



# TIPS FOR BOOSTING YOUR STAFFING SALES CONFIDENCE

People who aren't in sales underestimate the difficulty of this profession. There is no other field where rejection is an overwhelming part of your daily life. To make a living, staffing sales teams have to overcome many obstacles. A major factor of sales success – and one of the toughest to acquire – is confidence.

**Here are a few ideas to boost your confidence level and keep your career on track.**



## DEVELOP A SCRIPT

If you take the time to plan out what you're going to say and how you're going to say it, it can go a long way towards dealing with unpredictability. Write out what you want to say, in your own voice before a meeting or call. Write down what you want to get from the call and three possible objections. Once this becomes like second nature, you can throw away the script, but starting with a plan you can rely on can bolster your confidence until it becomes real.



## PREPARE TO TAKE A LOT OF HITS

The only way to learn that failure won't kill you is to fail. A lot. For a while it may seem the rejections are just stacking up with no sales in sight, but eventually you'll reach a point where one person says yes and then another, and another. A career in sales is never rejection-free, but with experience, you'll understand the no's aren't personal and there are plenty of yes's to be had.



## DO YOUR HOMEWORK

Nothing will give you more confidence than the assurance you know what you are talking about. Read up on your company's products and policies and your prospects. As a staffing professional, it's essential to know the pain points employers face. Become an expert on the industries you serve and the local market so you can approach potential clients as an expert or consultant.



## DON'T FAKE IT

There is nothing harder than trying to be something that you are not. If you have entered the staffing and recruitment field, you must really believe what you are doing. Are you confident that your firm can help businesses and job seekers reach their goals? Are you in the right field? The right firm? If you are just going through the motions, find a career or industry that suits you better.



## MEASURE EVERY STEP OF YOUR PROCESS

By measuring your daily, monthly and quarterly activities, you can more confidence in seeing your sales progress. You can also start to identify trends and analyze when might be a better time to sell. If you can back up your sales process by numbers, you can have confidence that you are doing the right activities to close more sales.



## SELL TO PEOPLE WHO WANT TO BUY

This might seem obvious – of course you want to sell to people who want to buy, but there is more meaning to this. In staffing sales, you can spend an excessive amount of time calling, emailing and tracking down people who just simply do not want to talk to you. Instead, focus on the leads coming in from your inbound marketing strategy. People who have engaged with your company's content already have a much more compelling reason to listen to you. You can also start sending out more useful content to prospects, versus just asking to talk to them. Give them value, and they'll find time to talk to you.



## HAVE FUN

In what other job do you get to build relationships and help people succeed all while earning a decent income? Sales can be a fun profession. Why not let that come across in your interactions with your prospects. People will be eager to talk to you if they know they'll get to share a laugh or two. Lighten up a little. You'll enjoy your workday and have even more success.

### MORE STAFFING SALES TOOLS:

- **[5 Must-Have Tools to Boost Your Staffing Firm's Lead Gen Efforts](#)**: With a good balance of inbound and outbound sales and marketing strategies, you can significantly increase your lead gen efforts and close more sales. Download this tip sheet to learn about new, low-cost ways to attract high-quality business leads.
- **[5 Tips for Adding the Human Touch to the Candidate Experience](#)**: With the modern age of staffing and recruiting, cutting-edge technology is a must to keep up. The challenge though, is blending an ideal candidate experience through technology that also has a touch of human connection. Download this tip sheet to learn how to add more human connection to your candidate experience.

### HOW AVIONTÉ CAN HELP YOUR STAFFING SALES TEAM SUCCEED:

- **Convenient, On-the-Go Access.** With Avionté's Staffing Software for sales, you can easily keep in touch with your prospects – whether in the office or out on the road, being able to access everything you need from one central location. No matter what device you're using, you'll have the information you need at your fingertips and can access, add or edit company or contact information, and quickly pull up location information with one-click map functionality.
- **Optimize Your Database, Improve Your Efficiency.** A contact is just a contact until you engage them. With Avionté, you can easily monitor your sales pipeline, keep in touch with your prospects – whether in the office or out on the road, and track progress with messages by tracking conversations.
- **Increased Leads, Increased Conversions.** Avionté Staffing Software for sales gives you all the tools you need to input, track and convert leads to customers. By being able to manage and track your pipeline, it will be easier to keep up with your prospects and have increased opportunity to convert leads.

Being able to access your prospect information from your mobile device means you can easily follow up via email, a phone call or logging a message and remind yourself to call them the next day. By having these conversations and being able to quickly pull up talent information, you can be as efficient as possible when working through your opportunities and keep your sales pipeline up-to-date even while out on client visits.

[Request a demo](#) to learn more about how Avionté Staffing Software empowers staffing sales teams to do more.