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
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!**
SEVERAL THINGS CHANGED:

1. BUILDING RAPPORT OVER ZOOM OR TEAMS
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2. WE’VE GOTTEN SOFT
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1. BUILDING RAPPORT OVER ZOOM OR TEAMS
2. WE’VE GOTTEN SOFT
3. LESS ROLE PLAY
THREE TOPICS FOR SALES GROWTH

1. Major Account Market Share
2. Sales Manager
4. Discovery
+ Sales Tips
But first...an important fact:

__% of sellers – True Hunters
Major Account Market Share – 80%

MAIN TOPICS FOR SALES GROWTH
Are you maximizing ALL the opportunities from your largest customers?

WE LEAVE MONEY ON THE TABLE
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!
WHO HAS THE MOST INFLUENCE OVER SALES?

Can you guess?
THE SALES MANAGER!

THE MOST INFLUENTIAL ROLE IN SALES?
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
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
HR BREW

Hr-brew.com
Typical:

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

Buy from us!
- It’s not about us!
- Make it about the client – solve for their problems
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.”
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?
Thank you!

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