

# 7 MUST-KNOW SALES TACTICS TO GET NEW STAFFING CLIENTS

Attracting new clients is extremely important in a cyclical industry like staffing. Business ebbs and flows depending on the season, and your competition is hot on your heels ready and waiting to pick up any slack. To help you generate new business, here are seven tips for finding and getting new clients.

1

## IDENTIFY YOUR WISH LIST

Do a little research and identify 25-50 companies within your wheelhouse to target. Look up relevant information on each company, checking websites and current press releases and news to identify pain points and problems that you could help solve. Set up a Google alert for each company and monitor them on an ongoing basis.

2

## PLAN YOUR FOLLOW UP STRATEGY

In sales, persistence is key. Plan your follow-up as a series of touchpoints including calls, emails, mailings and visits. Start with a select few target companies and contact them 6-8 times in the first eight weeks to gain name recognition. Make a plan for after that too, as not many sales reps follow up with prospects after the initial three months.

3

## ASK YOUR FRIENDS

A warm introduction is always better than going in cold. Think about who in your “sphere of influence” might be able to get you an “in” with somebody in your target company. Could be someone you know through a previous work relationship, a LinkedIn connection, or an old college classmate who happens to know X at so and so company. Give them a call or go for coffee and ask for leads.

4

## SCOPE OUT NEW CANDIDATES

When a new candidate comes in, ask if they have worked with a recruiter before and if so, did a recruiter place them at their previous position. Not only does this set the expectation on how you can help the candidate, it tells you what businesses are working with staffing companies.

5

## GET CLIENT REFERRALS

The majority of your business likely comes from referrals, and for good reason. If that's not the case, it might be time to take a step back and review your referral program. It might be worth holding a contest, or some sort of extra initiative to reward referrals. At the least, your program should have a theme, a person in charge and results that are monitored and adjusted.

7

## RESEARCH YOUR COMPETITORS

Scour your top competitors' websites for client testimonials or partnership logos. Not every company has an exclusive contract with one staffing firm only, so you have a chance to compete for their business as you already know they use staffing services.

6

## COMB JOB BOARDS

Job boards don't just help candidates – they can help you find new business if you know how to look. Often, recruiting companies post position descriptions from their clients that aren't altered much. Copy and paste the description and Google it, because sometimes it leads right back to the end client and you just got a new lead.



**advance**  
PARTNERS®

Funding Growth for Staffing Firms | A Paychex® Company