



Third Quarter 2023 News from TRICOM

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Building Trust Through Transparency, Empathy, and Consistency

By Julie Ann Bittner
President / CEO, TRICOM

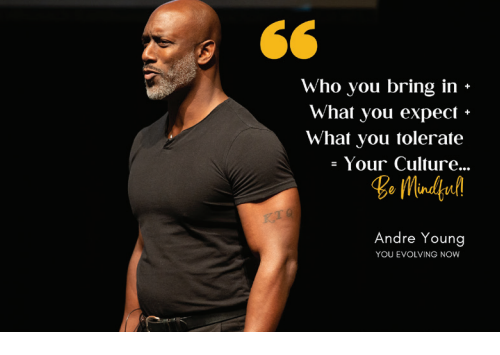
The first week in August, I had the privilege to attend the Global Leadership Summit (GLS) for the fourth consecutive year. The GLS is a two-day summit packed with amazing well-known authors, business owners, CEOs of highly recognized companies, professors, and this year the 66th Secretary of State, Secretary Condoleezza Rice. TRICOM was excited to register six staff members to attend the Global Leadership Summit, because as the GLS says, "Everyone Wins When the Leader Gets Better!"

Today more than ever, leadership matters! Every one of us leads. We lead at work, in our homes, in our communities, and in schools. We can either build others up or break them down. Lead from where you are, show up, and keep leading. ... Even if you are experiencing difficult times, keep leading.

A common theme of this year's summit focused on Trust. Opening speaker Craig Groeschel explained how the future of leadership is Trust. Craig is globally recognized as a leader of leaders. According to his website, [www.craiggroeschel.com](#), Craig speaks frequently at leadership events and conferences worldwide. In addition to writing and speaking extensively on leadership principles and strategies, he serves as champion for the Global Leadership Summit, and hosts the top-ranking Craig Groeschel Leadership Podcast. Glassdoor has also named him in the top 10 CEOs in the U.S. (small and midsize companies) and named Life.Church the #1 Place to Work under his leadership. Traveling the world on behalf of the Global Leadership Summit, he advocates for building leaders in every sector of society. I found his take on Trust fascinating and wanted to share some of Craig's key takeaways.

[CLICK HERE](#) TO DISCOVER THE THREE VALUES THAT ARE CRITICAL FOR BUILDING TRUST WITHIN YOUR COMPANY.

Upcoming Webinar: Evolve Your Connection in 3!



Date: Thursday, October 26
Time: 3 pm EDT / 2 pm CDT
Duration: 1 hour
Cost: Complimentary

[Click to Register! »](#)

Evolve your company, your employees, and your work culture. Join TRICOM and Andre Young for our third quarter *Industry Insider* webinar for a high-energy, interactive, culture-changing training. This presentation focuses on management and employees enhancing leadership skills, personal leadership, work culture, and work/life harmony for themselves, their team, and the organization.

Evolve your connection in 3:

- The 5 Points of Your Day – Leaders use their Time Differently
- Construction Talk – How to Gossip, Vent, and Share an Idea Like a Leader
- A Leader's Burn-Out – Learn how to Prevent or Lead Through Burn-Out

By the end of this session, you'll be energized and equipped with practical tools to evolve both personally and professionally.

View a special message from Andre Young by clicking on the "Click to Register" button above!

Did You Know? TRICOM's Client Conference Returns in 2024!

TRICOM is thrilled to announce the return of our Client Conference in 2024! Mark your calendars for September 18—20 to join us at the historic Pfister Hotel in Downtown Milwaukee. Not only is it a gorgeous time of year to visit our beautiful city, but we'll also be kicking off TRICOM's 35th anniversary celebration — and there's no one else we'd rather celebrate with than with our clients and industry partners! There will be insightful industry experts sharing their knowledge on relevant, timely topics, as well as fun, engaging events, and maybe even a few surprises along the way! We can't wait for you to join us — watch for more information as we continue to make our plans!

Upcoming Webinar:

Evolve Your Connection in 3!

Date: Thursday, October 26th,
3 pm EDT / 2 pm CDT

Duration: 1 hour
Cost: COMPLIMENTARY

[Click to Register! »](#)

Events:

Sept. 14—15 — 2023 Midwest Staffing Owners & Executives Retreat. The Park Hotel, -Madison, WI. [issaworks.com](#)

Sept. 27—29 — 2023 TempNet Fall Conference. Worthington Renaissance, Fort Worth, TX. [tempnetstaffingassociation.org](#)

Oct. 3—5 — ASA Staffing World 2023 Convention. Charlotte Convention Center, Charlotte, NC. [americanstaffing.net](#)

Nov. 1—3 — SIA Healthcare Staffing Summit. Red Rock Resort, Las Vegas, NV. [staffingindustry.com](#)

Nov. 9—10 — California Staffing Professionals Owners Only Retreat. Hyatt Regency Sonoma Wine Country, Santa Rosa, CA. [cspnet.org](#)

New On TRICOM.com!

TRICOM is excited to announce the launch of our updated website at [www.tricom.com](#)! While the look may be different, you'll still find all the useful resources, news, and staffing industry-specific information you've come to rely on — but in a streamlined, easy-to-read format.

You can also find last quarter's webinar, *You Have 60 Seconds! Opening the First Conversation*, now available online. Your prospects and clients are very busy people. Their jobs require them to make many decisions daily, and frequently with a sense of urgency. From the moment you connect by email, voice mail, or in a live conversation, the clock is running and your prospect is judging... judging whether you act in a professional and competent manner; judging whether or not you open the conversation with confidence and knowledge of this person's role and of the work being done; and judging as to whether they want to invest time with you in a conversation or move on to the tasks and people they deem as more worthy of their time.

Through using the I-Model for Opening the Conversation approach, you will be able to turn cold calls in to warmer consultative conversations that accelerate relationship development. Additionally, you will stand out from the masses and the sea of sameness in voice mails and emails by better communicating a clear purpose for the conversation. Rob Mosley with Next Level Exchange offers a dynamic and interactive sales consulting session to equip you with tools on how to stand out from the masses in the first 60 seconds of an opening conversation and accelerating relationship development. [Click to view the presentation.](#)

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