

Everyone Sells!

“Selling” from the Service Desk

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Today's Takeaways

1. The “Everyone Sells” culture
2. Why your Placement Specialist could be your best salesperson
3. Altering behavior from reactive to proactive increases productivity
4. A roadmap for conversion to “selling from the desk”
5. Proof it works

The “Everyone Sells” Culture

8 Commonalities

1. Aura of energy
2. Put the customer first
3. Curiosity persists
4. View every situation through sales lens
5. Common language institutionalized
6. Softer boundaries between roles
7. Accountability a given
8. Celebration common

Why Placement Specialists are our most underutilized sales resources

The Typical Placement Specialist

- More reactive than proactive
- Has an “I don’t sell” mentality
- May or may not be motivated by money

The Typical Manager

- Hires a PS to fill orders and service current clients
- Assumes if clients are happy with the service, all is well
- Isn't aware or doesn't know how the PS can be motivated to “sell from the desk”

“You are surrounded by simple, obvious solutions that can dramatically increase your income...the problem is, you just don’t see them.”

Jay Abraham, Author, Marketing Expert

From Reactive to *Proactive!*

The Recipe



- ❑ PS proactively adopts basic sales strategies
- ❑ Every conversation is an opportunity
- ❑ Standard touch plan becomes forum for:
 - Uncovering client's pain points
 - Solving business problems

Outcomes

- ❑ Penetrate current accounts
- ❑ Win back lost accounts
- ❑ Accelerate revenue growth
 - Additional job orders
 - Temp-to-hire buyout fees
 - Direct hire
 - Customized add-on services

Takeaways

- ❑ Today more than ever before, staffing firms must create an “everyone sells” culture
- ❑ Your Placement Specialist may be your best salesperson
- ❑ Small changes in behavior increase productivity

Q & A



The Roadmap: 4 Steps to Change

Step 1: Train

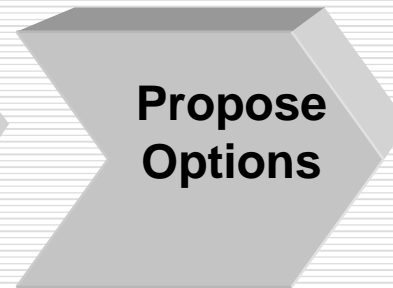
Basic Account Penetration Techniques



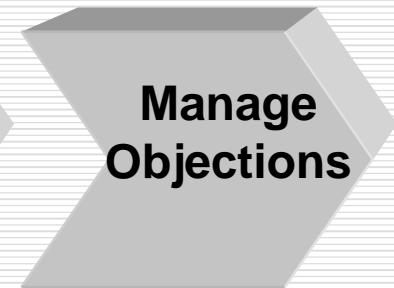
- ▶ *“What else can I help you with today?”*



- ▶ Buried with applicants?
- ▶ No time for “real job”?



- ▶ Phone screening?
- ▶ Testing?
- ▶ Direct Hire Program?

