



May 2024 Meeting – Charlotte, NC

At-A-Glance Agenda

Meeting Theme: “Igniting Sales Excellence”

T
U
E
S
D
A
Y

MAY
14
2024

Time	Activity	Location
12pm - 6pm	Arrival & Social Activities	Includes golf and tour of Charlotte
6:00pm	Welcome Reception	The Coin Bar (Omni Rooftop Bar)

W
E
D
N
E
S
D
A
Y

MAY
15
2024

Time	Event	Description
8:00am - 8:45am	Buffet Breakfast	with Affiliate Industry Partners
8:50am - 9:15am	Welcome to Charlotte	Meeting Overview & Introductions
9:20am - 10:40am	KEYNOTE PRESENTATION “The Challenges of Selling Staffing Services”	Justin Uselton, Avionte Director of Sales
10:40am- 10:55am	Break	
10:55am - 11:55am	Adapting to the Shifting Staffing Landscape: A Model for Effective Sales Strategies in Changing Markets <i>Mark Winter, WinSource</i>	The field of play is rapidly changing for staffing. Buying behavior has changed, and we must adapt our sales process to suit. The problem is that our actions reflect what feels right based on past experience, not a product of aligning behavior to current market conditions. We'll introduce you to a model that shows four market phases, the strategies that work best in each, and how to assess your company's position and strategy to get the best results. You will come away with practical things you can do to make an impact immediately and determine if you have the right sales team in place and how to get them ready to tackle what's next.
12:00pm - 1:15pm	Buffet Lunch with Industry Partners	5-minute Industry Partner Overview Presentations/Special Programs

W
E
D
N
E
S
D
A
Y

MAY
15
2024

Time	Event	Description
1:15pm - 4:00pm	Breakout Sessions	Owners & Executives - <i>Part I</i> - Opening Presentation – Jerry Grady, UHY <i>Part II</i> - Roundtable Discussion on Member Issues & Opportunities Surrounding Sales and Sales Issues. <i>Pre-submitted Issues or Opportunities</i> - Objective-give your valuable feedback to make informed decisions and solve any outstanding issues.
1:15pm - 4:00pm	Breakout Sessions	Leadership & Key Managers <i>Part I - ASGroup Sales MasterMind</i> - Led by Christine Hahn, Integrity Staffing, Mary Ann McGlaughlin, Partner, Butler Street <i>Part II - Practice..... Who Needs Practice?</i> - Led by Christine Hahn and Mary Ann McGlaughlin on the topic from their MasterMind Session. Coaching and Role-Playing Session on Sales.
1:15pm - 4:00pm	Breakout Sessions	CFO/Key Financial Managers Roundtable <i>CFO/Key Financial Manager MasterMind</i> – Led by Brian Seiberling, CFO Reserves Network and Angelia Terry, Controller, Pro Resources <i>Opening Presentation</i> – Jerry Grady, UHY Followed by Topics pre-submitted and discussed in detail amongst our Key Financial Managers.
5:30pm	ASGroup Sponsored Social Event	TBD (AIP Sponsored Cocktail Hour)

THURSDAY

MAY
16
2024

Time	Event	Description
8:00am - 8:45am	Buffet Breakfast	with Affiliate Industry Partners
8:50am - 10:15am	KEYNOTE PRESENTATION OUTGROW: A proven, simple system for winning market share and predictably growing your sales <i>Alex Goldfayn, The Revenue Growth Consultancy</i>	Join 3-time Wall Street Journal bestselling author and revenue growth consultant Alex Goldfayn for this memorable and powerful speech on how to predictably grow your revenue. The key is to take fast, simple, proactive actions that are proven to add sales quickly. Alex will review how to plan these actions, implement them, and track them. Whether it's your salespeople, managers, or even you, the owner, Alex will demonstrate high-impact, immediately applicable techniques that his clients use to bring on dramatically expand business with current customers and bring on new ones. . Alex's clients proactively add 15 to 30% new sales annually, and in this speech, Alex will share how you can too. Every...single...year.
10:15am - 10:30am	Break	
10:30am- 11:15am	Lead Generation Excellence <i>Jay Mattern, CEO, Terra Firma</i>	Marketing & Sales Working Together
11:15am - 12:00pm	AI Recruitment - Use it for Differentiation <i>Ben Schiller, Senior Marketing Manager, ConverzAI</i>	A software tool for you, how it has been so effective for several ASGroup members. Use it for your sales team to differentiate your company.
12:05pm - 12:55pm	Lunch & Visits to Affiliate Industry Partner Tables	

