide credibility
- Follow up via email
- Connect on LinkedIn
- Follow up regularly
- Make them part of your network






You don't need to know everybody,  
if you know the people that know  
everybody

- President
- Board Members
- Executive Director
- Past Presidents
- Key Vendors/Sponsors
- Other highly engaged,  
respected members





# The Mastery Mindset

A close-up, slightly blurred photograph of a desk. In the foreground, several yellow sticky notes are scattered, some with hand-drawn diagrams and handwritten text. A wooden eraser and a pencil are also visible. In the background, a glass of water and a pen are partially seen. A large, semi-transparent white circle is overlaid on the right side of the image, containing text.

“The better I get, the more I realize  
how much better I can get”







*Martina Navratilova*

*Hall of Fame Professional Tennis Player*

- *59 Grand Slam Titles*
- *9 Wimbledon Singles Titles*
- *Won her last major at age 49 (US Open Mixed Doubles)*

# 5 Critical Sales Skills for Ongoing Development

- Prospecting
- Appointment Setting
- Value Proposition
- Negotiation
- Closing

 <p><b>Presenting Your Solution</b> Course</p> <p>You've been asked by your prospect to make a presentation. What should you focus on? How should you conduct the...</p> <p><b>Duration:</b> 30 minutes <a href="#">More information</a></p> <p><a href="#">Add To My Plan</a></p>	 <p><b>Prospecting</b> Course</p> <p>Prospecting is the foundation for the entire sales process. Without the right prospects, you can't be successful. This...</p> <p><b>Duration:</b> 1 hour <a href="#">More information</a></p> <p><a href="#">Add To My Plan</a></p>	 <p><b>Skill Marketing</b> Course</p> <p>This is a quick course on skill marketing - the most effective way to sell in the recruiting industry. Learn how to...</p> <p><b>Duration:</b> 20 minutes <a href="#">More information</a></p> <p><a href="#">Add To My Plan</a></p>
 <p><b>Time Management for Sales</b> Course</p> <p>There never seems to be enough time when you are a sales professional. There's always another call that can be made,...</p> <p><b>Duration:</b> 1 hour, 15 minutes <a href="#">More information</a></p>	 <p><b>Value Proposition</b> Course</p> <p>Staffing is a commodity! Pricing pressure from clients and prospects, competitors undercutting your price, and...</p> <p><b>Duration:</b> 30 minutes <a href="#">More information</a></p>	 <p><b>Welcome to the Staffing Industry</b> Course</p> <p>An overview of our industry, including past and current statistics, the competitive landscape, vertical markets, common...</p> <p><b>Duration:</b> 1 hour <a href="#">More information</a></p>



