



## LIVE: Back From Furlough Challenge - Day 3

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Hi, people it's Jeremy the time now is just coming up to three o'clock one minute to three or so. Let's give people a few more moments to be able to get through the logins and everything else that goes with it. In terms of today's session here, let me start my video so that you can see me too, in terms of today's session, we are looking at we're looking at sales and business development.

I trust that you've had the opportunity to navigate the content which is associated with today already. If you haven't, there are four key things that I've shared, some of which I will be referencing through this. So if you haven't consumed it already, I'd recommend that you go and do so at some point during the course of today, if possible.

I've shared, um, a short video that revolves around building personas. The power of personas cannot be underestimated in this marketplace, particularly if you're still working with the same personas of people that perhaps you had in your head from pre furlough pre locked down, right? I also shared some stuff that revolves around leads and some stuff that revolves around the top five sales calls that I feel people should be focusing on doing in this marketplace.

And also some information that revolved around setting some target clients and that kind of thing, the, the materials. And I know you'd expect me to say this, but I'm gonna say it anyway. The materials that go with today's session, I think are awesome. Uh, the playbook guide that I put together for each sales call, I think are great in terms of creating a plan, the, call planning sheet that you can have on your desk to help you plan each phone call as you're dialing, I think is a really powerful way to be able to create more engagement. So if you haven't downloaded the materials, even if you don't have time, even if you don't have time to watch four, 10 minute videos, grab the materials, because the materials themselves are pretty self explanatory. And I consider them to be really valuable, which is why I shared them.

So in terms of what we're looking at in this session, we're going to have a look at sales and business development. Originally, I called it sales and business development hacks. As I was putting it together, I'm going to have to slow down as I was putting it together. I started to realize that more and more, what I was building was a micro strategy to help people to get back in the sales saddle, to be able to help, to create the right plan and use the tools and the tactics that I've put in the, uh, the site on talent builder and helped to be able to bring those to life

The format for today's session there is a chat function that exists within zoom. Please use the chat function to ask me any questions about any of the things that I'm sharing on screen and talking about, uh, the session is also being recorded. So you have colleagues who've missed it, or you want to be able to return to it, to reabsorb it.

Uh, we will be sharing a recording and a transcript of the audio so that you have a PDF

version of, of what I go through. And yeah, let's, let's get stuck into this because we've got four things to look at. We're going to look at the challenges that people have been over the course of the last 12 to 15 weeks and how they've overcome those,

because you may encounter some similar challenges too. We'll have a quick look at the opportunities that exist in today's marketplace. We'll then look at some sales tips and I will share a sales strategy and example sales strategy that I think is very portable. So you could nick it in entirety, right, and use it for August. And then I'll share some thoughts on putting together an action plan.

So let's start to have a look at the challenges, first of all. So in terms of the challenges that recruiters have faced over the course of the last few months, potentially whilst you've been on furlough, uh, some of the things that I've regularly heard people talking about in terms of challenges, and then the solutions that have worked to be able to help deal with them.

The, the biggest challenges, number one by far has revolved all about getting hold of managers. And I think that still today, managers can be a little bit more elusive than perhaps they have been in the past. There's certainly greater flexibility for the vast majority of employees in any business in the UK. So when there is that blended opportunity to do work from home and work from a business it can be more difficult to track people down.

And finally, there may still be individuals who are on furlough, who may have been responsible for the, just the, say the simple task of mining, a reception and answering the phone. So if there's no one there to answer the phone, how do we get hold of people? So the way that people have adapted and the things that have worked well,

to be able to get hold of managers during the course of lockdown. And I think still valuable for the next three months are CV searching to be able to find right, two thoughts on their CV searches to be able to find the CVs of said, managers, one thought is I want to get hold of that manager, whose name is Bob? I will now go and see if I have a record of a CV or legacy CV on my database for afore mentioned manager called Bob. Second thought is if I want to have more business conversations with people who are our managers in a specific arena,

maybe I do a CV search to find people who are in candidate mode, who could also give me some insight as to what's going on in their business and potentially be in a position where they could be recruiting or recruiting in the future that I would code on my database as being a PTR. So a candidate who has the potential to recruit so that when I do want to have more manager level conversations and also be able to update with the candidate audience, I'll put phone calls into all of my PTRs.

