



## From Pain to Gain: Proven Tactics to Re-Invigorate Your Sales Process

- Session Slides and Resources: [staffingworld.net/materials2019](http://staffingworld.net/materials2019)
- Use the App to Rate This Workshop

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**Shad Tidler**  
Consultant  
Lushin and Associates

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## This Workshop Uses Live Polling!

### To participate—

- Text SW19
- To: 22333



You may also respond at—  
▪ [PollEv.com/sw19](http://PollEv.com/sw19)




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Expectations for today



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If you don't get a yes from a prospect company to have you help them with recruiting, what do they tell you?



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Why do these objections and challenges occur?



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**Objection Causes**

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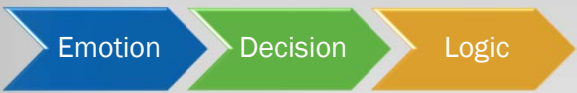
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Nature of decision making



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Cognitive dissonance



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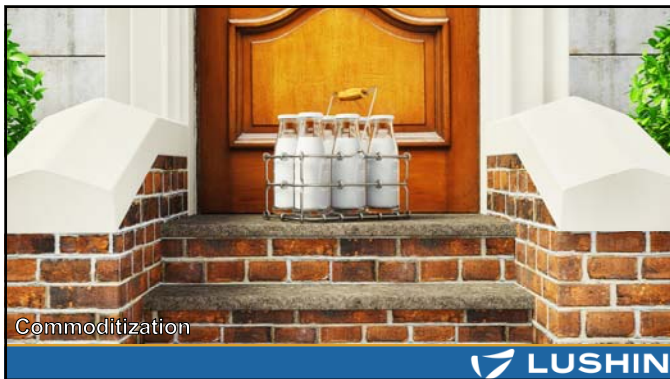
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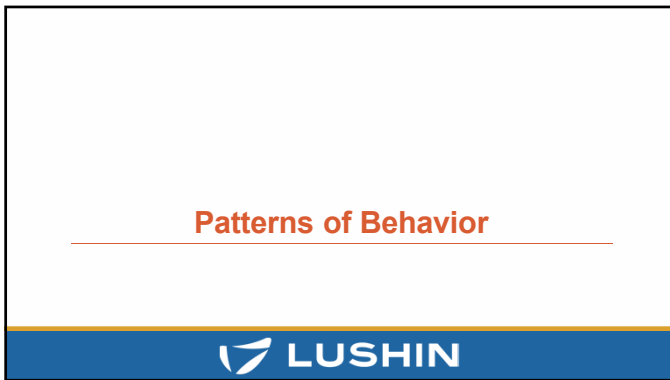
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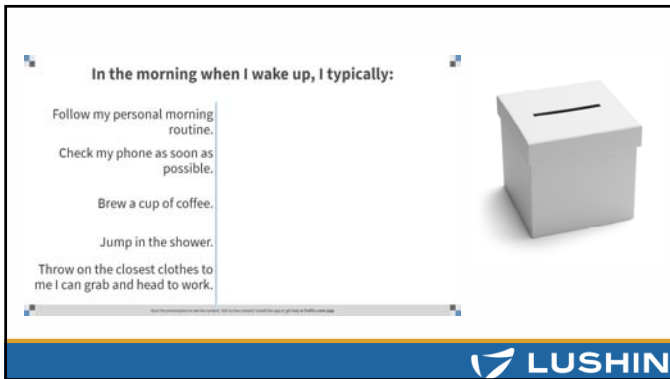
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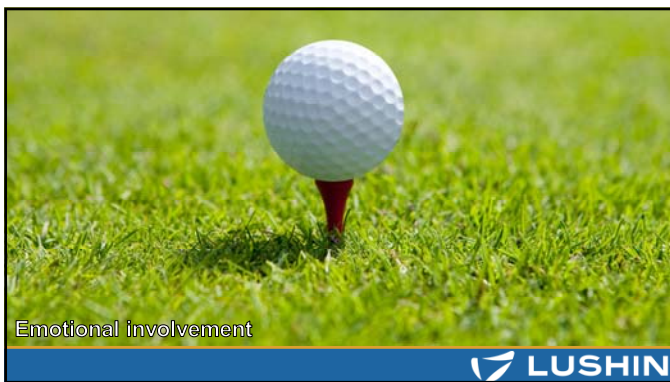
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**When I make a big purchase, my process is to:**

Decide what is important to me in the purchase, quickly find the product or service that matches that and is in my budget range, make the purchase without too much thought.

Do my research, price shop, do a pros and cons list, ask for opinions of others who have bought the product or service, really think it over before I make the purchase.



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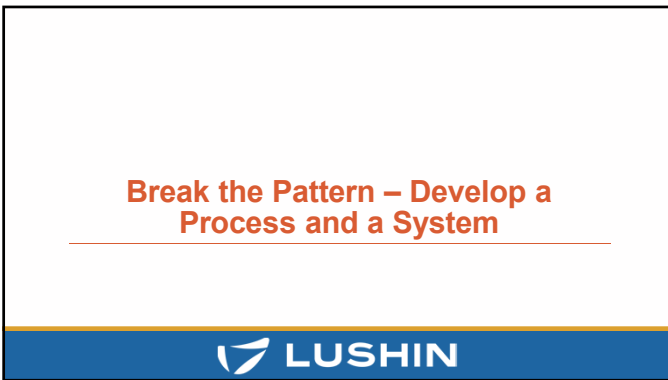
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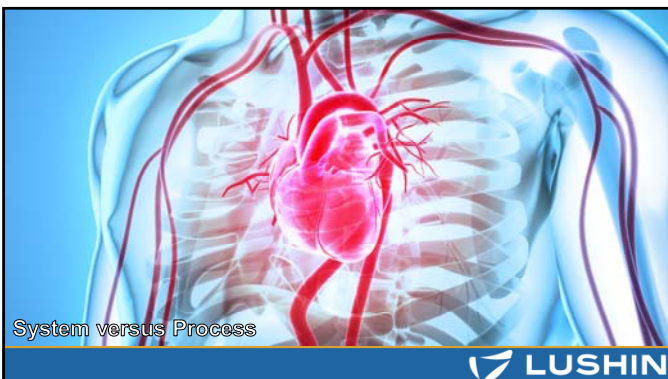
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## Lessons Learned



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## Use the App to Rate This Workshop!

1. Log in to your profile
2. Click "Agenda" on the app home screen
3. Find the workshop
4. Click the "Rating" icon at bottom of screen

Set up your profile and each rating is an additional entry in a drawing for a **FREE Staffing World 2020** registration.



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