



Demand Generation Cheat Sheet:

How Smart Staffing Firms Are Reengineering Sales in 2025

The Market Has Shifted – Have You?

Buyers are more distracted, cautious, and skeptical than ever. Traditional sales tactics—cold calling, hoping for job orders—just don't cut it anymore.

The firms winning right now? They engineer demand through value-first marketing, consistent nurturing, and sales enablement.

*"Buyers don't want pitches.
They want partners.
They don't want pressure.
They want perspective."*

Tom Erb, President
Tallann Resources

The New Sales Funnel (AIDA, Upgraded for Staffing)

AWARENESS

They realize they have a problem.

Use blogs, webinars, checklists, pain-point focused content.

INTEREST

They're curious about solving it.

Share solutions, hiring guides, role-specific advice, salary data.

DESIRE (EVALUATION)

They start comparing vendors.

Now you talk about your company: your process, ROI, success stories.

ACTION (DECISION)

They're almost ready to decide and buy.

Arm your sales team with killer case studies, video intros, onboarding FAQs.

BONUS: RETENTION: Don't stop at "sold."

Use QBRs, satisfaction surveys, and growth marketing to keep expanding.

Sales + Marketing = One Revenue Team

Marketing isn't "just for branding" anymore. Marketing should be:

- Creating tools for sales
- Warming up prospects
- Keeping your firm top-of-mind
- Helping sales *close faster*

"Your sales team should never walk into a cold room again."

David Searns, Co-CEO, Haley Marketing

Tech + Automation = Your Secret Weapon

You can't nurture leads with mere willpower.

Automate:

- Follow-ups
- Lead scoring
- Drip emails
- Sales reminders
- Website tracking

Tools to explore:

- Bullhorn Automation
- Sense
- HubSpot
- ZoomInfo
- Calendly

"Automation makes sure no prospect slips through the cracks."

Mark Winter, CEO, WinSource Group

Nurture Is the Name of the Game

It can take 15–20+ touches before a prospect is ready to talk.

- Bad nurturing: "Just checking in!"
- Good nurturing: "Here's a case study I thought you'd find useful..."

Nurture = Teaching + staying relevant + not being annoying.

"Stay top of mind, even when your prospect isn't ready to buy – yet."

Dan Mori, Founder, Staffing Mastery

Your 90-Day Game Plan

1. Clarify your ideal client profile. (Start niche.)
2. Audit your funnel. What do you have at each stage?
3. Build one lead magnet. Solve a real hiring problem.
4. Launch one ABM or IDM campaign. Track performance.
5. Automate basic follow-ups. (Even if it's just email.)
6. Align sales + marketing. Weekly syncs + shared content.
7. Track what works – and double down.

Final Word: Start Now. Start Small. Just Start.

This isn't about replacing your sales team. It's about amplifying them. The faster you start using modern marketing to support sales, the faster you'll see growth.



Need help building your funnel, creating content, or launching campaigns? Let's Talk!

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