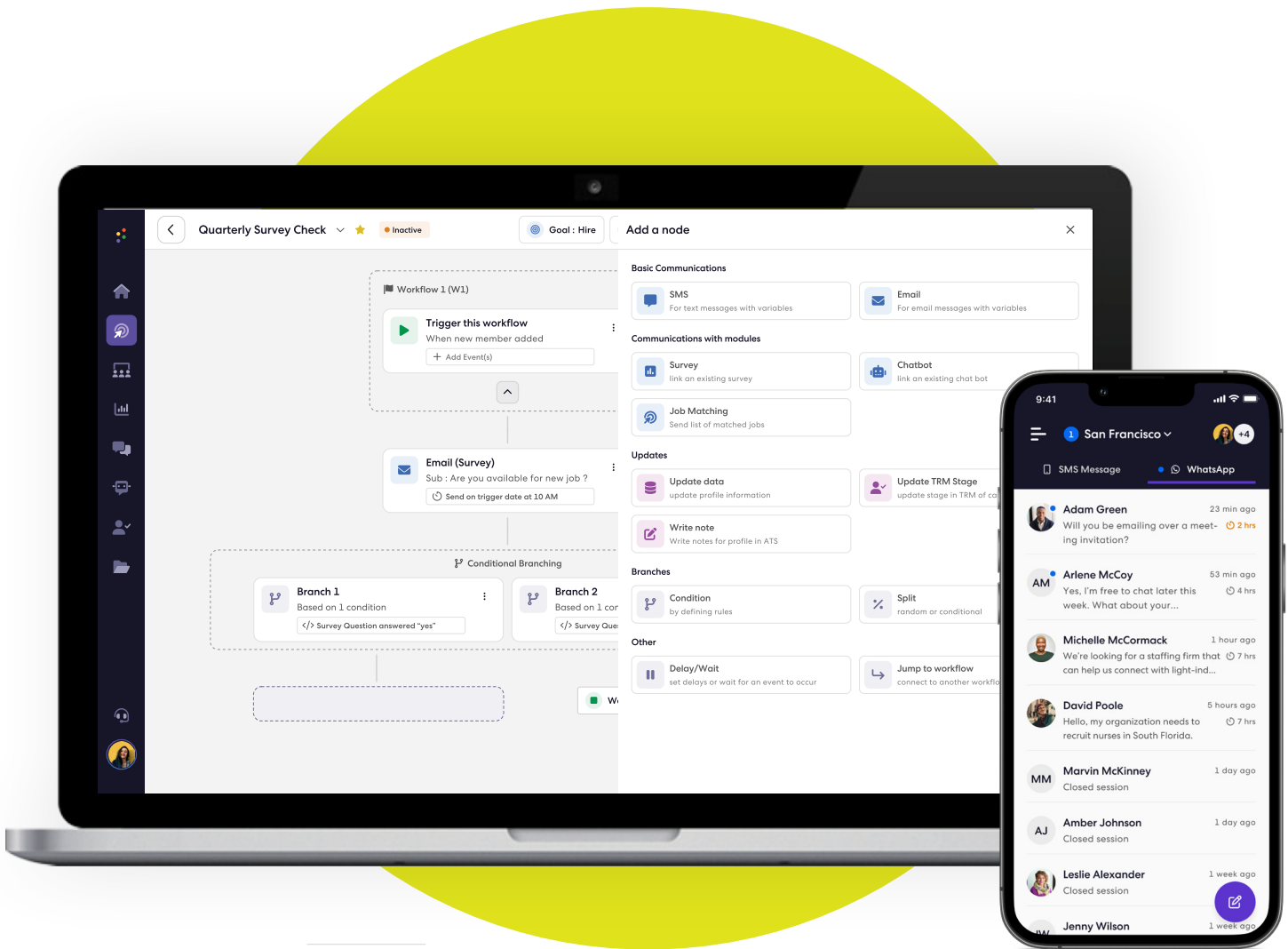




Sense for Sales & Marketing: Grow Your Staffing Business with AI and Automation





Sales and marketing automation purpose-built for staffing firms enables you to deliver the right message to the right prospect at the right time – helping you capture their attention and maintain it throughout their sales journey.