Activity to  
Appointment  
Ratio

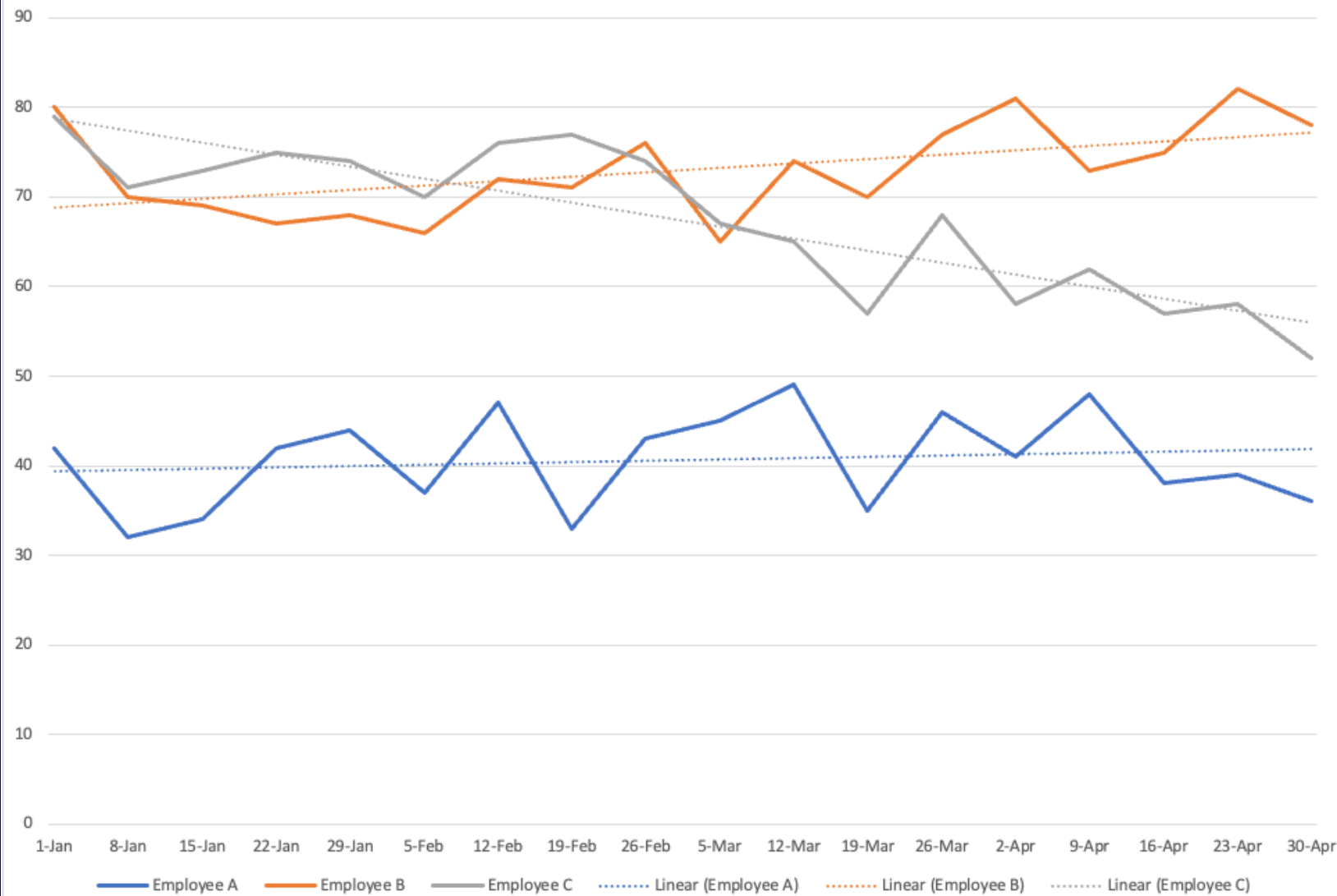
Appointment  
to Opportunity  
Ratio

**Sales Ratios**

Opportunity to  
Win Ratio

Sales Cycle

Sales Activities for 1 Appointment



	Sales Activities for 1 appointment	Activities for 5 appointments
Employee A	41	205
Employee B	73	365
Employee C	67	335

# Ratio Example



## Sales Goals

### Planning Worksheet



TALLANN RESOURCES

#### Revenue and GP

GP Goal or Quota	\$ 300,000
Average GP%	25%
Annual Revenue Needed to achieve goal or quota	\$ 1,200,000
What is your average pay rate?	\$ 12.00
What is your average markup?	50%
Average Bill Rate	18
Hours billed annually to hit goal	66,667
Hours billed weekly to hit goal	1,282.05
# of Temps needed weekly	36.63
Average # of temps on assignment at new client	8
New clients needed to achieve goal for the year	9
Average annual revenue per client	\$ 288,000

#### Sales Pipeline

Estimated Pipeline Win %	20%
Average Sales Cycle (days)	90
Average Pipeline Needed to Achieve Goal	\$ 3,251,543
# of qualified prospects in pipeline	11
Total prospects annually	46

#### Sales Activities

# of phone calls to get one appointment	20
Number of appointments to get one qualified prospect in pipeline	3
% of appointments that are first time meetings	50%
Weekly appointments needed to hit pipeline goal	5
Weekly phone calls needed to hit appointment goal	110

# Goal Planning Worksheet

- Work back from your goal
- Based on success rate in each sales step
- Small improvements create big efficiencies (1% per day)
- Removes the Guesswork





**Practice!**  
**Practice!**  
**Practice!**





“If you aren’t practicing, you are practicing on your prospects.”

Jack Daly







- Voicemails
- Role Play
  - Live phone calls
  - In Person Meetings
  - Objections
  - Personas
  - Worst Case Scenarios



# In Closing

## Focus on 4 Sales Mindsets

- Performance
- Sales
- Long Game
- Mastery



# Questions & Answers

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