AVIONTÉ

CONNECT

Unlocking Your Potential

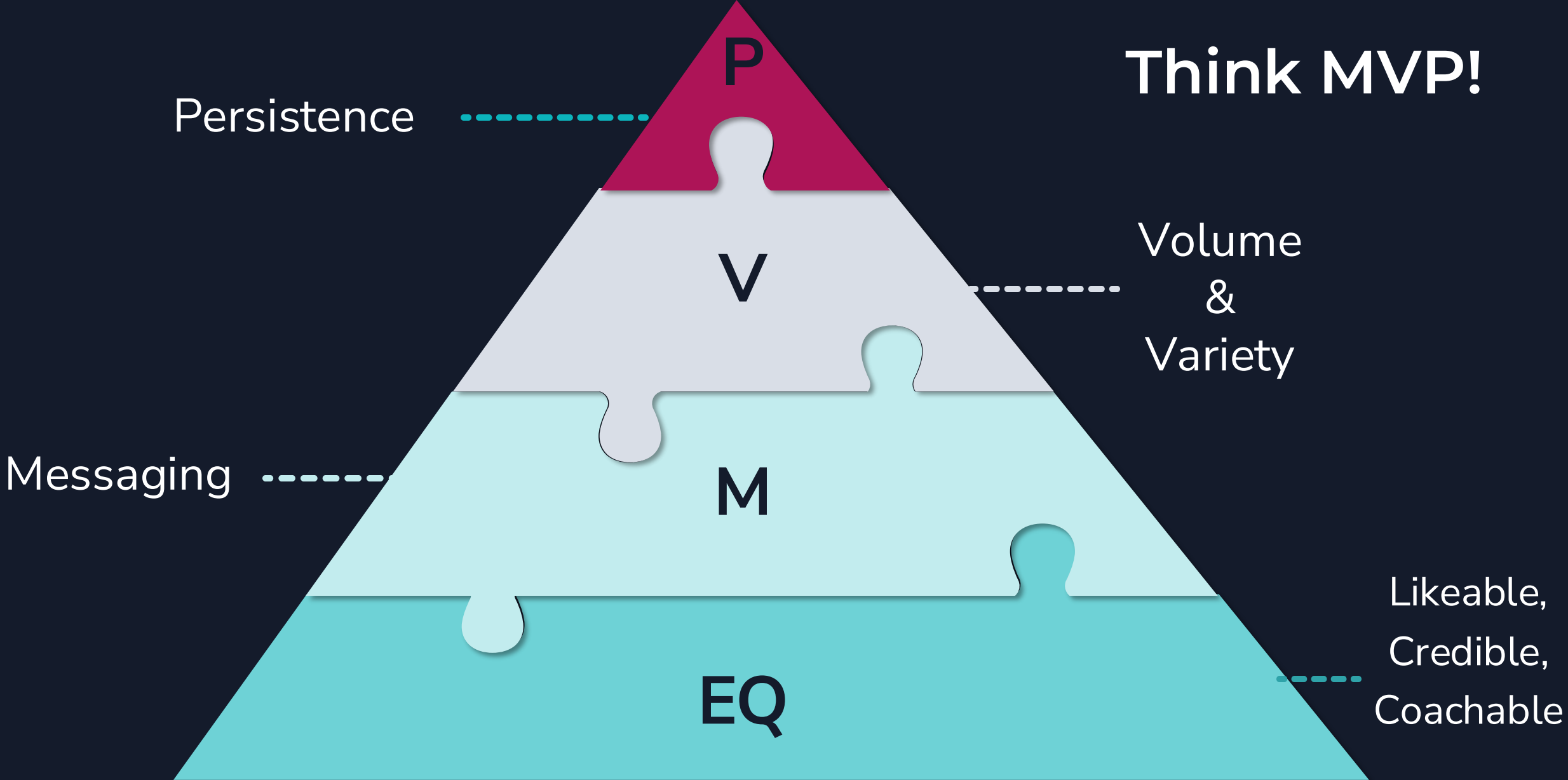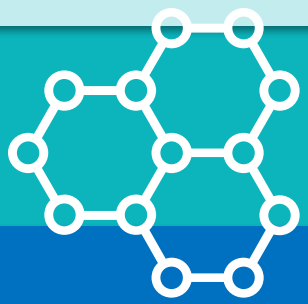HOW TO LEVERAGE 4 SALES MINDSETS FOR STAFFING SUCCESS

