A 3-Step Guide

3 Ways to
Win Clients with Sales Performance Data

INSIGHT**SQUARED**

Introduction

As a growing staffing firm, you're always looking for new clients. You may have the best candidates, the most capable customer support team, even the most established track record in your industry, but if you can't keep adding new clients, your success is in jeopardy.

Adding new clients is no easy feat. With so many staffing firms out there, it can be challenging to find meaningful ways to relay your value to potential clients without overpromising. The good news? Your potential clients want to see results, not promises: With the right plan it's easy for you to use the data already in your Applicant Tracking System (ATS) to create a pitch deck like they've never seen before.

Your prospects are constantly getting calls from companies that are, on paper, indistinguishable from your own. It's no longer enough to simply *say* that you can meet a client's challenges. You have to *prove* your firm's strengths to prospects if you want to earn new business.

So, how can you blow away the competition with your firm's existing performance data? Number-crunch the following 3 sales performance metrics using data from your ATS.

Show How Quickly You Work

Prospective clients want to know you can deliver results quickly. Use the data stored in your ATS to show them your average time to fill and highlight how quickly you can place candidates.

Want to get more advanced? Show clients the number of days it takes your team to advance candidates for each individual stage of the sales cycle. Keep this chart up-to-date so your reps can show how quickly your company moves candidates through the process.

How does this help you win clients?

It's no secret that speed is critical to keep clients satisfied. They expect results, and they expect them quickly. When you use hard data to prove that you are faster than the other guys, you gain credibility with your prospects and prove that their needs are your top priority when they partner with you.

The simple act of tracking time to fill shows that you really understand your clients' needs, and that your team strives to fill positions as efficiently as possible. Taking the next step of breaking the time to fill into stages also arms you with the information you need to pinpoint the ways you will work more quickly than your competitors, and displays a level of sophistication and care that is rare in the industry.

How long is our current sales cycle?

57 days on average for placements won in the previous 12 months
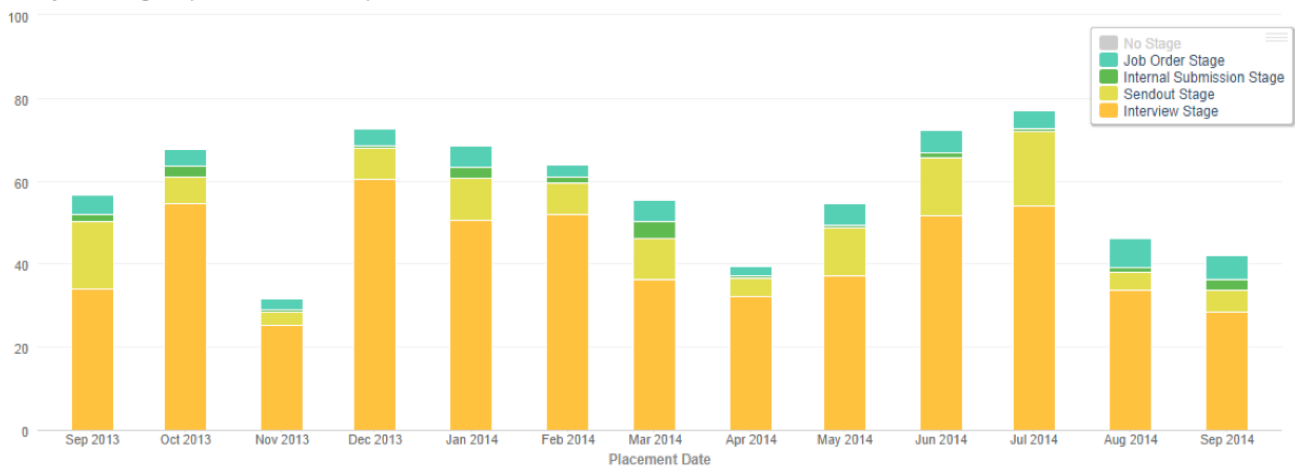
Show You Won't Waste Their Time

Another way to win more clients is to show that you always present the highest quality candidates. The best way to do this is to use your ATS data to show that the vast majority of candidates you send to clients end up being hired.

How can your data show that you thoroughly vet your candidates before they even enter the hiring process? The answer is in your closing ratios: submittals to interviews and interviews to placements. Low historical ratios in these areas demonstrate that clients typically hire one of the first few candidates you submit for review.

How does this help you win clients?

