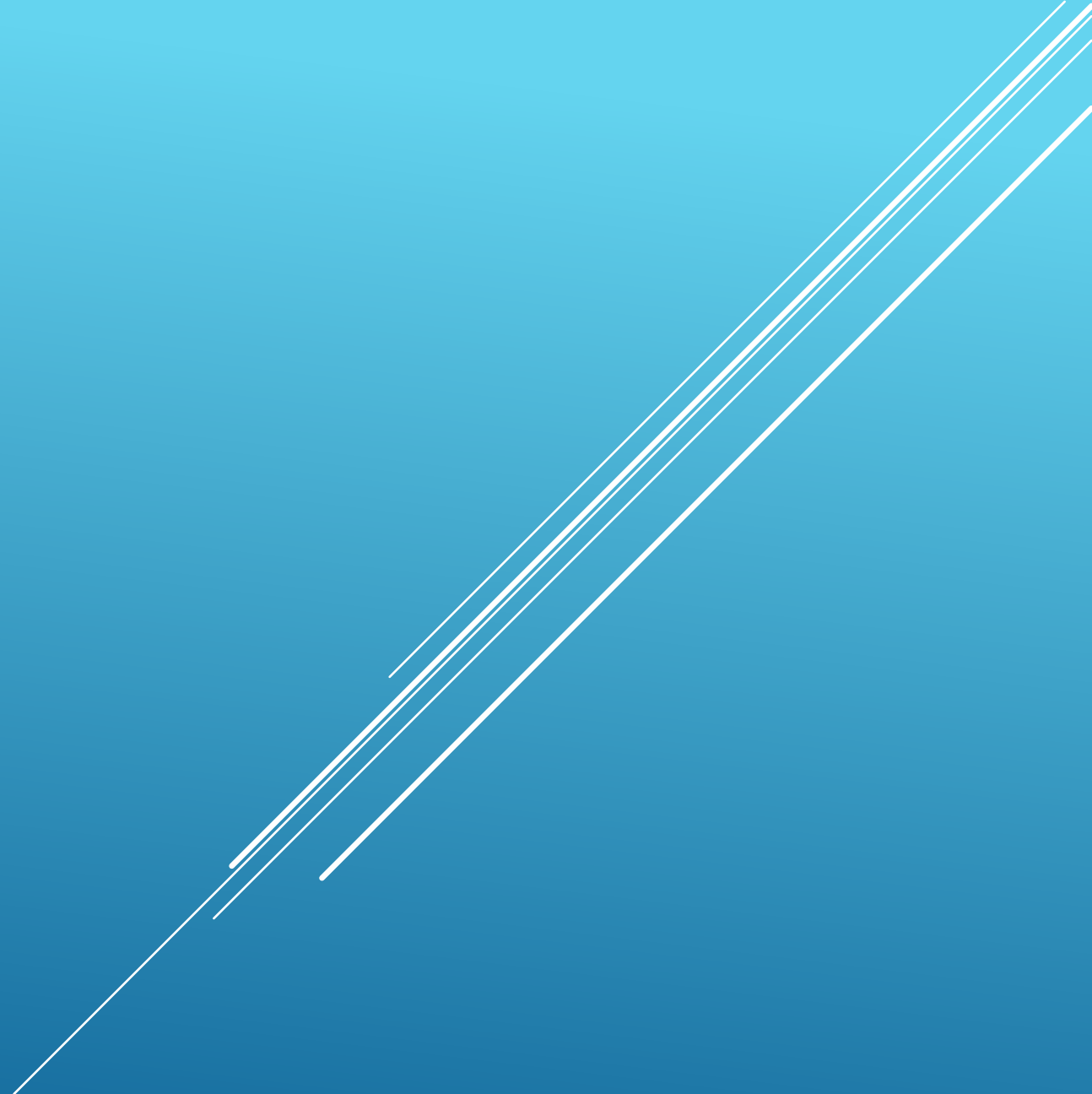


# EXECUVISION SALES GROWTH


Growth Strategist

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***"You will get what you want, when you help  
enough people get what they want." - Zig Ziglar***

The image features a solid blue background with a gradient from light blue at the top to a darker blue at the bottom. In the bottom right corner, there are several white, parallel diagonal lines that create a sense of motion or a modern design element.

