



Staffing's Secret Sauce: Building a Sales Strategy and Execution That Wins

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American Staffing Association



Use Your Tech Park Radio for This Workshop Tune to Channel: E5

- Listen while eating your lunch or exploring the expo hall.
- Tech Park radios available near entrance of Idea Lab.

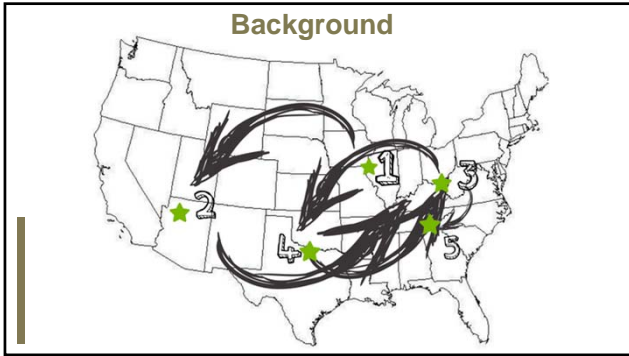


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Josh Mastel Founder, CEO
UpRoar Partners





18 Months

- \$40million Revenue
- \$100,000+ weekly GM

Why??? This Was Our Attitude

- Allegis Group: \$8.93 billion
- Randstad Holding: \$4.67 billion
- Adecco: \$4.6 billion
- Robert Half: \$3.55 billion
- Kelly Services: \$3.4 billion

Intimidating OR Opportunity?

Pains I hear	What You Can Have
<ul style="list-style-type: none"> • Stale accounts that don't produce high GM • Low sales activity • Held hostage to low producing employees • Fear of the MSP business taking over • Poor sub/start ratios 	<ul style="list-style-type: none"> • 35%-40% margins across the board • 15 meeting+ per week average per AM • Confidence to hire college grad talent • Zero care about what MSPs are doing • 50%+ closing ratios



What I Want You to Leave Here Today With

- ★ How to increase sales activity without having to hire experience sales people
- ★ How to double your Spread/GM without having to hire more Ams and Recruiters
- ★ How to get a 50%+ closing ratio on reqs without having to invest in more recruiters and tools



Increase sales activity without having to hire experience sales people



Double your Spread/GM without having to hire more Ams and Recruiters



Get a 50%+ closing ratio on reqs without having to invest in more recruiters and tools

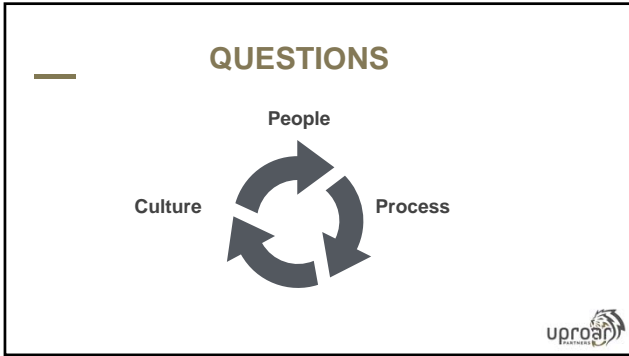


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