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!
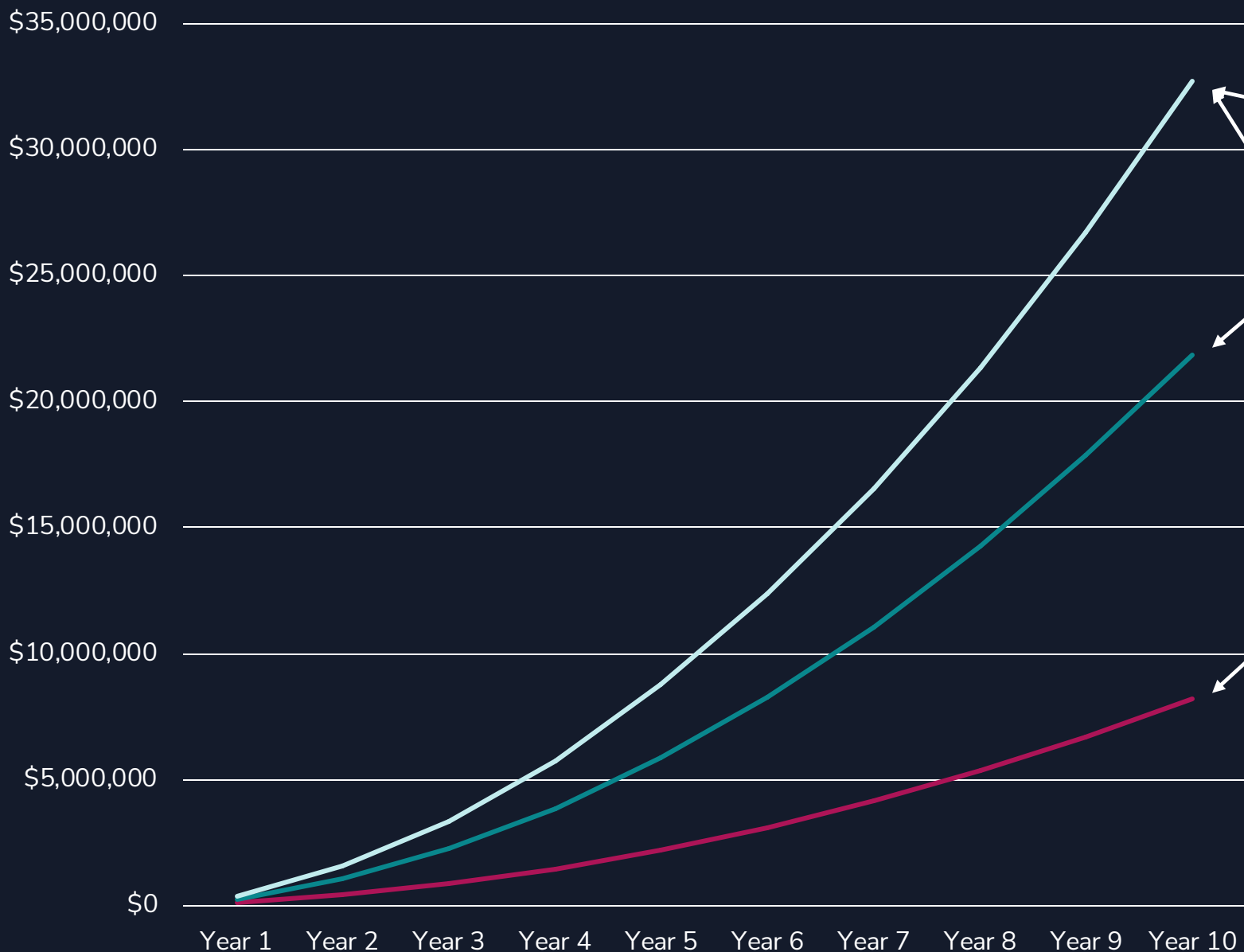
01 Performance

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!

