**SALES TIPS FROM KEY CLIENTS**

  

**We asked our clients what Sales approach works (or doesn’t work) when they are contacted by a sales person.**

* *Do your research; do your homework before contacting a potential client***.** Know what your potential client’s needs are before you contact them. Clients will respond to a sales call when they have a need. If you know their need and have some solutions, they will take your call or visit.
* *Look at your potential client’s incumbent.* If you can pinpoint what the incumbent is doing wrong, and propose an alternate solution or approach, this will go a long way in getting a client’s attention.
* *Giveaways, “tchotchkes” and “swag” (stuff we all get).* If you are going to leave a giveaway or trinket, make sure you leave a personal message, or a giveaway that has a personal connection to the client. If the giveaway has no use or purpose, the client will throw it out, and consider it a waste of your money.

**We asked our clients what impacted their decision to choose CoWorx as their Staffing Agency of choice.**

* *Clients want* ***partners****, not vendors.* CoWorx offered collaboration and partnership. Offering creative ways to collaborate with the client’s business will impact their decision.
* *Clients are concerned about the transition*. CoWorx had a transition plan completely mapped out, which reduced the client’s concern.
* *Surge is important.* CoWorx was able to demonstrate capability and resources needed to effectively deal with client’s surge needs
* *Hard work and commitment*. CoWorx was able to convey (and prove) ability in these areas.
* *Retention.* Clients are looking for 96%-97% retention rate.
* *Pre-Hire Assessments*. Offering customized pre-hire assessments was very important in making the decision to use CoWorx as their Staffing Agency. It’s a great option to provide to potential clients.
* *Integrity.* Clients want to work with a Staffing Agency that will improve the image of the client. CoWorx was able to demonstrate the CoWorx culture of transparency and integrity.
* *Business Reviews.* Regular Business Reviews that CoWorx provides are critical. The reviews prompt dialogue that lead to overall improvement in meeting the client’s staffing needs.

**How important is pricing when deciding on a Staffing Agency?**

* *Pricing is important.* BUT, it’s not the most important thing. Clients are aware that “you get what you pay for.”
* *Problem Solving.* Being able to solve your potential client’s staffing issues can be more important than pricing. Once again, do your research.
* *Understand how your client makes (and loses) money*. Take time to understand your potential client’s cost model, and link your pricing to their model.
* *Educate your client on CoWorx’ pricing model.* If your client understands all the services included in the overall mark-up, that will help substantiate the pricing.
* *Provide Value*. Potential clients are not going to pay for what they don’t need, so make sure the pricing (and understanding of that pricing) is targeted to the client’s specific needs.

**What can CoWorx do to keep their client’s business?**

* *Look Forward*. Know what is coming down the road. Be proactive. “Stay close to the bus”. Know your client’s challenges for 2016, such as a new product roll-out, or the current labor market in their area.
* *Be an extension of the client.* Continue to be “in step” with your client. Keep interested in each other’s business.
* *Don’t let your guard down.* The relationship between a Staffing Agency and their client is like a “marriage; it starts out good, then can become “ho-hum”
* *Reporting*. Continue to provide accurate reporting during Business Reviews, such as metrics, fill rates, etc. Provide Market Analysis for your client’s different locations.
* *Honesty and integrity*. In all your business dealings with your client. It takes a lot of work to maintain a good working relationship with your client.
* *Solve Issues*. Continue to help solve your client’s staffing issues by providing effective solutions.
* *COMMUNICATE*. Move the relationship with your client forward through good communication. Communication through e-mail daily is a good approach.
* *Fast Response*. Be responsive to client’s requests quickly, especially when there is an issue to resolve.
* *Be a sales pitch for your clients*. Clients will use CoWorx’ services in their sales pitch to obtain new business; for example, a client may promote the automated processes that CoWorx implements to land a new client.

**How do our clients prefer to be contacted?**

*• Contact methods.*E-Mail, in person or LinkedIn works.

* ***By referral.*** Clients will respond to a sales call if the sales person has been referred by one of their customers or contacts. “Referred to you by \_\_\_” is a good approach. ***Note: If the relationship is good, clients do not mind being asked by their CoWorx representative for referrals to potential new clients***. In fact, one client was surprised that they had not been asked for customer referrals.
* *Leaving messages.* If you are going to leave a message for your potential or existing client, be concise and to the point. If using e-mail, make sure your subject line grabs their attention.
* *Stick to the agreement.* If you have made an agreement with your client regarding future contact, stick to it. If they say “call me next month” and you call the following week, your persistence may alienate your client.