TO GROW YOUR  
COMPANY, YOU MUST  
GROW YOUR PEOPLE!

...and give them what  
they want!

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Who are your future leaders?

\* WHAT'S CHANGED IN SALES  
SINCE COVID?

\* KEYS TO SALES GROWTH

\* FAVORITE SALES TIPS

Agenda

What **HAS NOT** changed...

- ▶ Surveyed staffing buyers believe we are all alike!
- ▶ We do not differentiate
- ▶ “We have the best people! We have the best service!”

ONE MAJOR PROBLEM  
PERCEPTION – ALL STAFFING FIRMS ARE  
ALIKE!

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SEVERAL THINGS CHANGED:

1. BUILDING RAPPORT OVER  
ZOOM OR TEAMS

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# SEVERAL THINGS:

1. BUILDING RAPPORT OVER ZOOM OR TEAMS
2. WE'VE GOTTEN SOFT



# SEVERAL THINGS:

1. BUILDING RAPPORT OVER ZOOM OR TEAMS
2. WE'VE GOTTEN SOFT
3. LESS ROLE PLAY

1. Major Account Market Share
  2. Sales Manager
  4. Discovery
- + Sales Tips

THREE TOPICS FOR SALES GROWTH



But first...an important fact:

\_\_\_% of sellers – True Hunters

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Major Account Market Share – 80%

MAIN TOPICS FOR SALES GROWTH

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Are you maximizing ALL the opportunities from your largest customers?

WE LEAVE MONEY ON THE TABLE

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Example – Major Automotive Co – from \$0.00 - \$24 MM in four years

- ▶ Built on REFERRALS!

The simple formula:

- ▶ Start with one manager, one department – Delight them...Do everything you can – Create Internal Champions – Then ask...
- ▶ My favorite question “Who else do you know that can benefit from a relationship like ours?”
- ▶ Repeat

**DO NOT LEAVE MONEY ON THE TABLE!**

Can you guess?

WHO HAS THE MOST INFLUENCE OVER  
SALES?

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# **THE SALES MANAGER!**

THE MOST INFLUENTIAL ROLE IN SALES?

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**THE SALES Manager!**

**There's just one problem...**

**THE MOST IMPORTANT ROLE IN SALES?**

**Problem, we do not train  
them...**

THE MOST IMPORTANT ROLE IN SALES?

**THE SALES Manager!**

**Needs the tools**

**How to: Accountability meetings**

**Manage the metrics**

**Teach, coach, mentor, trust and let  
go!**

**THE MOST IMPORTANT ROLE IN SALES?**

**And then we pile on  
We ask them to compete!**

THE MOST IMPORTANT ROLE IN SALES?

**10% can actually hunt!**

**Typically, top of the leaderboard**

**Prefer to work independently**

**Possess tenacity and understand strategy**

**DO NOT MAKE GOOD SALES MANAGERS!**

**TRUE SALES HUNTERS**

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- ▶ Most believe it's the closing!
- ▶ Nope
- ▶ Sales people talk too much!
- ▶ Sales are lost in the discovery phase!
- ▶ Need to ask KEY questions

# WHY WE LOSE SALES

1. What motivated you to meet with me today?
2. Exactly what are we trying to accomplish today?
3. Where are you today and where do you want to be?
4. What seems to be the problem and how long have you had this problem?
5. If this meeting accomplishes everything you could possibly hope for, what would that look like?

## 5 KEY QUESTIONS THAT MUST BE ASKED IN DISCOVERY

Become the trusted advisor and you  
earn the right to earn their business!

EDUCATE YOUR BUYER

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HR BREW

**Hr-brew.com**

# POWER MESSAGING



# THE POWER OF A POWER STATEMENT

Typical:

“We’ve been in business for over 5 years  
We have good service, good people.”

Buy from us!