Other things that have worked, the templates that I've shared, that are associated with the, the training, the less than 150 word sales email. I had multiple responses from people who use the exact templates straight out of the box and said that they sent it to MDs business owners, directors of companies, and senior managers,

and had responses within less than 60 minutes. I'm giving them vacancies, which then led to interviews and placements of people who they've been, I would describe professionally stalking or being overly persistent with without being tenacious enough to change the channel. So they're less than 150 word email is, is an absolute winner as is the less than 20 word email that is also in the templates.

And both of those emails are designed to create an inquiry or response, not actually complete any form of sell and because the calls to action in them are strong, the response rates are good. And then the other email that is the double tap email, to be able to give people a bit more of a nudge has also had some very positive feedback, which I know have also templated for you.

Some people I've seen I've used video really well, and they've created micro videos on their mobile phone. And they've sent those to managers who they want to get hold of. And they've done a micro presentation of a candidate they're working with, or, or just a message of this is what I wanted to talk to you about. It'd be great to have a catch up.

Some people have used references to be able to get access to managers by taking references for candidates that they're working with and just referrals through a network. I think something that will be retained beyond the lockdown is we have craved more socially driven interactions from a business perspective. And I think that there is still an appetite for people who know people to introduce good people that they know to other people just let that simmer for a moment.

So actually asking for referrals and making it a more consistent part of the conversations that you have with people, I think is a great idea. And if there are lessons to learn from what happened in March and the lockdown for over for over five years, if not 10 years, it has been standard operating procedure for me as a trainer that when talking about qualifying a new job and dealing with a client that you get somebody's mobile number, because you never know when you're going to need it. And I've always said, you never know when you're going to need it as if like maybe they were away from the business or maybe they they're there they're in a meeting and we want to be able to send them a message. I never thought we would end up in lockdown. And now so many people said,

I wish I had more mobile numbers for managers. Start to make it part of your standard operating procedure now, because I don't know where you are in the UK or in the world, but it may be that you are the next Leicester and you need those mobile numbers sooner than you realize. So there's a cheery thought for you.

Uh, second, uh, the challenge of finding jobs to work, those who managed to secure jobs and good quality work during a period of, of lockdown were the ones who engaged fully with their candidate audience, and as they got more and more candidate engagement, the conversations with their candidates started to yield more information about what their employers plans were with regards to dealing with the lockdown in the Covid crisis.

So if you are looking for more jobs, sometimes the answer is talk to more candidates before you start to talk to more clients, because just the organic conversations that you have with them about the work that they're involved in will indicate where there is new bits of work and projects that are getting stuck and companies that are doing well, which all leads to recruitment.

Staying close to clients and staying close to clients in terms of just general conversations of how are things how's business, how are you dealing with this? And just being a bit more of a human being and those people who stay close to their clients and just acted a bit more like a human being. Were the ones who ended up picking up more leads.

And I shared quite a number of different lead tracking spreadsheets and materials that are with today's material and talent builder. So again, if you haven't downloaded the stuff

that revolves around leads, I put a lot of content in there about how to get cuter at being able to generate good quality leads in what I would consider to be a very consistent and broad bandwidth fashion.

So you can find a style and a methodology that works with your own value sets, and then third being a bit more resilient and even yesterday. So I was doing some training with some, some consultants online yesterday. Um, I, and many of them were saying that they're finding it tough when they're working from home to actually find that moment of getting started with doing some sales and that resilience that's required to be able to dig deep and just do it.

