



SALES & BUSINESS DEVELOPMENT

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You are a chief sales officer, vice president of business development, account manager, senior marketing director, sales manager, or administrative professional who needs new strategies, solutions, and information about

- Data-driven decision-making tactic that reap results for sales and market teams
- Business development case studies and best practices
- Artificial intelligence developments and applications to support sales
- Strategies for increasing market share and exploring staffing verticals

Current Staffing Industry Gaps

What you need from StaffingWorld right now

- Ideas for driving business development in saturated markets
- Innovative sales strategies to meet targets in any economy
- Strategies for integrating marketing efforts with sales initiatives
- Best practices to leverage data for business growth

Your Staffing World Schedule

All the sessions in the Sales & Business Development track at Staffing World will deliver valuable, targeted content. Here are just a few of those essential sessions that address industry gaps in this area. **Note:** If sessions occur at the same time, attendees receive available recordings for all sessions on the days for which they are registered.

WEDNESDAY, OCT. 23, 1:30–1:40 PM

Speed Talk: Money Makers: 5 Techniques to Help Recruiters Be Successful Right Now, presented by John Ruffini of HealthTrust Workforce Solutions

Clearly, there are more than five techniques that can help make a recruiter more successful—but this SpeedTalk will focus on the five that will be most impactful. If you want to succeed in recruiting, you need to be able to adapt to the changing landscape—as recruiting in 2024 is not the same as recruiting five or 10 years ago. As the old saying goes, “What got you here won’t get you there.” Recruiters must master and not lose sight of the basic fundamentals and keep pace with the evolution of the industry. Based on knowledge collected from some of the industry’s best and brightest across all industry verticals, the information shared by John Ruffini of HealthTrust Workforce Solutions will encompass both temporary/contract as well as direct hire staffing.

WEDNESDAY, OCT. 23, 4:30–5:30 PM

Habit Disruptors Attract the Best Clients, presented by Barb Bruno of Good as Gold Training

The clients you work with can make or break your success and income. The workforce and workplace continue to drastically change, and techniques that worked even last year are no longer effective. There are common perceptions of staffing firms that exist among talent prospects and client companies: They say they are different, but when they are asked how they all say the same things; they charge as much as possible; they treat talent and clients as a source of revenue; there is little or no follow-up; when problems occur, most recruiters disappear; they are one of many vendors we utilize. Habit disruptors can resolve all these concerns and help you land clients you deserve. In addition, you will fill a much higher percentage of orders, contracts, and assignments, faster and with talent who become engaged and retained.

Learning Objectives:

- Conduct revenue modeling to rethink which prospects to target.
- Differentiate from your competitors to change the perception of talent and clients.
- Elevate rapport, trust, and relationships with current clients.
- Close more business by disrupting your current sales and closing process.

THURSDAY, OCT. 24, 9:15–10 AM

Mastering Sales Success: Learn Effective Strategies to Grow Revenue and Win Relationships, presented by Lenore Convery of the American Staffing Association and Casey Jacox of Winning the Relationship LLC

In this comprehensive breakout session, the presenters go back to the basics of sales—ensuring a strong foundation for all attendees. From there, they'll delve into advanced strategies for generating referrals, a cornerstone of sustainable business growth. Join this session to uncover the art of retaining and growing current clients—leveraging insights from your ideal customer profile to tailor approaches that foster long-term relationships. Navigate through practical techniques and actionable insights to propel your sales process toward unparalleled success.

Learning Objectives:

- Define the fundamental principles of sales through a comprehensive review of a sound sales process and carefully defined ideal customer profile.
- Learn advanced strategies for generating referrals, exploring techniques to cultivate organic growth and expand your client base through trusted recommendations.
- Demonstrate effective methods for retaining and growing current clients (including personalized approaches tailored to your ideal customer profile), enhancing client satisfaction, and fostering long-term relationships.
- Develop actionable skills and strategies to refine your sales process, empowering you to implement targeted approaches that maximize efficiency and drive sustained success in your sales endeavors.

What Staffing World Delivers Is Essential to Your Future

- [40+ sessions](#) led by award-winning practitioners
- 3 powerful keynote presentations by [Peter Diamandis](#), [Erica Dhawan](#), and [Debbie Peterson](#)—all designed to inform and inspire
- [Tech Talks](#), [Speed Talks](#), and the world's largest staffing-specific expo hall
- Energizing networking events that enrich careers and spur lifelong connections
- Go to staffingworld.net to see all of the sessions in the Sales & Business Development track