

The “It Factor”

Unlocking the Secrets of the Best in Staffing



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Pavilion
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What the Best Staffing Firms Do Differently

Lessons from 12 years observing national giants, local startups, and the in-between.



Have a Vision.

A lesson from 1937.



Have a Vision.

Weak desires bring weak results.

A small amount of fire brings a small amount of heat.

They Know Who they Are.

You can't stand out if you act like a commodity.



Find a Coach.

Who is yours?



Embrace Change.

What got you here, won't get you there.



Embrace AI and Automation.

"How can AI help me with [Insert Task Here]?"

Consultant NOT Order Taker.

Leverage your expertise and anticipate the next challenge.



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Multi Focused.

Candidates AND Clients...it is not an "Or" statement.



Obsess Over Experience.

Candidate and Client.

Marketing With Purpose.

Goals. Strategies. Tactics.

A group of four people are seated around a wooden table in a modern office setting. A man in a white shirt and glasses is gesturing with his right hand while speaking. To his left, a man with glasses and a beard is looking at him. In the foreground, a woman with short brown hair is looking towards the man in white. On the table are a laptop, a blue mug, a water bottle, and some papers. Large green plants are in the background.

Integrate Marketing and Sales.

You're not reaching prospects enough.



30 Ideas to Increase Your Staffing Sales

[haleymarketing.com/
30salesideas](https://haleymarketing.com/30salesideas)

Put the Social in Social Media.

Be human and put the “social” back in social media.

What the Best Staffing Firms Do Differently

Have a Vision.

Know Who They Are.

Find a Coach.

Embrace Change.

Embrace AI and Automation.

Consultant NOT Order Taker.

Multi Focused.

Obsess Over Experience

Marketing With Purpose.

Integrate Marketing and Sales.

Put the Social in Social Media.

TAKE THE *Stage*

Q1
25

JANUARY - MARCH
GUESTS

💡
**SECRETS
OF STAFFING
SUCCESS**
haley



TAKE THE
Stage

APRIL-JUNE
GUESTS



SECRETS OF STAFFING SUCCESS

INSIGHTS

165 EPISODES



INSIGHTS
INSIGHTS

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