In this guide, we'll explore how you can leverage Sense to successfully grow your client roster and surpass your sales goals.

You'll learn how to:

- Expand your sales pipeline by taking advantage of new lead-generation channels
- Effectively engage prospects and shorten sales cycles with personalized messaging
- Close deals at a higher rate using multiple AI and automation features
- Create a winning sales and marketing strategy consisting of proven tactics



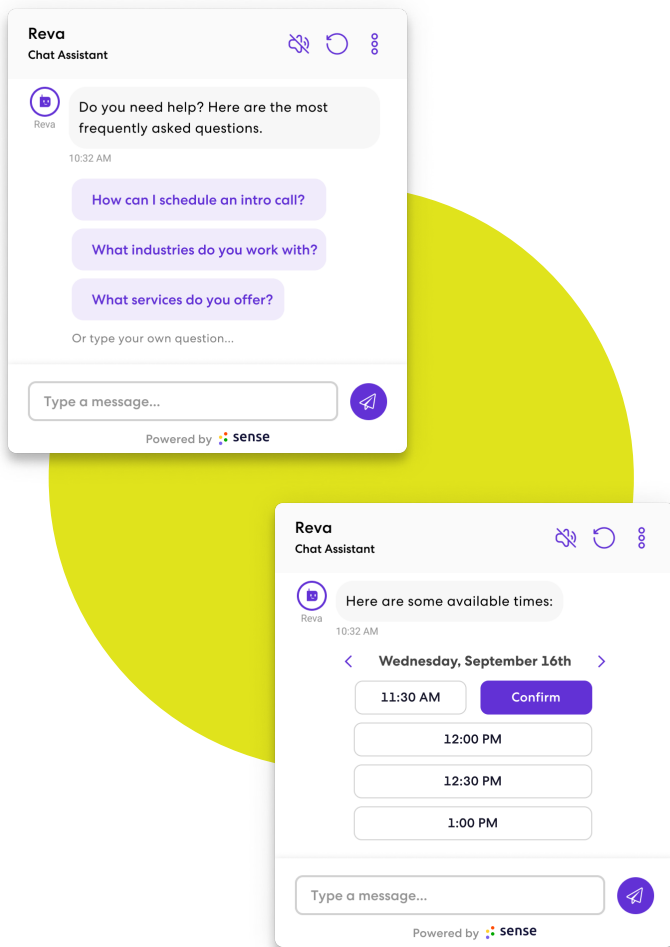
CHAPTER 1

Use Sense to attract new staffing clients

The key to winning new business is to demonstrate to each individual prospect that your firm can solve their unique recruiting challenges. However, providing personalized sales pitches at scale requires using the right technology.

In this section, we'll highlight how you can use the different features in Sense to attract and engage potential clients.





Engage every lead who visits your website

Your website is the foundation of all your sales and marketing efforts. Your team has worked hard to create a modern site that summarizes your services and the value you bring to clients. But when a prospect leaves your website before taking action, it's a massive lost opportunity.

In addition to engaging candidates with the Sense AI Chatbot, you can instantly engage every prospect who visits your website and collect information about their business and recruiting goals. You can:

- Provide answers to commonly asked sales questions (simply upload answers to Sense and the chatbot will relay that information to curious sales prospects).
- Ask the prospect about their industry, company size, and staffing needs, and send a conversation summary to your sales team who can follow up for further engagement.
- Identify high-priority prospects and instantly route them from the AI Chatbot to a live sales rep who can kickstart the sales process.

Instantly schedule sales calls

The simple task of getting a prospect to join you for a sales call is too often challenging and time-consuming. Playing phone tag or trying to coordinate availability through email extends the sales process and can lead to attrition as the prospect loses interest or starts talking to one of your competitors.

Sense removes the back-and-forth and automatically schedules sales calls the moment a prospect is ready. You can:

- Integrate Sense with your sales reps' calendars and share available dates and times that the prospect can select from.
- Automatically send reminders to the prospect via text message or email, reducing sales call no-shows.
- Instantly respond to rescheduling requests and share new dates and times that align with the prospect's availability.

