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# Charting a Better Course: Strategy for Effective Client Development

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Thursday, Oct. 27  
11:15 a.m.–12:30 p.m.



Charting a Better Course: Strategy for Effective Client Development

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President  
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Thursday, Oct. 27, 11:15 a.m.–12:30 p.m.

STAFFING WORLD 2016

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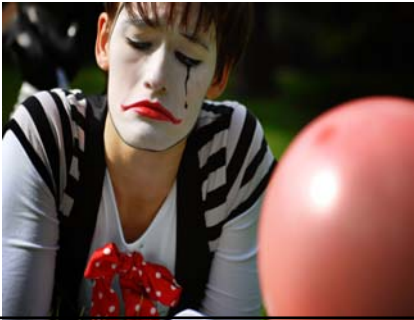
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How Most People Think I Feel When Clients Don't Call Me Back...



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Influence & Sales Expert

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How I Really Feel When Clients Don't Call Me Back...



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**My Friends Think I Talk to People Like This All Day**



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**But I Really Talk to People Like This All Day**



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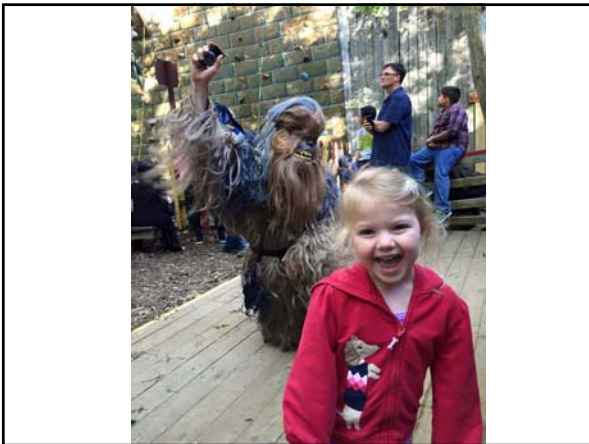
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### Top Problems of Sales People

1. Selling on price
2. Thinking LinkedIn and email is enough
3. No clear goals or strategy for business development
4. Not doing a little bit every day
5. Thinking they don't need more clients
6. Not seeing the full value of business development
7. Not seeing themselves as a trusted advisors, only low-level vendors
8. Stopping when client says "no"
9. Feeling like they are annoying decision-makers
10. Sticking to one point of contact




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### What you want:

1. More Business
2. Better Business
3. All the Business

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### Niche Components

1. Industry
2. Function
3. Geography

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**Principle of Expectation/Odds  
Five Paths of Getting Business**

- 1. People who have done business with you
- 1. People who know you
- 2. Referrals
- 3. People who have heard of you
- 4. Cold Calls




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**Client Development Ideas**



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- 1. Make a list of all candidates you placed
- 2. ...all candidates who are interviewing
- 3. ...who interviewed in past six months
- 4. If contract/temp, your closest contractors
- 5. Reference checks
- 6. Top five client prospects: ego
- 7. Skill marketing/The MPC




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**The Power of Skill Marketing**

**Synergy  
Leverage**



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- 1. You could make a placement with one call.
- 1. You'll get other assignments.
- 2. You are making a contact.




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**Principle of Expectation/Odds  
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**Principle of Expectation/Odds  
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- 2. People who know you**
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**Ideas**

1. Find candidate who wants to move, an 8 – 10
2. Confirm agreement and commitment and plan
3. "Is this the type of person who would provide value to your organization?"
4. If no interest and if they don't give you searches:  
"I am seeing some movement of some very talented people right now. If there is someone I come across that I should call you and tell you about right away, what type of person would that be?"



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**This is what you need to do:  
Think like "Mad Men"**




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**Before You Make That First Call**

1. What's your story? Your uniqueness?
2. Uniqueness of your company?
3. How will that benefit your clients on a personal and emotional level?
4. One page marketing doc:
  - a. USP
  - b. Define niche
  - c. Sweet spot client
  - d. How are they going to hear about you?

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**What You Need to Ask:  
"How are we unique?"**

- Region (local or national?)
- Industry verticals
- Function verticals
- Professionalism
- Tenure of temp or contract associates
- Tenure of staff in your company
- Training offered to staff and associates
- History
- Commitment to community

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**What You Need to Ask:**  
"So what? How will this benefit our clients on a personal and emotional level?"

- Get staff in place so strategy is the focus
- Can worry about solving other business problems
- Can be more strategic
- Can spend more time with customers, leading to margins
- Peace of mind
- Make you look like a hero

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**The Scenario: Sales Mode**

1. What steps have you taken to fill that position?
2. What is your priority for filling it on a scale of 1 – 10?
3. Does that mean I should clear my desk off of my existing clients and push them off to the side and make your search my top priority?
4. What is important to you in selecting a staffing/recruiting firm?

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**Background Questions:**

- W5H:**
- Who**
  - What**
  - When**
  - Where**
  - Why**
  - How**

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### Beyond SPIN Selling:

- Situation
- Problem
- Implication
- Need

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### The IMPLICATION Quadrant

	Positive	Negative
Professional	What good things will result in the office if you place your candidate?	What bad things will happen in the office if the position goes unfilled or if wrong candidate is hired?
Personal	How will that affect your client personally?	How will that affect your client personally?

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### Making Your Presentation

“Let me tell you about our company, our process, and how I can help you to...”

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**Process**

“Let me tell you about our process. There are three phases--the recruiting phase, the interview phase, and the transition phase. I get involved in all three.”



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**Process**

“For all that, we charge a rate of \_\_\_\_ / fee of \_\_\_\_ and if you are okay with that, let me get your email address and I will forward over our fee schedule, and then we can schedule another call to drill down on the specifics.”



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**What about HR?**

1. Go around
2. Work with
3. Go through

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### Move to Trusted Advisor

Outsider -> Insider

1. Value
2. Trust
3. Relationship

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### What Will Help You Move to an Insider Position: Respect

1. The obvious: amazing people
2. Taking better job orders/search assignments
3. Even in the sales process
4. How you submit candidates
5. Advisory prior to the interviews
6. Recommendations

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### What Does NOT Work Anymore

1. Sales people who try to build relationships without earning the right to do so
2. A non-consultative approach
3. Reps who make pitches without asking questions
4. Asking for referrals too soon
5. Mechanical scripts for rebuttals

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### Ideas on Authority

1. Power phrases that lead them forward; "Let me make a suggestion."
2. Speak in terms of numbers. "There are two reasons why..."

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### Ways to Give Advice Effectively

1. Ask, "Can I make a suggestion?"
2. I observed \_\_\_\_\_ and I have seen that before (elaborate). If we do \_\_\_\_\_, then we can get \_\_\_\_\_.
3. You may want to \_\_\_\_\_ (specific recommendation).

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### Set Expectations

1. Communication, deposit / withdrawal
2. Say, "because"
3. Tie down with the two magic questions:  
"Does that make sense?"  
"Are you okay with that?"

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## Questions & Answers

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## Thank You for Attending



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President  
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