

Best Practices in Appointment Setting for Recruiting and Staffing Professionals w/ Jon Bartos



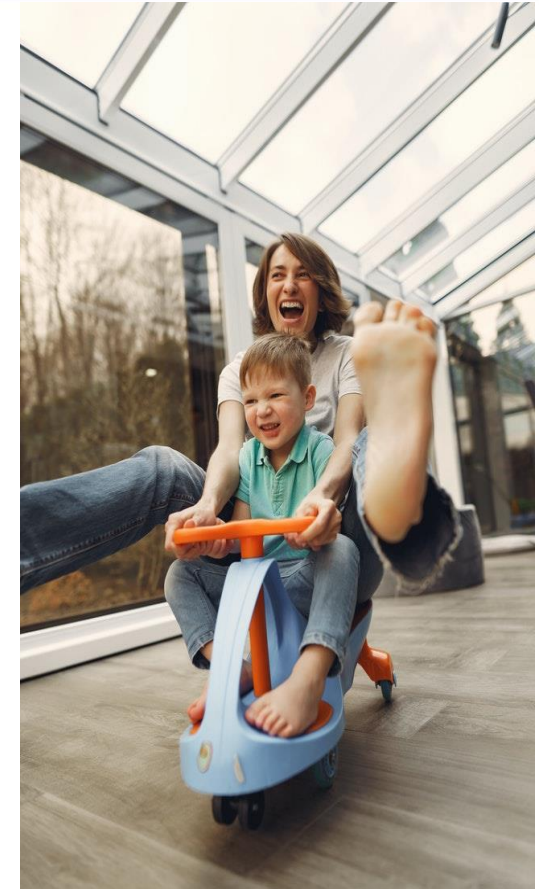
MAKING IT RAIN:
HOW TO REACH 2X - 10X MORE REVENUE
WITHOUT WORKING HARDER!



Agenda



- What Happened? - The Environment for Appointment Setting in Recruiting Today
- Getting Conversations (Tech and Intro's and Cadences)
- Messaging that Works
- The Future and Video Messaging



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What happened with the Effectiveness of Phone Appointment Setting/Getting?

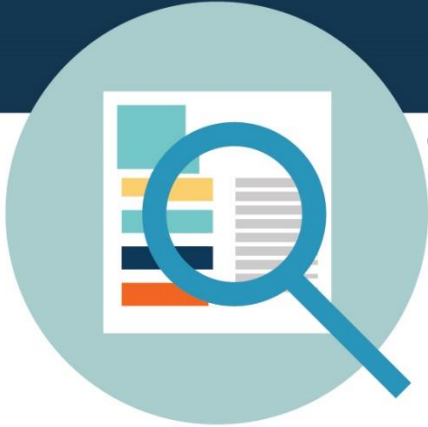


- Why has Phone has become less Effective for initial Appointment Getting over the last 10 years?



The Evolution of Communication Across Generations

by NDMU



Gen Z (Born after 1977)

- 65 % prefer online apps at Home
- Face to face at work (LeadSquared)

Millennials (Born 1981 – 1996)

- 55% Prefer Online, Digital Messaging
- Answering phone was time consuming (Korn Ferry)

Gen X (1965-1988)

- First Generation of Digital Communications
- Email is preferred Communications
- Short, Brief Messages (NTT DATA)

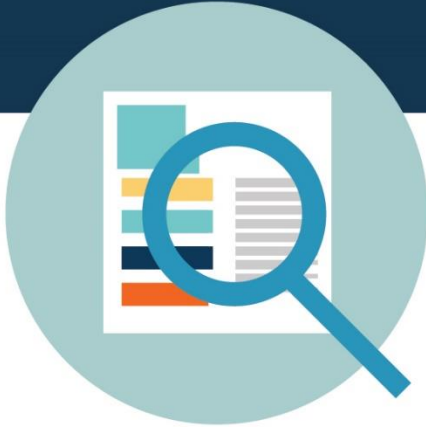
Boomers (1946-1964)

- Face to face, then Phone then Email (Glip)



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The “NEW” Parts of Recruiting and Staffing



- Research
- **Appointment Setting**
- Marketing/Business Development
- Recruiting



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First things first: Intro's and Cadences

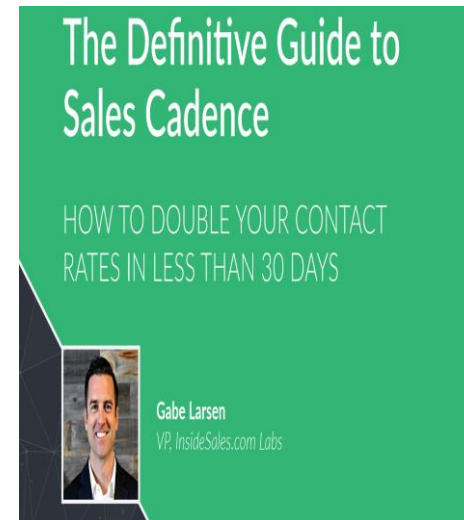


- **Gabe Larsen – The ultimate guide to Sales Cadence**
- **What is an Intro ?**

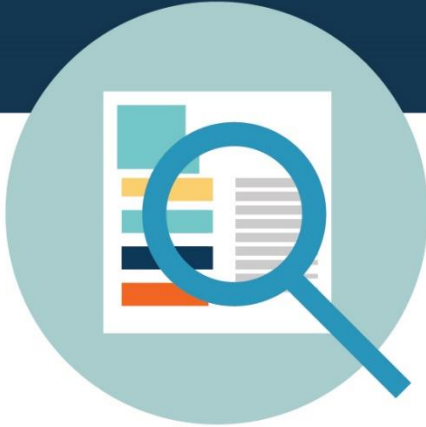
The Communication used to elicit a conversation. Typically used in multiple communication mediums.

