



## 10x Sales Acceleration

Using marketing to reimagine your sales process

1



## How to sell a lot more...

(without making more cold calls!)

2



I grew up in a family-run staffing company.

“You want to make more sales,  
**make more calls!**”



3

“To succeed in a down market,  
you have to do **2x the work...**  
for one-half the results”



4



A QUICK CONFESSION:  
**I HATE cold calling!**  
(and I don't want to 4x the work!)



5

**My goal for today...**

To show you that there IS an alternative to  
**“make more calls.”**



6

**STORY TIME!**  
My marketing "EIPHANY"



7

NURTURE  MARKETING    The Channel    Omnichannel    About    News    Contact    in        



**JAMES P. ("JIM") CECIL**  
A TRIBUTE



8

## My epiphany (AKA, lessons from Jim)

- Paint the bullseye on the target.
- Be a trusted “spear removal surgeon.”
- Make deposits before asking for a withdrawal.
- It takes 6 touches to get someone’s attention...  
9 touches to become top-of-mind...  
**AND 90% OF SALESPEOPLE GIVE UP IN LESS THAN 4!**



9

## WHAT ABOUT NOW?

What can you do in 2024?

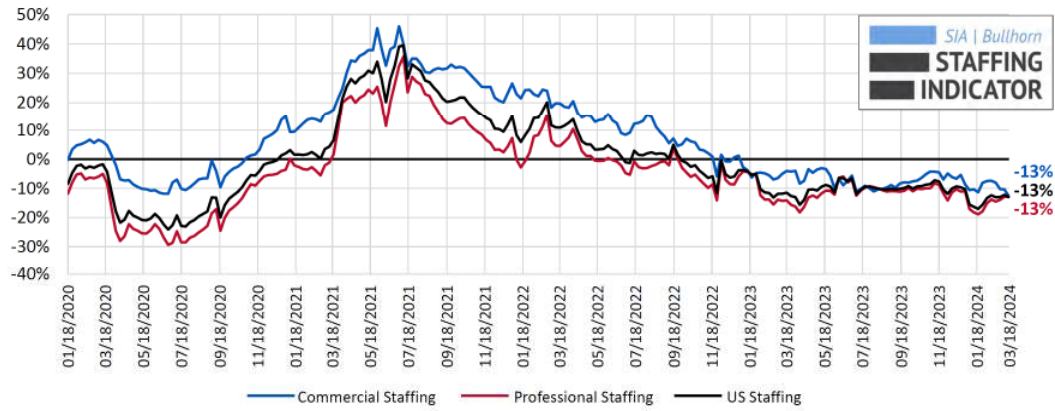


10



## The staffing market looks weak

US Staffing, Year-Over-Year Change in Hours



11

So, how do you increase sales in a market like this?

**3 Secrets to Success.**



12

## Secrets to SUCCESS in 2024?

1. Better strategy
2. Better process
3. Better marketing



13

**1** **BETTER STRATEGY**  
Think beyond immediate hiring needs



14



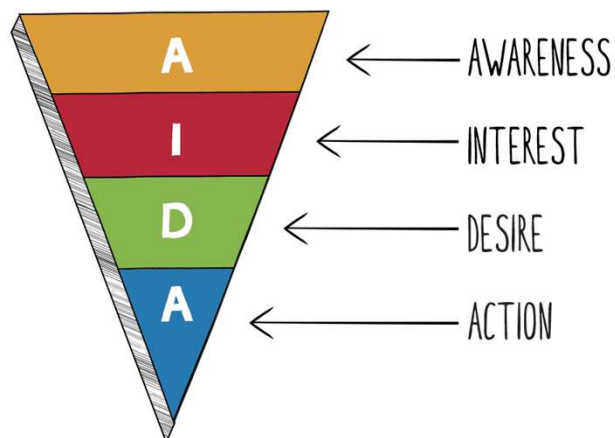
**BETTER STRATEGY:**  
**FOCUS**

- Target your **IDEAL** client(s).
- Match your **MESSAGE** to the **AUDIENCE**.
- Tell a better **STORY**.



15

**AIDA: the key to sales (and marketing)**



16



## STORY TIME x2!

This is too good to be true...but it is true!



17

A close-up photograph of a middle-aged man with grey hair, wearing a dark suit jacket and a light blue shirt. He has a wide-eyed, shocked, or surprised expression on his face, looking directly at the camera. The background is blurred, showing what appears to be an office setting with a window.