10-Year Performance Comparison

Difference: $11 mm GP

Difference: $24 mm GP

- 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
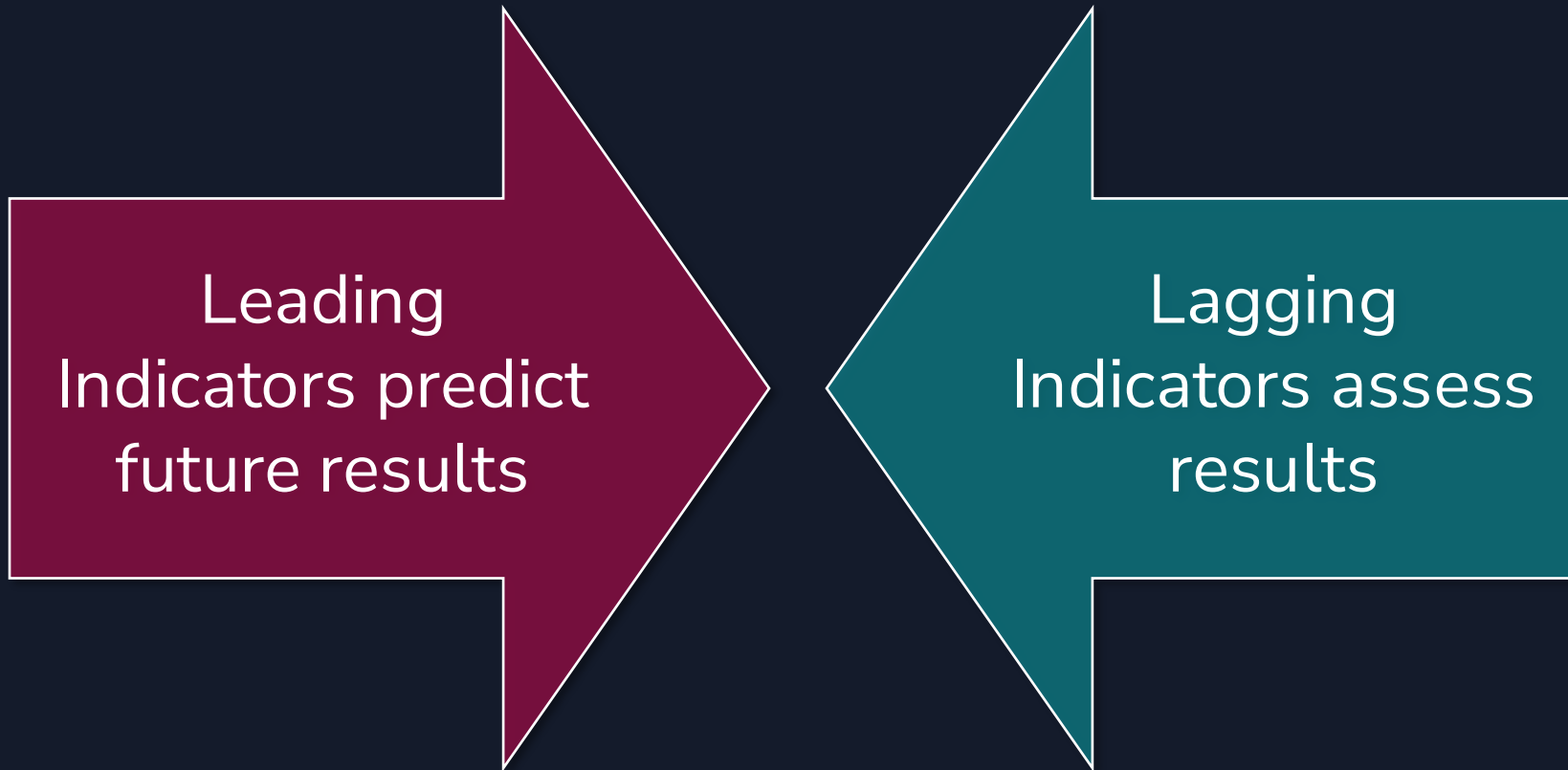
Visibility

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

3 Levels of Performance Management

Leading Indicators predict future results

Lagging Indicators assess results

Sales Activities

Appointments

Pipeline $

Gross Profit $ Billed

4 Key Sales Metrics

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"
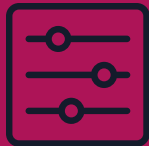
- My ultimate goal is to not have to cold call

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

Influencers

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

"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

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

Thank You

Rate This Session

IN THIS BIZZABO APP:

- Open the Bizzabo app

- Select the Agenda tab from the main screen

- Locate this session by Name, Date and Time

- Rate the session

- Optional to leave further feedback

THANK YOU FOR YOUR FEEDBACK