And some of them were saying that they, they would plan in their own mind today that tomorrow would be a sales day, but then tomorrow would arrive and other stuff would get in the way. And they would professionally allow themselves to get distracted by other stuff. So the sales that they were going to do in the morning gets pushed back to the afternoon,

and then the afternoon, they distracted by something else. And it just wasn't being done with the same level of commitment as when they were back in, in, in a, in a team of people. And I think that that can be the case. If it's been a while, since you've done many things, right, just getting started again, requires us to be a bit more resilient.

So setting mini missions. So when you set yourself a mini mission for the day that revolves around sales, the mini mission itself should feel as though it's completed within a two hour period. So if you say my mini mission for the next two hours is to make sure that I contact every manager that I have. I've had a job on with in the last six months.

Then it, it comes to a natural conclusion relatively quickly, and you can celebrate the completion of the mission and achieve some of your, your sales objectives, getting better at planning your sales calls and planning your sales calls before you need them. So that when it is time to do some sales, the list of who you want to call is already prepared in your CRM system.

And then it's just a case of executing it. And when you spend a bit more time doing the planning, you normally have a far stronger list of people who, you know, that you want to talk to. And that planning piece that I shared in one of the mini videos about planning, who I'm going to call, what I'm going to talk to them about and why they would want to call me that doesn't tend to happen if we're doing our planning on the fly.

And we're doing micro planning in between sales calls and reading notes on systems and looking at websites, and then the last three being resilient, focusing on the value that we can deliver to our end clients and the value that we can deliver to our end clients could be around things that are nothing to do with recruitment immediately, but it could revolve around inside that we're sharing things that we're observing collating together,

bits of feedback that we're getting across our business, through candidate conversations and quiet conversations, to create more insights to what's going on in the marketplace and to spend a bit more time just having real conversations rather than feeling as though there's a pressure to do a sales call, because when you get a bit more invested in the rapport and a bit more invested in building the trust,

the sales call itself becomes far more natural to do so. The whole, the whole I'm going to make a generalization here, but I'd say that the whole world at the moment is still

feeling a little bit vulnerable and therefore appreciates a little bit of the small talk more than perhaps they did in the past. I've spoken to so many consultants who've said even their existing customers who perhaps would normally give them five to 10 minutes on the phone.

We're spending 15, 20, 25 minutes and spending far more time talking about the little things the up the rapport level, but then make the sales conversation itself far more in depth. So if those are three challenges and two out of the three resonate with you, I'm certain that the solutions that work for people during lockdown will work exactly the same as we're coming out of it and certainly through the next three months

In terms of the opportunities that are out there, this marketplace like today, this is such a sales person's marketplace. And I think people think that I'm a little bit deranged sometimes because now I've got far more of an appetite than I've ever had before to go back to being a consultant and a recruiter. I just see so much opportunity out there because everything is in question.

Flux exists, everywhere. Volatility exists, everywhere. Ambiguity is everywhere. And when that happens, a lot of people just kind of stop and they just wait to see what's going to happen waiting. Isn't the right strategy for this marketplace. If we spend too long hesitating, the marketplace will move on without us, and we'll get left behind. There are definitely opportunities that I can see that are out there that will only last for the next six to eight weeks.

And in eight weeks time, this allegation that we'll enter a new normal. I'm not sure that that's true, but we'll enter some kind of new state. In eight weeks times there starts to become a settling. And then that embeds over the following 12 weeks. We've probably got until the end of the year before we have some kind of status quo as to what the new operating system is going to look like now is the time to be doing everything that you can to capitalize on those opportunities that are in front of you and win more clients.

There'll be clients out there today who, if you worked in the same market place could for three to five years have said to you, no, no, no. And you felt like you're banging your head against the walls of Jericho, right? Today's the day that they could tumble down because today is the day that they are questioning all of their supply chain.