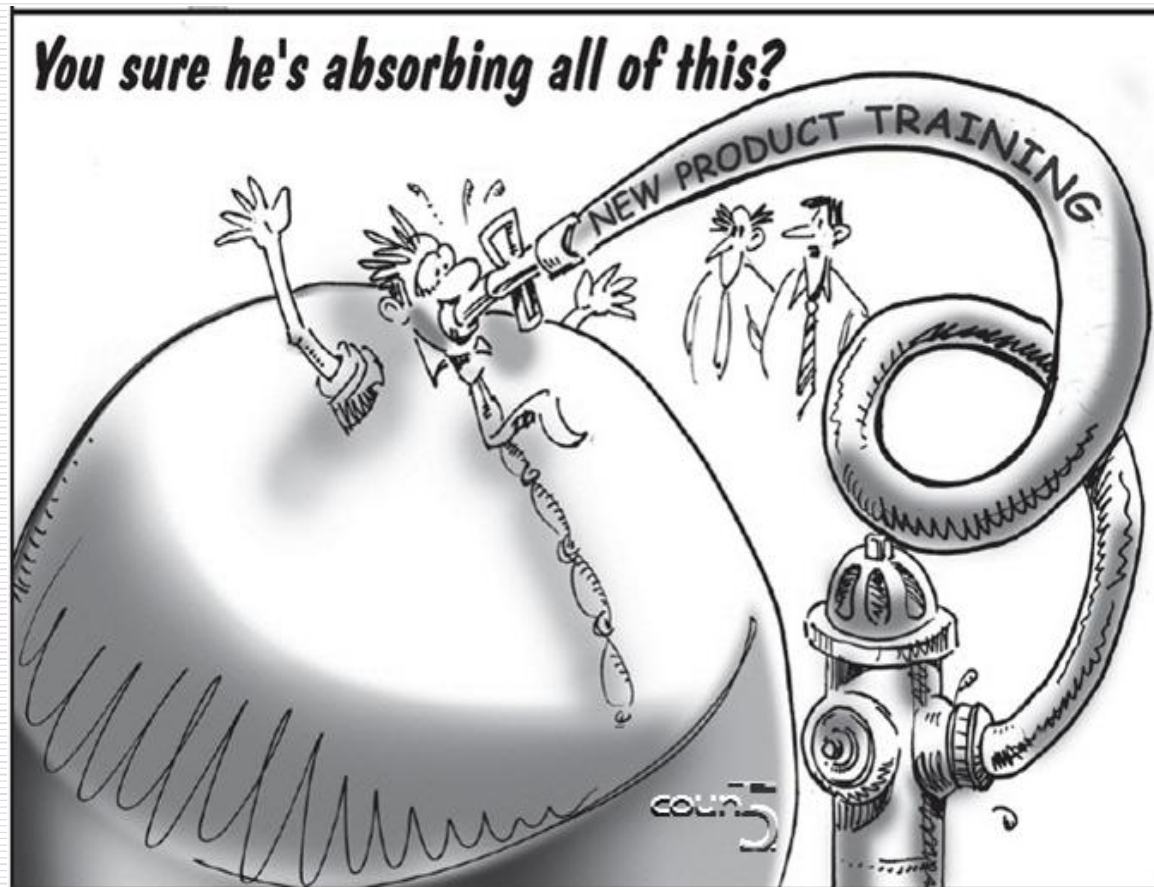


- ▶ Need
- ▶ Trust
- ▶ Budget

Natural, Not Forced

Scripts Enable Confidence

Keep It Simple



Step 2: Set Expectations and Coach

- Set achievable goals *together*
- Establish coaching plan

Step 3: Hold Them Accountable

- Set up tracking method
- Establish review process

Step 4: Reward Performance

- Motivational methods that work
 - Name in lights
 - Half day off
 - Gift certificate



Consider “Packaging” Training

- ❑ Four-week sales motivation program
- ❑ Participants receive basic instruction in high-impact inside sales activities
- ❑ Learning is put in motion through weekly sales challenges, and friendly competition is fostered with participants competing with one another for prizes
- ❑ Revenue is generated as sales activities are executed

Sustaining the Momentum

- Institutionalizing new behavior
 - Success breeds success
 - Share best practices of top performers
 - Assign peer coaches to mentor others

How Do I Know This Works?

Historical Results



- Sales ability is harvested
- PS becomes proactive revenue contributor The cream rises to the top...your next salesperson?
- Increased confidence as new skills are acquired
- Improved retention

Case Study – National Staffing Firm

- ❑ 30 Placement Specialists
- ❑ \$667,000 gross profit dollars generated in four weeks
 - \$22,000 per PS, versus \$13,461 benchmark
 - \$289,029 per PS on an annualized basis...versus \$175,000 benchmark
- ❑ Decreased turnover by 20%
- ❑ 35% promoted to other roles in the organization

Up to 65% increase in production is possible!!

What Tactics Did This PS Employ?

*I made a phone call and left a message about a great candidate I wanted to introduce a prospect to whose name I'd been given by a satisfied client. We had never worked with this firm, so I just wanted to give them a sense of **what we did for our client. I had to make another call and send an email** but then I finally got a call back from the Director of Finance who asked me for help with 3 positions. He told me that he has been using other services and was not satisfied so he thought he would give us a try (and he did interview other candidates from other companies). He was so **impressed by the candidates that I sent him** that he took on 2 of the candidates for temp to hire and wanted to hire one full-time. He interviewed her and offered her the position the same day. The funny thing is, the position was for a Credit Analyst and he **really wanted someone with an Accounting degree, but the person I sent to him had an Education degree. He thanked me for pushing him to see her.** He also hired her at the top of the salary range - \$3000 more than her minimum. **I will be going out to the company next week** to check in and I felt so good that he had told me in one conversation that "he needed me", because his HR dept. was skeptical about using staffing services.*

Simple Approaches Work

- Skill marketing
- Proving value
- Pleasant persistence
- Uncovering additional needs
- Exceptional candidate quality...yet not deterred by imperfect match for criteria
- Emotional needs fulfilled
- Direct to hiring manager/overcame HR objection

In Summary...

- ❑ Staffing firms must create an “everyone sells” culture
- ❑ Your Placement Specialist may be your best salesperson
- ❑ Changing behavior results in increased revenue
- ❑ The roadmap to conversion isn’t rocket science!
- ❑ Field-tested methodology
- ❑ Rewarding performance doesn’t have to be expensive

"I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious effort."

Henry David Thoreau

Follow-up Consultations

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