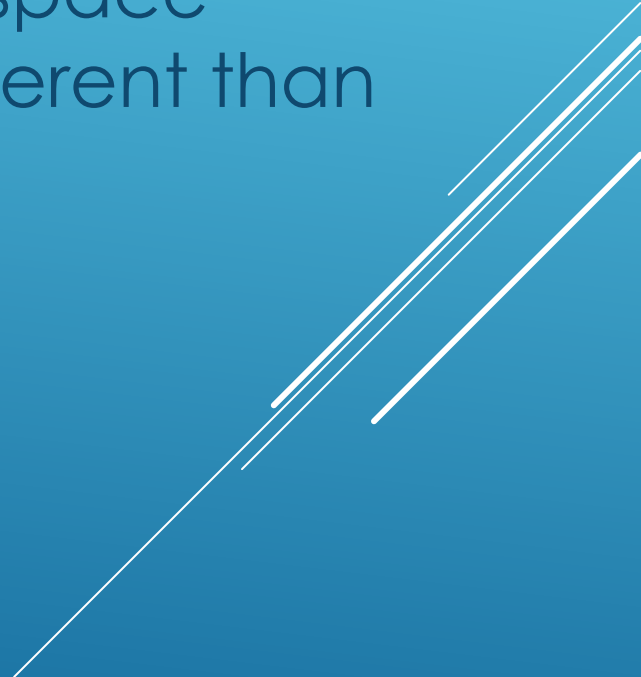
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- ▶ It's not about us!
  - ▶ Make it about the client – solve for their problems
- 

# THE POWER OF A POWER STATEMENT

Try this instead:

“Sterling Engineering continues to grow and dominate our space because we are very different than what you will find in the marketplace.”



“Sterling Engineering continues to grow and dominate our space because we are very different than what you will find in the marketplace. Sr. engineering leaders turn to us when they face critical deadlines and not enough resources. They trust us to bring solutions for the ‘talent side’ of their company’s challenges. Our clients tell us, they appreciate our ‘people first’ approach to problem solving.”

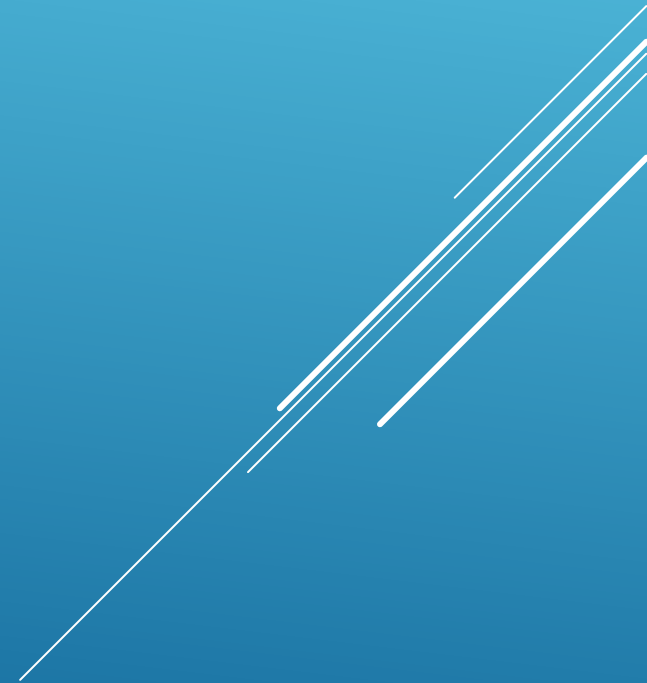
IT'S A TESTIMONIAL

“We’re looking for a highly motivated employee who will bring their all every day.

We have a high productivity and high-engagement culture that is not for anyone seeking a comfort zone.”

ON EVERY JOB DESCRIPTION


Ask for a 15 minute meeting!





Increase close ratio by 25%

After a meeting - send a summary email

- ▶ Thank you for your time
  - ▶ This is what we learned/discussed
  - ▶ Did I miss anything?
  - ▶ Is there anything else you would like to add?
- 
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# Thank you!

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