And when supply chains have disrupted their own internal supply chains, if they are a manufacturer will certainly have been disrupted. If they are a service provider, their supply chains may have been disrupted because of their customers, supply chains. And some of their suppliers may not have been as robust during that period of lockdown. So everything gets questioned and what works pre COVID isn't necessarily going to be fit for purpose for today's marketplace.

And when it's not fit for purpose, it gets questioned. But there may be so many things that are on our list of, we need to check this, but it might not become front burner until somebody gives them a good reason as to why it needs to be front burner today. So you can, you can agitate things when there's disruption working environments and established norms starting to change.

I think that the employee feedback across the globe has been one where there is now a new, a new appetite for work life balance, and certainly an appetite for a more consistent split between working from home and working in an office. And some business owners, some business owners have a different opinion to some of their employees. And if those

opinions don't meet somewhere,

then they'll go looking for another place to work. So we might see quite a lot of movement over the next few months as everyone reestablishes what their new home is and where they want to be. And when those working environments and establish norms are being challenged, those people who, who are the trusted advisor, those people who are the ones that they can turn to for some certainty and some security will be the ones who can capitalize on it.

So as you start to look at the question marks that clients may have about their routes to market and their own supply chains and the opportunities that exist there, the challenges to their status quo. Well, we'll also create opportunity. And employee engagement is being tested. And as employee engagement gets tested, you can be a facilitator of that and help them to come up with new strategies,

to be able to retain people. And I think retention based conversations need to be high on the agenda for anyone who specializes in recruitment, because that's likely to be front and center, the conversations that are taking place in some of those businesses. And when you can add value in terms of retention, you could well then be the trusted partner who they turn to to help them to replace people who do move on or to facilitate their next phase of growth.

The large agencies, right we're seeing the large agencies being hit massively in their GP. The Randstads, the manpowers, the Robert Halfs, the Robert Walters, the Hayes, the Michael Pages minimum, I've seen a hit of 31% on their gross profits and the highest one was 47% hit on their GP. So as we're starting to see the larger recruitment agencies take such a big hit,

I think we're going to see more fragmentation, which in turn is going to create more opportunities for what I would describe as being the agile and the challenge of brands within recruitment. And those are the ones who are going to really thrive because the ones who are able to, to recognize what's going on to orientate to that marketplace and then take action on it quickly.

And it may take a lot longer for some of those larger machines to be able to do something about it. Although they are a relatively small proportion of total spend, the hit that they're experiencing is still going to have a ripple effect. And I think a positive ripple effect through many other agencies. And then from a candidate perspective, I need to, I know we're talking about sales.

I need to reflect just one thing about the candidate market, because it needs to become part of the fabric of your sales conversations. Uncertainty drives extremes, right? So the candidate landscape at the moment is really polarized. Both groups, both groups in, in either end of that, polarity will present challenges when companies are hiring, they're only good, good recruiters can truly navigate,

right? So if you think about my, my phrasing that we've got a polarized, a polarized marketplace, where we have a group of people who are here and this group of people are very polarized and they were in a position where they are feeling very vulnerable, that they're probably feeling a little bit anxious, and they're, they're either at threat of losing their job or they've lost their job.

And they're looking for work at the moment. So those people will have certain behaviors that if you bring them into our process will make them more difficult to be able to truly predict what they're going to do because they themselves are not. And I'm trying to shy away from this word, but I'm going to use it. I know that they're acting with a little bit of desperation.

So they may jump at things that they wouldn't normally have looked at because something is better than nothing. And what we might see over the next six months is everyone who makes that first jump into something that was better than nothing. Now that they've got income, now that the bills are being covered, they'll start to look for something that's a bit more longterm.

