



Navigating a Changing Market With a Scalable Sales Process

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MEET YOUR EXPERTS



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TAKE AWAY DOCUMENTS

ClearEdge marketing **What is an ICP?**

“An ideal customer profile (ICP) defines the perfect customer for what your organization solves for. This is a fictitious company that has all of the qualities that would make them best fit for the solutions you provide.”
-HubSpot

Your ICP must be:

- Profitable
- Scalable
- A long-term fit for business growth

Description		Business Objectives/Desires	
Short description of who they are		? Goal	
		? Goal	

Demographics		Pain Points/Challenges	
Industry	Vertical	? Challenge	
Size	# of Employees	? Challenge	
Revenue	\$\$? Challenge	
Geography	Location		
Decision maker	Role	? Trait	
Trigger Event	Acquisition, Funding, etc.	? Trait	

Why you need one:

- To ensure we know who to: Most likely to buy our products and services
- Most likely to recommend you to others
- To align marketing, sales, service, and executive teams to the highest-value accounts
- To refine and simplify solutions and services to meet the needs of customers that are profitable, scalable, and long-term fits
- To help reduce “lead fill” which allows you to increase success and boost morale (people like to be good at their jobs and have happy customers)

clearmarketing.com

SALES INTROVERTS

Get instant Access to
PERFECT PERSONA BUILDER (Chat ICP)

Use 3 “Magic Prompts” in ChatGPT to build multiple customer personas for your solution and write the perfect email to them in 3 mins or less.

- Eliminate all “guess work” to understand your customers and instantly know them better than they know themselves
- Generate a complete ICP matrix understanding what your buyer cares about, struggles with, spends their time – and how your solution helps them
- Instantly craft high-converting opening emails for each persona following Kyle’s proven frameworks

GET STARTED RIGHT NOW FOR FREE
Simply enter your First Name and Email below and we’ll share it with you immediately

First Name Email Address

GET ACCESS NOW

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