- **What is a Cadence ?**

The sequence of communications to engage a prospect over a period of time. To include Email, Text, Linked IN, Facebook, Calls and VM



The Rules of “Value” in Messaging



1. *Must Add Value or there is no reason for a Relationship or Conversation*
2. *Must Give Value beforehand*
3. *Rule of Thumb is 2/1 or 3/1*

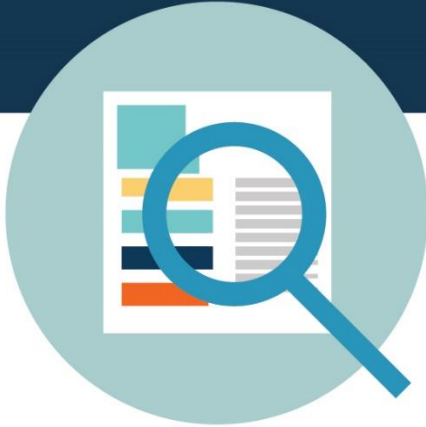
Concept of a Bank Account.....

Be cognizant of PITA Factor.....



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First things first: Simple Intro's adding value



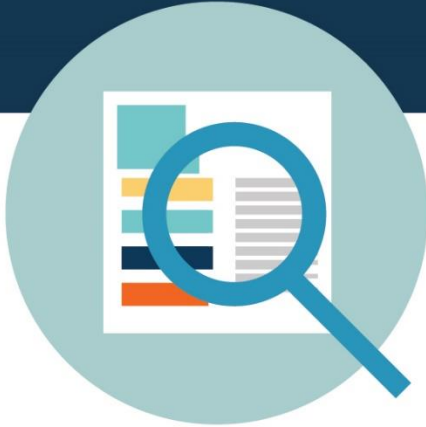
Research List of up to 100 per week target contacts, and connect on LinkedIn with a message like:

*%%first_name%% , Very impressed with your background. Since we are both in **/your Industry/**, please use my connections to keep your trajectory going!*



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First things first: Example of Tech Cadences



Medium

Day 1-7

- Linked In Invite 1
- Linked In Message 2,4,7
- Email Message 2,4,7
- Cell Phone/Voice Mail 2,3,5
- Office Phone/Voice Mail 1,4,7
- Video Message 3,5,7

You must use the right technology for the message and have them working together Pointing to each other.



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Advanced Messaging: 3 Sentence Approach – One Position



Sentence 1. Credibility

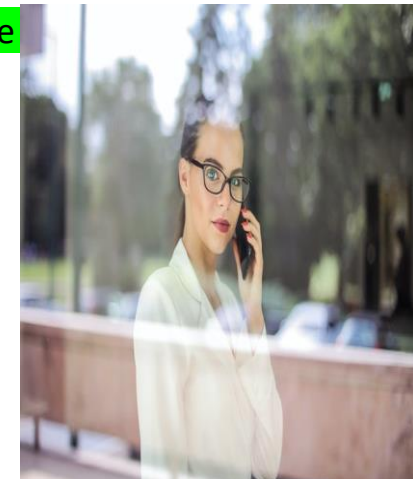
As you may know, for over 20 years we at GPS has helped the top Warehouse Automation firms bring on board their top Rainmakers.

Sentence 2. Value Proposition (no Brainer reason why)

I just got off the phone with one of our top clients, who is growing at over 50% and is currently the leader in AMRs - Mobile Robots in the Warehouse Space and they have a mission critical role that looks like it may fit the next step of your career.

Sentence 3. Call to Action

How is my timing? Or Let me know when your free for Five minutes? Or When is a good time in the next 24 hours can we get on a confidential call ?



Advanced Messaging: 3 Sentence Approach – Multiple Positions



Sentence 1. Credibility

As you may know, for over 20 years we at GPS has helped the top Warehouse Automation firms bring on board their top Rainmakers.

Sentence 2. Value Proposition (no Brainer reason why)

We have 7 clients looking to bring on top performers – we have never seen anything like this. These are the leaders in the industry focused on AGVs and AMRs – with bleeding edge technology. I thought of you..

Sentence 3. Call to Action

How is my timing? Or Let me know when your free for Five minutes? Or When is a good time in the next 24 hours can we get on a confidential call ?



Video Messaging – The Future or Fad?

- Introductions
- Follow Up Messages
- Appointments
- Exceptional for Branding

Reasons to Go Video Messaging

- Easy to Create
- Brand Building
- Content Rich
- Engages Viewers

Experiences using Dubb for the last quarter..



Video Created with Dubb on Jul 21, 2022

Best Practices - “Thought Leaders” in Appointment Setting



Bec Holland – Flip the Script

www.flipthescript.co

Justin Oglesby – Youtube

Gabe Larson – Insidesales.com

The definitive guide to Sales Cadence



Contact Me for More Information



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