So what we might see is a few bouncing stones across the marketplace. Like we're skimming across the Lake because they're looking for the right home. But what they're doing is they're settling for something that at least gives them some shelter and some income before they start to look for something else. As recruiters, we should be presenting our ability to reduce the risk of exposing yourself to somebody who has good interview technique,

a good biography, and actually getting to the bottom of truly what is it that you're looking for before hiring somebody who turns out to be the wrong person, and then at the other end of the spectrum. So that the other side of the polarity is those people who are in employment, who do feel as though there is longevity to what they've got and they decide to baton down the hatches and just stay put,

because staying put seems to make far more sense than the risk of becoming a stranger in a new business. So if your client is looking to hire people and the people who they really want are those individuals, again, it takes a good recruiter to properly be able to talk through the pros and cons of any decisions someone is going to make, and then bring them to the table with the intent that if it's right,

they would take it. So those two skillsets being able to deal with the high anxiety distressed and, and the, the desperate combined with the ability to be able to, to pull those muscles out of their shells and to be able to create a confidence process, that builds certainty for that candidate, that they're doing the right thing skillful. And in the last,

probably the last eight years, we've not really been in a marketplace, that's required that, and there are many people in recruitment who for the first time will be entering marketplaces. That forever had been candidate shy and job rich, suddenly feeling the other way round, which flips. It flips the sales process. And therefore we need to start to think about how do we actually present this to clients,

not as being the it's easy to hire people, because truly it's not, these are the challenges that you're going to face, and that's why you should work with me because I understand how to be able to do that. And this is the process that we're going to match. So that uncertainty that's driving those extremes, combined with the opportunities that exist, you glue those two,

two things together. That's, what's giving me that, that excitement and that hunger for the idea of going back and doing it. So moving on from the candidate bit, Let's have a look at some, some thoughts around sales. So my three biggest tips for anyone, anyone who is expected to generate business in August or September, make sure you plan out your strategy right?

The investment of time that you make in building robust personas, using the template that I've shared with you will massively pay dividends when you truly create, this is the profile of the persona of my fictitious client, who I'm going to sell to. So this is the supply chain director who I'm going to sell to, this is the background. This is their experience. This is where they've come from. This is what their role is. This is what their goals are. And this is what they, their brief is. And this is the content of their appraisal with the chief executive. These are the challenges that they're facing at the moment. These are the objections that they're likely to present to me as to why they wouldn't work with me.

And these are the key things that I do in my value proposition and my service that should be of interest to them because of their challenges involves when you build those personas and even go to the lines of let's get a photograph. And I start to create a real person with a real name. That's still fictitious like Bob Smith. This is his picture. This is his persona.

Now everything that I do in communication is linked to now that I've got my persona and my strategy in terms of what am are my value propositions? What is my route to market and how am I going to make it happen? And then getting to know my prospects intimately enough, that I can then start to compare them to the persona of my ideal client starts to make it easier for me to get better return from the conversations that I have.

And when I go back to those challenges that sales people told me, they had in lockdown, getting hold of people was really difficult. Now, when you get hold of somebody, you get hold of somebody. It's like, wow, I didn't expect you to answer the phone and you're on your back foot because you weren't anticipating it. You can sometimes miss out on the opportunity that was there in terms of the conversation.

So when you, when you invest the time and making that plan, you're far more ready to deal with the conversations that you have. And then sales can become a daily habit, little and often it's far better than big chunks of sales activity. Once a week, when you start to do sales every day, it's not going to the gym everyday. You start to get fitter then you start to get stronger.

And at the beginning of each month, so we're early August now. Starting to get into the habit of building a monthly sales plan. So a monthly sales plan. So I've got a template for one here. You can screenshot it from, from the recording or we'll, we'll try and get an image created of this, but this is, this is how I would recommend you plan your sales month.

So you start with your goals for the month. So my goals for the month, I need to get job flow moving. I need to focus on 8 great jobs and I want to open three new accounts. So now that I've decided those are my goals for August, I can then think about the content topics and the action that I'm going to put into my sales activity.