Can you afford to lose \$22,800 in productivity . . .  
**per employee?**

18

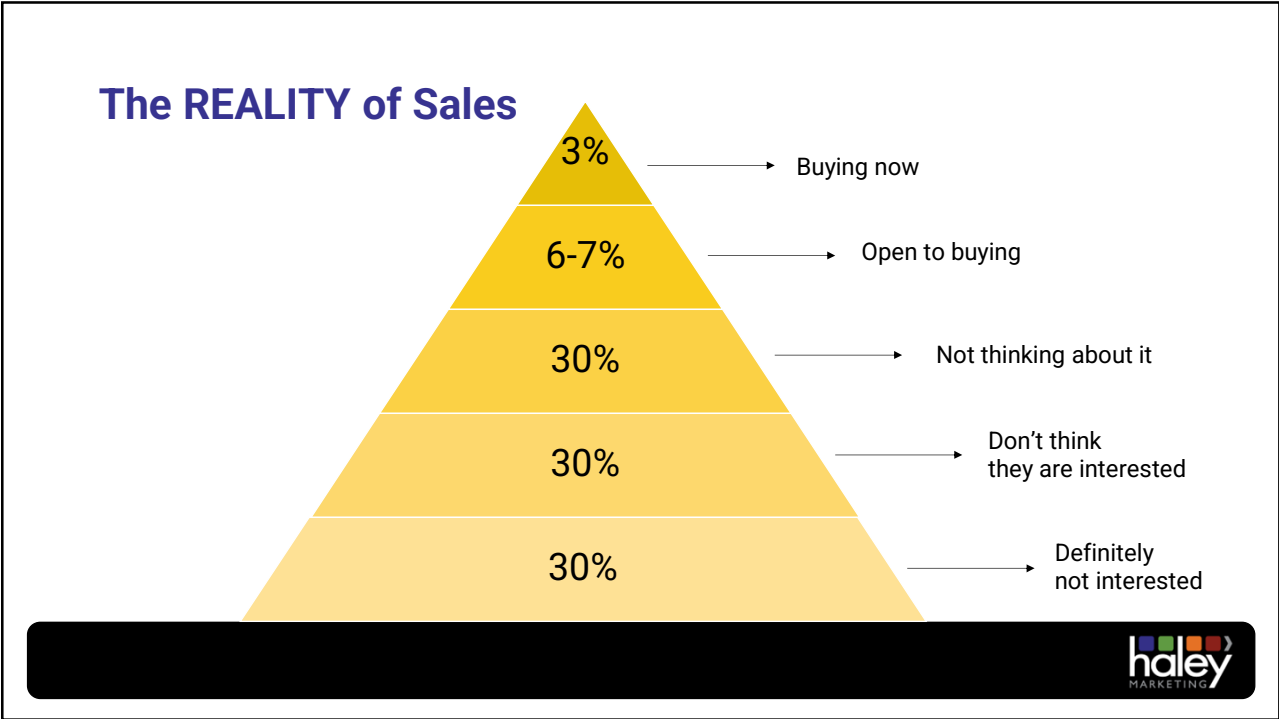


# 2 BETTER PROCESS

Staffing is not a one-call close...play the LONG game!



19

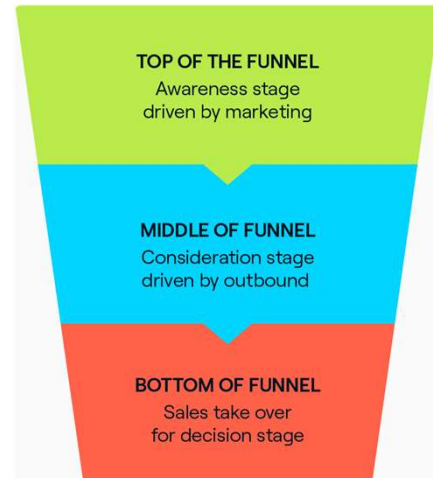


20

**BETTER PROCESS:  
BUILD A SALES FUNNEL**

**What is a Sales Funnel?**

- A funnel outlines your customer's journey.
- Starts with identifying a problem
- Use that problem to get attention (and interest)
- Then move to solutions (Why staffing? Why you?)
- Close the deal! (prove your value)



21

**Creating your sales funnel**

**TOP OF THE FUNNEL (MARKETING)**

- IDM campaigns/ABM campaigns
- Digital marketing system

**TOP OF FUNNEL CONTENT**

- *Salary guide*
- *Best practices or how-to guides*
- *Market data reports*
- *Checklists*
- *Generic case studies (how to solve business problems with staffing)*
- *Blogs that address very specific buyer pain point*
- *Webinars on HR best practices*



22



## Creating Your Sales Funnel

### MIDDLE OF THE FUNNEL (MORE MARKETING)

- Drip campaigns (nurturing)
- Blogs, email & print publications, podcasts, webinars (staffing/hiring focused)

