



Level Up Your Marketing With Asynchronous Selling

By David Searns

We've had an amazing run.

For more than a decade, the staffing industry has been booming.

Job orders have been plentiful. If you could recruit talent, you were making placements.

But the times have changed. Selling staffing got harder... a lot harder!

Selling staffing is never easy. But now, it takes more effort. A lot more.

And to make matters worse, recruiting is still a challenge. As my friend Mike Jacoutot at Butler Street says, "You're going to have to work twice as hard for half the results."

That's what a downturn in the staffing industry feels like. It's hard. It's stressful. And if you look at the past two recessions, 30% of staffing companies do not survive.

But this isn't a gloom-and-doom article.

Quite the contrary. It's about what you can do to succeed, regardless of what happens in the economy. A great place to start? Your sales tools.

LEVEL UP YOUR SALES TOOLS WITH ASYNCHRONOUS SELLING

The toughest part about sales is that there are only 24 hours in a day.

To maximize sales results, you need to make the most of every minute. You also need to sell to people the way they want to be sold.



Once upon a time, people loved three-martini lunches and long conversations with sales professionals. But the days of Mad Men are long gone.

Unfortunately, so are the days of prospects having "15 minutes for a quick call." Staffing decision-makers are busy. They're feeling overwhelmed. And they don't have time to give (if they are even in the office!).

So, how can you sell to someone who has no time to meet or works remotely?

Try asynchronous selling! Asynchronous selling uses one-way communication tools to facilitate conversations. These tools can include email, social messaging, texting, physical mail, and drop-offs. However, the most powerful asynchronous selling tool is video—recording messages for prospects to watch at their convenience.

Here are a few ways you can use video in your sales process:

- Video email to introduce yourself to a prospect.
- Video presentation to walk a prospect through a proposal.
- Video follow-up after a sales call to say thank you and offer ideas for the next meeting.

When using video for asynchronous selling, you can enhance your presentation by providing prospects with content and tools that help accelerate the sales process. These could include eBooks, whitepapers, case studies, calculators, and more.

The idea of asynchronous selling is that it allows prospects to consume the content they want in less time and at their convenience. And here is the best part – it's also easier and more productive for your salespeople.

Recording a video requires a lot less time than coordinating an in-person meeting. And research indicates that asynchronous selling can increase bookings by 46%!

So, how can you use landing pages to sell staffing?

Start by asking yourself a few questions:

1. What do your prospects need to know in order to make a purchase decision?
2. Where do your salespeople struggle in the sales process?
3. What solutions do you offer that can be hard to explain?

In staffing, landing pages can be used to explain fundamentals – like how temporary help, temp-to-hire, and direct hire services work. They can be used to introduce more advanced concepts like on-site staffing, RPO, and MSP services. And they can explain how staffing can be used to solve specific business problems like turnover, overstaffing, the cost of unfilled jobs, and more.



Need help LEVELING UP your marketing?

Here are four free ways we can help:

1. Download our eBook, [Differentiation is Bullsh!t](#), a step-by-step guide to creating a more compelling mission, vision, and core values.
2. Download the [LEVEL UP eBook](#) for more strategies to stand out, stay top-of-mind and sell more.
3. Sign up for the [Big Ideas Newsletter](#) for our latest marketing insights, delivered to your inbox monthly.
4. Let us create a [free list of marketing ideas](#) just for your staffing or recruiting firm.



1.888.696.2900

www.haleymarketing.com