So I'm going to focus on content and conversations that revolves around the current challenges with regards to people, working from home, the experience of returning from furlough and the, the mindset potentially of their employees, and also prospective candidates who could be on furlough still, or just returning. I'm going to have conversations that revolve around rather than the new normal, what their new abnormal is going to look like and how they're planning their business accordingly.

And I'm going to have conversations that revolve around redundancy and, um, the, the prospect of the impact that redundancy is having in certain sectors on their own, uh, talent acquisition plans. Uh, and then the, the three of which were at the bottom, I'm going to, for the first time, first time I'm going to run a webinar.

I'm going to do a webinar for clients in the middle of August, which will be for my existing customers to give them an update as to what's going on in the candidate landscape. I'm going to put together a candidate report to be able to share with prospects about the activity and the, um, the mindset of candidates today. And probably talk about the two polarities that exist.

So they know what they're walking into, if they're hiring. And then on the back of that, I'll create a postcode hiring guide. So that might be a couple of nice PDFs, a 30 minute webinar, and then I've got one, two, three, four key pieces of fabric for my conversations. Content wise. I know I'll have three primary communication channels that I'll be using.

I'll be using LinkedIn, I'll be using email and I'll be using the telephone each of those. So we take LinkedIn. My primary communication on LinkedIn will be findings with regards to furlough. And I'm not sure how all of you feel about doing this, but I think it would be a really nice thing if you actually did that from the heart. And you,

you shared a weekly diary about what life is like returning from furlough, because as you share your experience that might resonate with other people who are reading it, and it may then help you to create recommendations from personal experience, as well as professional experience, uh, on LinkedIn, you could also be sharing information about the need for contract reviews and to make sure that working from home contracts are robust and fit for purpose.

Uh, maybe being a bit of a challenger and share things as to why you feel most businesses will fail with a working from home policy because of the impact it has on culture, what the new drivers offer job seekers, what redundancy, support, and assistance you could provide. And, and, uh, anything that revolves around diversity and inclusion and commentary on that in terms of what other companies are seen to be doing.

It's not just fashionable, it's expected, and it has been long overdue and many businesses have diversity and inclusion front and central on their agenda as well as recovery from lockdown. So those are the, the, the primary. In terms of the micro. So the micro level, I'm going to share a curated industry news and content, and I'll use buffer, which is one of the pieces of tech that I shared with you on Monday,

I'm going to keep my eye on the news and look at events that are happening and every now and then hijack a little bit of news so that I can link my opinion to something that everybody is talking about, because it will get a lot of traction. I'm going to make sure I'm commenting and allocating 20 minutes a day to look at client updates on LinkedIn,

so that I can be more visible and comment on those. I'll do a weekly review, which I'll share on LinkedIn, which may be a video, or it may be written texts just in terms of what I'm seeing going on in the marketplace. And I'll provide candidate support and make sure that I am commenting on and sharing profiles with people and have the little green circles saying they're looking for a job because I feel that that is the right thing to do as a human being who has a job already.

From an email perspective, a primary communication, uh, I'll be, uh, producing one-

to-one emails as well as one to few. And one to many that revolve around these, the challenges that exist company hiring in high supply marketplaces. Um, I'll put together a guide as to how to be able to reduce your agency spend by working more closely with one I'm focusing on retention, uh,

I'll share some case studies of successes. My businesses had either during lockdown or prior to lockdown, uh, I will also put together some, um, mailshots that revolve around retention and succession planning to be able to then share good quality candidates on the back of it, and potentially do some, uh, email marketing revolves around, uh, diversity and inclusion,

unconscious bias, and ensuring that you retain quality through your recruitment processes, despite the need to work fast, um, because of the pressures of hiring people, when you are lean in terms of head counts, and then from a micro perspective, uh, I'll send out as a temps consultant, I'll send out a weekly menu. My weekly menu will go on a Friday saying temps available for Monday in case you've been let down, I'll send out a high value candidate every week to a maximum of 20 prospects where I feel the match is really strong. I'll create an email template, which will be the email that I send to adverts that appear in my marketplace, which could revolve around advice on hiring or advice on how to be able to ensure your, your qualifying people's attitude and behavior,