Nurture leads as they progress through the sales process

On average, it takes eight distinct touchpoints to convert a sales prospect into a client. It's important to make the most of these interactions by sharing valuable content with prospects that educates them on the benefits of working with you.

Using Sense, you can create multi-step journeys that automatically progress prospects through the sales funnel until they're ready to have a formal discussion with your team. You can:

- Share educational content like ebooks, customer case studies, webinars, and more that help prospects organically learn about the value you bring to clients.
- Create specific sales journeys based on industry, company size, or other criteria so you engage prospects with messaging and content relevant to their recruiting challenges.
- Seamlessly add prospects to the right sales journeys and easily upload leads generated offline (e.g., at a conference or staffing event).
- Use powerful analytics to measure and optimize the performance of your sales journeys across multiple channels (e.g., email, SMS, and WhatsApp).

Re-engage dormant prospects in your database

Even if you now have a strong sales and marketing process in place, you likely still have a database full of older prospects who weren't ready to become a client when you initially engaged them. Reconnecting with dormant prospects can be a whole new source of business and significantly increase your firm's revenue.

Take advantage of Sense to re-engage these prospects by sending them relevant, automated messages. You can:

- Enter dormant prospects into sales journeys that keep your firm and services top of mind with occasional check-in communications.
- Transition prospects into specific sales journeys as they interact with your messaging and express interest in learning more.
- Deploy data hygiene campaigns asking dormant prospects to confirm company information and contact details so your database is always accurate and up to date.

Engage prospects through text messaging

Anyone who works in sales will tell you that simply reaching a prospect is one of the most challenging parts of the job. As phone and email have become less reliable, innovative staffing firms have turned to text messaging to better connect with potential clients.

Sense offers a full suite of texting messaging features that enable staffing firms to reach more prospects, increase response rates, and accelerate the sales process. You can:

- Pitch your services and share special offers with groups of prospects using mass texting campaigns.
- Manage 1:1 text message communications from an intuitive, centralized platform that includes inboxes accessible to the entire sales team and the ability to sort by conversation type.
- Upload templates with placeholders to ensure every text message is on-brand, well-written, and personalized for the recipient.
- Use the Sense Chrome extension to seamlessly pull phone numbers from LinkedIn profiles and other sources to include in texting campaigns.

Improve your NPS and grow your brand

Your brand helps you generate interest from companies in need of staffing services. But the reality is prospects place far more trust in what your clients and candidates have to say about you than they do in your marketing messaging. By consistently delivering exceptional service, you can cultivate a reputable brand that thrives through the word-of-mouth support of the people you serve.

Sense NPS surveys empower you to learn exactly where your firm excels and falls short and take meaningful action based on the feedback you receive. You can:

- Automatically route negative feedback to key stakeholders in your firm who can resolve the situation and improve processes moving forward.
- Send automated messages to your happy promoters requesting ClearlyRated, Google Business, and Glassdoor reviews or testimonials to include in marketing content.
- Identify upsell opportunities with current clients based on survey feedback from on-assignment contractors.

Use recruiting data to craft better RFPs

After successfully engaging a prospect at each stage of the sales process, crafting a compelling RFP is a vital final step to winning their business. However, your RFP needs to stand out among all the others and convince the prospect that your firm is the best option to meet their recruiting needs.

With Sense, you're able to customize your RFPs to include specific recruiting metrics that align with the priorities of the prospect. You can:

- Highlight candidate engagement metrics like average first-day no-show rate, assignment completion rate, time-to-fill, and more to quantifiably support your pitch to the prospect.
- Include metrics from clients in the same industry or with similar recruiting goals to demonstrate your expertise in the areas that are most important to the prospect.
- Include NPS data to prove that your firm provides outstanding client service and candidate experiences.