THURSDAY

MAY
16
2024

Time	Event	Description
12:55pm - 3:30pm	Breakout Sessions	Owners & Executives – Roundtable on Issues & Opportunities <i>Masterclass in Automation</i> - Jeff Staats- Chief Marketing Officer, Haley Marketing - An interactive session discussing challenges, process, ROI... providing a worksheet to review flow and success stories members will share. Objective of this session is show what is working and how to do it. <i>Running Effective Meetings</i> – Derek Pittak, CEO, Lingo Staffing former EOS Traction Implementor <i>Pre-submitted Issues or Opportunities - Depending on time</i> - deep dive into the presentations on Automation and Effective Meetings.
12:55pm - 3:30pm	Breakout Sessions	Key Manager Roundtable <i>Communicating Your Sales Differentiation</i> - Mark Winter, Partner, WinSource <i>What Truly Differentiates Your Company</i> - Presentation followed by Roundtable documenting participants responses. This session would also include role playing by participants.
12:55pm - 3:30pm	Breakout Sessions	<i>CFO/Key Financial Manager MasterMind</i> – Led by Brian Seiberling, CFO Reserves Network and Angelia Terry, Controller, Pro Resources Topics pre-submitted and discussed in detail amongst our Key Financial Managers

THURSDAY

MAY
16
2024

Time	Event	Description
3:30pm - 4:30pm	“EOS Tool for Defining Your Market Strategy” <i>Bill Brennan, Professional EOS Implementer, EOS Worldwide</i>	A session on teaching the EOS processes of Marketing strategy including defining target market, your 3 uniques, proven process and guarantee or and a deep dive into developing your sales process and ensuring accountability to following it.
6:45pm	Social Networking - Sponsored Event	TBD

F
R
I
D
A
Y

MAY
17
2024

Time	Event	Description
8:00am - 8:45am	Buffet Breakfast	with Affiliate Industry Partners
8:50am - 10:15am	Keynote - From Good to Great: CX, Trust, and Reputation in Staffing; Followed by a Panel of Best of Staffing AsGroup Members <i>Lesly Cardec, SVP, Marketing & Recruiting, ClearEdge</i>	<p>What Separates the Good from the Great in Staffing?</p> <p>In business, the line that separates the good from the great can be drawn by a combination of factors. However, in staffing, those factors can differ when it comes to the expectations of two equally important perspectives: clients and candidates.</p> <p>In this session, Lesly Cardec, SVP of Marketing and Recruiting at ClearEdge, will share the latest findings of ClearlyRated's Inside the Staffing Mindset report, which uncovers the top 10 trends that are reshaping the landscape, including what priorities are driving candidate behavior, how economic and AI-driven uncertainty has changed expectations around service and how reputation (both at the company and individual level) impacts both clients and job seekers' decisions on who they ultimately want to work with.</p> <p>Following this, Lesly will then moderate an esteemed panel of ASGroup members who have consistently earned the Best of Staffing honor. We'll dive into real-world examples of how they've consistently invested in their vision for service excellence and relationships-first mindset to build loyalty, and why building a culture of continuous feedback is an integral part to their roadmap and business strategy. Attendees will walk away with actionable insights and strategies to enhance client and candidate satisfaction, boost brand reputation, and strengthen overall performance.</p>
11am - 11:30am	Take Home Value	The value of stating 1-3 take-homes from the conference are incredible in effectiveness to make it happen. A Valuable Session to Implementing What You Are Taking Home



End of formal ASGroup May Meeting

**Next Meeting:
November 5-8 – Scottsdale, Arizona**