not just skills and experience. I'll send an email every month to my candidate alumni. So that's every candidate who's ever had an interview through me or every candidate who's ever put in a time sheet for me. And I'll also create a stock lead push email, whether it's those leads where I'm getting a little frustrated that I feel like I keep running into the same challenge,

which will be my, this is my last ever email type of email without necessarily saying, this is my last ever email. And so I can, I can, I can template the majority of that at the beginning of the month, which means that on the phone, my primary conversations will revolve around targeted marketing of candidates, avatar based case studies, where if we've had success with a shoe manufacturer,

I'll then identify 10 other shoe manufacturers and do some avatar based work using the case study from the shoe manufacturer to create social proof and also authority I'll create targeted webinar invites so that I can start to invite selected clients and prospects to webinars. So my first webinar will run in August. I'll also be taking references because references will give me more engaging conversations with managers and will certainly help me to help my candidates achieve their goals,

because we'll have more evidence as to why they should be hired compared to others they're competing against. And then I'll also be talking about hiring advisory work and potential insight that I can provide, uh, about the, the candidate landscape and, and offering redundancy support to those businesses where unfortunately they're making those decisions. So at a micro level, my daily sales conversations every day,

making sure I'm doing something to engage with my leads and talking to them about the talent maps that I'm building, the next generation jobs that exist within my marketplace. So wherever I see a candidate, who's going for an interview who would have to resign, I can make sure that I'm building a relationship with that future backfill. I'm generating referrals from managers that I'm talking to,

to other people within their business. And then finally making sure I'm doing it, that job

validation process to make sure that every job that I thought was dead is definitely dead. And the jobs that are dead doing a service review to get some feedback on the quality of service I provided and I'm strangely, um, or not. So strangely actually, when you start to do that,

when you start to be interested in the jobs that you didn't feel, you actually ended up getting more jobs from those clients, because they feel like you're genuinely interested in what you do, not just the invoices that you send out. So that creates a really strong monthly sales campaign. In fact, if I just bounced back to that so that you can maybe a view it again, in a macro form

Goals for the month, start with the goals, content and topics that I feel are going to be on point for the marketplace today that people will want to either read about or talk about. Like I was getting, I was getting emails from people, um, at the end of, at the end of may with top tips, for working from home,

when really I would have needed that in April, right? So there were some people who were a bit slow out the blocks. So when you decide these are on point, these are hot topics, let's get these into the fabric of our sales now. And then let's divide that across the three key channels that we're using. You may have all of the channels that you want to use,

and I've done nothing that indicate the ratios with which I'm doing that. But I know that those three things, those three things together will create the fabric of a conversation. And this for me is every reason why all of the arguments on LinkedIn about personal brand versus doing cold calls with social selling, compared to direct selling and all of it being about one being better than the other,

they all glue together to create this fabric of communication. And it's the people who do it as a, as a full weave of a fabric are the ones who get the best results. So that's quite a lot of thoughts and ideas that I've got in terms of what I would be doing in August. It may be that some of those things you're already doing, awesome, maybe some of those things you're not doing, and you don't want to do them totally cool as well. And then maybe other things that I said where you went, ah, that's already a good idea. So pick from it, what you feel is fit for you and fit for your business, but more than anything, make sure that sales is starting to become something that you plan in advance so that you'll be more committed to doing it and you know what you're going to do.

And when you're going to do and why those people would want to talk to you and you'll get a better return from what might end up being a smaller number of conversations than perhaps you've had in the past. And if you dial up the work ethic, as well as dial up the quality and you start to work hard and smart at the same time, you'll start to become your you'll start to become far more robust.

So lastly, in terms of action, use the materials that I've created, the materials that I've created, that you can, you can download and stick onto your desktop or wherever else it is, or print them out and have them in front of you. You might want to chop them up. You might want to change them. You might want to be able to put them on nitro and make them even better.