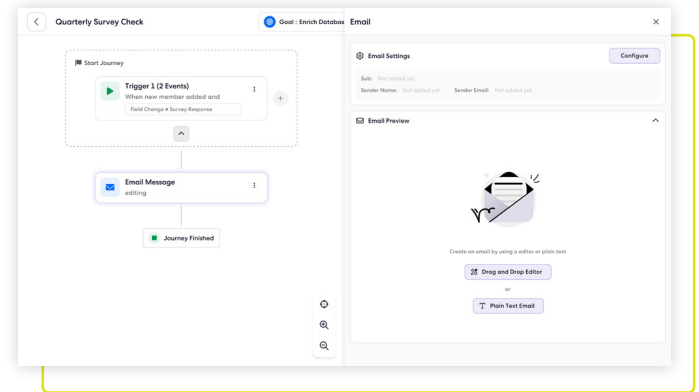
CHAPTER 2

Winning strategies for driving sales and marketing success

Taking advantage of AI and automation enables your staffing firm to provide every prospect with the personalized experience they want and deserve. But in order for you to get the most out of this innovative technology, there are some basic sales and marketing best practices to keep in mind.

Let's explore the strategies and tactics that will help your staffing firm successfully land more clients.





Build a strong brand identity

Start by developing a brand identity that differentiates your staffing firm from the competition. Get your team together to brainstorm where your firm excels and distill those points into a concise value proposition and consistent messaging that can be used across all your marketing channels.

Develop a robust online presence

Once your brand is defined, create a comprehensive strategy for getting your marketing messaging in front of potential clients across the web. This can include creating a user-friendly website, utilizing social media channels, optimizing content for search engines, and generating positive reviews.

Develop your marketing personas

Create profiles that summarize the goals and challenges of the typical decision-makers you interact with during the sales process, and the value your firm brings to each one. Conduct interviews with your current customers, sales team, organizational leadership, and industry experts to flesh out detailed persona profiles that empower your sales team to have the right conversations with prospects.

Conduct competitive analysis

Research your main competitors' services, pricing, target markets, and marketing tactics. Summarize your findings into concise "battle cards" that highlight each one's strengths and weaknesses in comparison to your firm. Share these battle cards with your sales team so they know how to effectively respond when a prospect says they're also evaluating a competitor.

Focus on the client experience

Prioritize providing every client with an outstanding experience so you build long-term relationships, create upsell opportunities, generate referral business, and amass positive reviews. Collect and analyze feedback with NPS surveys so you learn how to improve your processes and consistently delight the people you serve.

Manage your online reputation

Monitor and respond to online reviews, social media interactions, and any other conversations about your firm that are occurring online. Proactively address any negative comments so you protect your firm's reputation and show that you're listening to feedback.

Create valuable content

Bring value to your prospects by creating and sharing thought-leadership content that showcases your firm's expertise in recruiting. Create blog posts, ebooks, case studies, videos, podcasts, and more that help your prospects learn tactics for hiring success and positions your firm as a trusted source of information in the staffing industry.

Feature your clients in your marketing

Use your happy clients to your advantage by featuring them in your marketing campaigns. Highlight testimonials and the quantifiable results your clients experience to validate your messaging and build trust and credibility with your target audience.



Optimize your marketing strategy with data

Use data to track and analyze the performance of your marketing efforts so you devote your time, resources, and budget to the channels and campaigns that have the greatest impact on revenue. This can include reviewing analytics to understand which channels generate the most prospects, conducting A/B tests to refine your messaging, and scoring leads based on their likelihood of becoming a client.

Train your team on sales techniques and closing strategies

Teach your team proven sales techniques for engaging prospects and closing deals. Schedule time to train them on topics like overcoming objections, building rapport, and active listening, and provide practical examples of each one so they know how to apply these tactics in conversations with prospects.

Attend conferences and networking events

Send representatives from your firm to in-person events to connect with potential clients and establish a strong brand presence. Conference and networking events give you the opportunity to meet prospects in person and have organic conversations about the value you can bring to their business.



Ready to grow your staffing firm with the power of Sense?

Sense empowers leading staffing firms to meet and exceed their recruiting and business goals. Using cutting-edge AI and automation features, you can rise above the competition to connect with prospects, accelerate the sales cycle, and increase revenue. Discover why leading staffing brands trust Sense to power their businesses.

Request a demo at: www.sensehq.com