Hard data showing the efficiency of your team's performance gives prospects two important insights: visibility into your placement process, and evidence to support your claim that you can deliver quality candidates in a timely manner.

If you give your client clear visibility into your team's placement process, you have a platform from which you can address your client's reservations about the qualification and preparation of your candidates. It's one thing to say that your firm has developed a top-notch assessment process through years in the industry, it's a whole other ballgame to show the results of that process with hard data.

What is the efficiency of my employees' activity?
Activity ratios using activity date

Show Your Win Rate

Clients want to know your track record, but aside from customer testimonials it can be hard to demonstrate this type of success. Use your ATS data to tell the story for you: Show your 12-month job order win rate and highlight similar clients who have benefitted from partnering with you.

How does this help you win clients?

On its own, your win rate doesn't say much about your firm's capability. However, when combined with metrics that show you work quickly and have an ample supply of quality candidates, your win rate is a powerful testament to your placement process. Your win rate is the closing argument of your presentation, the centerpiece that ties all of your data together to show that you deliver. Use it at the right time to drive home the point that your firm has an edge over the competition.

How many of our openings do we win?

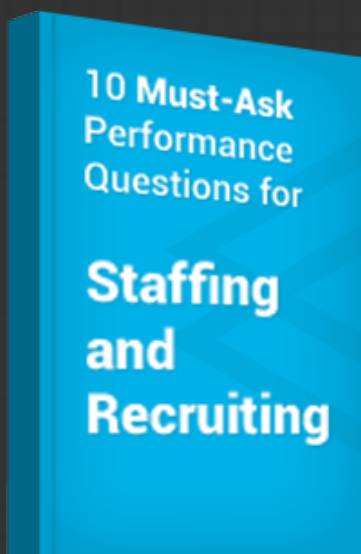**21%** of openings created in the previous 12 months were won
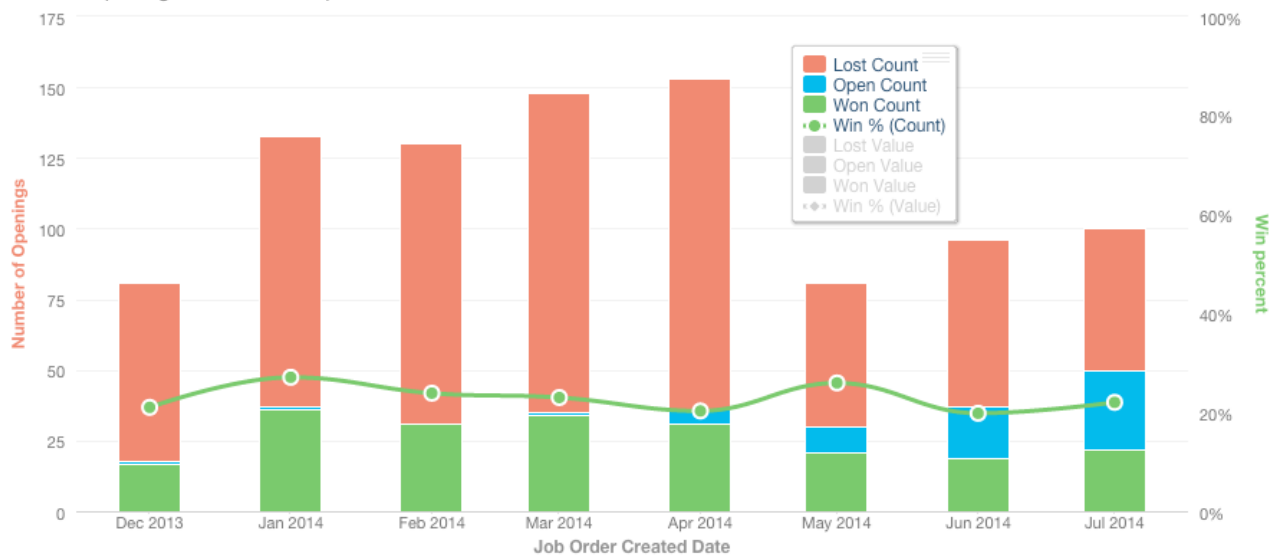
Conclusion

Arming your account executives with metrics like these can make your company stand out from the competition. Where your competitors have marketing slogans and boilerplate sales pitches, you have hard data on your side. Create a story that walks your client through your process and highlights your strengths at each stage. When your team is armed with the data they need to prove that they work quickly, provide quality, and know how to win, your prospects won't have much reason to look at your competitors.

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