And that's totally awesome. And if you feel that you've made it better, share it with me, cause I'd like to, to see it, right. Um, but use them and make sure that they are visible at the right times for you. There's no point in reading the sales call planner, after, you've just

done two hours of sales read the, the, the call planner, get straight in your mind what your goals and objectives are, then do your sales and then move on to another task. Make sure that you're, you're using the, the, if you put the lead tracking, if you don't have a CRM system that allows you to adequately track leads, then use the spreadsheets that I've provided.

But when you start to use the materials and make sure that you're allocating time to doing it, you're never going to have time to do it. If you say to yourself, I'll do that. When I've got time, you have to make the time to get it done. When you start to allocate time today in tomorrow's calendar and the day after ring,

fencing, moments of time to do stuff. And you honor that because of the productivity that's involved in it. And that comes from the 30 proactive cardio sessions and the 30 proactive recovery sessions. You're starting to get far more control over your business. The personas that you develop, if you develop personas for the key decision makers within your marketplace, in terms of who they are and what their background is,

and you start to create value propositions that speak to each of them. That's when it suddenly makes sense to have a day where you just speak to HR managers, because they're all the same persona. And therefore the language that you talk starts to become more standard. And then the next day, you could do a, a session with junior managers within sub 100 million pound companies and focus on those people because they meet a different persona.

So your personas help you to get into the, get into the, the, the groove or the, the methodology of talking to those people. And it'll, start to create far more successful you because when your value proposition is much, the personas, you get them into buying mode more readily, and they stop feeling like they're being sold to because maybe for once in their life,

what somebody is selling to them, they actually want to buy. So it becomes a much easier decision. And I hope that in six months time, I get far less requests for objection, handling training, because everybody has started to reduce the amount of objections because they're talking to the right people on the right day about the right subject. So that it's just,

it just moves forward easier. Companies are definitely hiring today. They are using agencies and they are spending money and you get your belief system straight, right? When you start to believe that it is out there, when you believe that it's out there and you act as if it's out there, it will start to come towards you. And I'm not going all the way into,

into to try to sound like I'm, I'm talking about the book, the secret. I just know that if we frame things right in our own head, and we have a bit more certainty that it exists, we'll probably make one more call and that'll be the one call that he takes to open the door, to be able to find those opportunities. So a little bit of tenacity,

a little bit of grit, a good quality plan. Some thoughts about the fabric of what August will look like from a sales perspective that starts with your goals. And when you build it in the same way that I got my structure, you can then execute it with certainty and you can start to plan it in advance, and it will start to fit into 90,

90 minutes up to two hours per day. 90 minutes to two hours a day would be ample to be able to generate a pipeline of business in this marketplace. If you're speaking to the

right personas with the right value propositions, and that's all it's going to take, right. And I'll make it sound really easy. Um, and I don't apologize for that.

I think it is, it is probably the hardest, easy thing to do in the world or the easiest hard thing to do in the world. Like he's on the cusp of being easy to hard. Um, and I think that sales is made harder by far more salespeople than it is the people whom they're selling to. So a little bit more empathy,

and you've got something to run with. So I'm gonna let you go now. Um, I appreciate your attendance. I appreciate your involvement. I appreciate you signing up for this five day challenge, the platform that you're using, the talent builder platform. So the, the logins that you have will be valid for another week. So you can keep on returning to be able to digest the information,

grab what you want to be able to grab from it, put it into practice, and it will be lovely to hear any feedback that any of you have, whatever the feedback is, positive or negative about the stuff that I've shared, because I generally am doing this because I, I want to be able to help as many of you as I can.

So I'll let you go now. Um, have a good rest of your day. I'll see you on tomorrow's live. If you're not there on the live, then maybe you'll see me on the recording. I just won't get to see you. So you all soon. Bye bye.