### MIDDLE-OF-FUNNEL CONTENT

- Role-specific content
- Staffing User's Manual
- Buyers guide to staffing
- How to get the best results (and lowest price) from your staffing vendors
- Case studies that illustrate specific staffing use cases



23

## Content for each stage

### BOTTOM OF THE FUNNEL (SALES SUPPORT)

- Help your sales team to close more prospects
- Social proof
- Purchase incentives

### BOTTOM-OF-FUNNEL CONTENT

- Case studies from similar companies
- Video intro to the recruiting team
- Proposal template/RFP response template
- Comparison of local staffing vendors (services, reviews, team expertise)
- Sample onboarding program
- FAQs
- Skill marketing
- Landing pages about specific services, and specialized expertise



24

**3 BETTER MARKETING**  
Give your sales team the support they need

**haley**  
MARKETING

25



26

## Better MARKETING

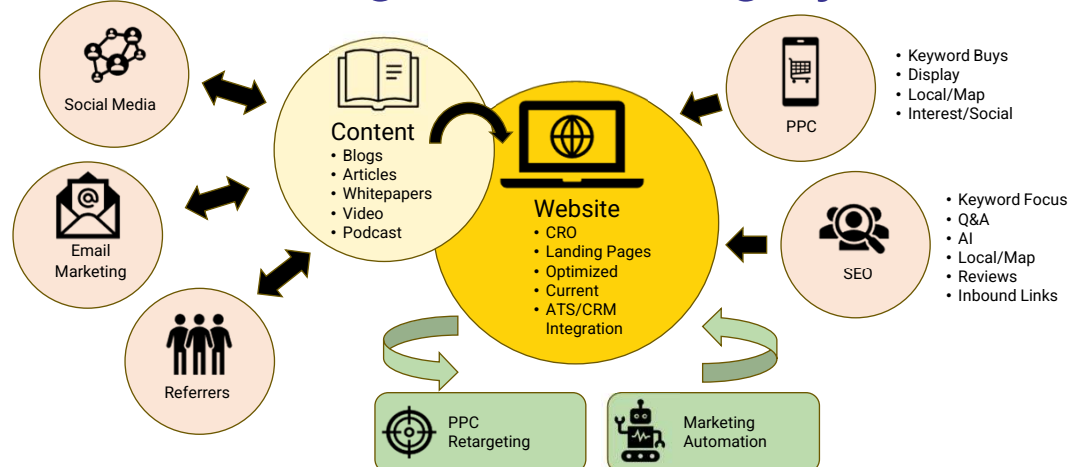
- Collateral
- Website upgrades (content, CTAs, CRO)
- Nurturing campaigns
- Retargeting ads
- Lead Tracking
- Video email
- Asynchronous selling



haley  
MARKETING

27

## The Digital Marketing System



haley  
MARKETING

28

## Now, back to your story...

What happened to that company in Memphis?



29

## They made a commitment...even in a down market

- Developed the right story.
- Integrated marketing into their sales process (IDM).
- Got aggressive with digital marketing (blogging, SEO, PPC, reputation management).
- **Made a conscious decision to win the local market.**



30

## Was it an INSTANT roaring success?

no.



31

## Was it an INSTANT roaring success?

Revenue fell initially.

**But this company kept its foot on the gas pedal.**



32



## And then what happened?

About six months later...

**The decline stopped...**



33

## And then what happened?

About six months later...

**The decline stopped...**

**6 months ahead of the rest of the staffing industry.**



34

## And then what happened?

And this company grew...  
**at 2x the rate of growth of the staffing industry!**



35

## And then what happened?

And that accelerated pace of growth continued...  
**in the next year...and the next year...and a third year!**



36



**How about you?**  
Are you ready to 10x your sales  
with better marketing?

37

“To win in a recession,  
make the economy  
the **‘other guys’ problem**”

Rick Searns



38





Weekly inspiration for the staffing industry  
Sales. Marketing. Recruiting. And more!

[haleymarketing.com/smartideas](https://haleymarketing.com/smartideas)



39

**MAKE AN IMPACT**  
Sales & Marketing Strategies to Transform Your Staffing Business

Check out our special offers and resources below – to help YOU Make an IMPACT.

IMPACT  
Staffing is hard.  
MAKE AN IMPACT

haley MARKETING

40



## Questions?

1.888.696.2900 | [info@haleymarketing.com](mailto:info@haleymarketing.com)

1.888.696.2900 | [@haleymarketing](https://www.haleymarketing.com) | [haleymarketing.com](https://www.haleymarketing.com)