

Second Quarter 2023 News from TRICOM

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Level Up Your Marketing in a Down Economy

By David Searns
Co-CEO, Haley Marketing

Selling staffing is never easy. But during a downturn, it takes even more effort.

A lot more.

And to make matters worse, recruiting is still a challenge. In many cases, it seems like you have to work twice as hard for half the results.

Need a better plan? Start with a better set of strategies – ones that will help your staffing firm succeed, regardless of what happens in the economy.

CLICK HERE TO READ MORE ABOUT HALEY MARKETING'S LATEST EBOOK [LEVEL UP](#), WHICH SHARES THE BEST WAYS TO MARKET YOUR STAFFING COMPANY IN A DOWN MARKET, AND IS PACKED WITH PROVEN METHODS TO HELP YOU MINIMIZE SALES LOSS, ACCELERATE RECOVERY, AND DRIVE GROWTH.

Upcoming Webinar: You Have 60 Seconds! Opening the First Conversation



Date: Thursday, July 13, 2023
Time: 3 pm EDT / 2 pm CDT
Duration: 1 hour
Cost: Complimentary

[Click to Register! »](#)

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.

The purpose of the I-Model for Opening the Conversation is to initiate communication and ultimately a more diagnostic phone conversation or face-to-face meeting with influencers / decision makers. Through using this 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.

Join TRICOM and Rob Mosley with Next Level Exchange for our June *Industry Insider* webinar for a dynamic and interactive sales consulting session including the following:

- Explore Four Factors in preparing for a conversation: Cause & Effect – Insight – Influence – and Perception
- Establish the Right Objectives and Strategy for your phone call – email – live conversation
- Follow the 5 Steps in Opening the Conversation: Introduce – Insight – Inquire – Inspire – Invest
- Differentiate yourself in your Approach so that you do not have to differentiate by your Price!

By the end of this session, you'll be equipped with tools on how to stand out from the masses in the first 60 seconds of an opening conversation and accelerate relationship development.

Did You Know? Haley Marketing Offers Exclusive Marketing Packages for TRICOM Clients

Haley Marketing, a TRICOM Preferred Provider, has crafted three marketing packages exclusively for TRICOM clients to support your sales efforts. These packages include:

1. Client Reactivation Campaign

This custom-designed 8-week direct marketing campaign is aimed at winning back former clients and will help your sales team re-open doors. It includes PPC advertising, a monthly email promoting three to five of your most placeable candidates, and custom landing page, and more!

2. Digital Lead Generation Campaign

This sales solution package includes Google PPC advertising to target employers searching for HR, employment and staffing-related terms, a custom landing page to track calls and form submissions from your digital lead generation campaign, lead tracking software or Top Candidates Skill Marketing.

3. HR Insights or Labor & Industrial Insights

This package includes an Insights branded digital magazine with six issues per year, custom branded for your company, including exclusive rights to the magazine in your local market. You'll also receive a library of content for your website that you can leverage on sales calls and in social media, as well as a monthly insights email newsletter that builds your brand as a talent management thought leader. This package also includes a Top Candidates Skill Marketing monthly email to promote three to five of your most placeable candidates, including reporting showing everyone who clicked on a candidate.

For more information, please contact Haley Marketing at 888-696-2900 or info@haleymarketing.com and be sure to reference the TRICOM specials!



Get the latest industry news, resources and updates right to your newsfeed by liking TRICOM on [Facebook](#) and following us on [Twitter](#)!

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Events:

July 4 — TRICOM office closed.

July 26 - 28 — Ohio Staffing and Search Association 2023 Conference. The Lodge and Geneva-on-the-Lake, Geneva-on-the-Lake, OH. ohiostaffing.org

August 10 - 11 — Colorado Staffing Association Annual Conference. Halcyon, Cherry Creek, Denver, CO. coloradostaffing.org

New On TRICOM.com!

Our latest podcast is now available!

Are you The Motivator or The Visionary? The Connector or the Example?

Are your employees Inspired & Motivated, a Steady Stream or The Grouch?

In this *Insights with Insiders* Podcast, TRICOM President / CEO Julie Ann Bittner is joined by Andre Young, professional speaker, author, leadership trainer and founder of **You Evolving Now, LLC**. Julie Ann and Andre discuss the leadership concepts shared in his books *7 Ways to Lead* and *The Leaders Toolbox*. Andre identifies the Five Types of Leaders and Employees, as well as how to motivate each. Andre also talks about the essential aspects of leadership, as well as the Five Points of Your Day and how they contribute to your success. Learn the difference between Work/Life Harmony and Work/Life Balance, and how to motivate your team to Understand, Believe, and Embrace. Andre's enthusiastic and motivating views on leadership can help you identify the skills it takes to effectively lead, connect, build, and succeed as a team.

[Click here to view!](#)

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