



May 2024 Meeting – Charlotte, NC

At-A-Glance Agenda

Meeting Theme: Igniting Sales Excellence

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

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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
10:55am - 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

WEDNESDAY

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Time	Event	Description
1:15pm - 2:30pm	Breakout Sessions Building Resiliency and Opportunity in an Unsettling Environment	Owners, Executives & CFOs Are you seeing resemblances of 2007 and 2008? If so, this session will focus on best practices for staffing financial executives as we work through the past 18 months of rising interest rates as well as inflationary issues. Discussions will center around how to focus on an operational balance sheet and income statement. The session will also provide an overview of why a 13-week cash flow is your key to surviving the next 18 months. We will also touch upon how lending institutions are tightening the credit. This will be an interactive session that will allow you to find the right tools your organization needs to drive profitability, understand a bottom-up approach to income, benchmarking around the industry, and operational thoughts to prepare for any downturn we may face.
2:30 pm - 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.
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.
5:30pm	Evening Social Event – sponsored by Bullhorn & other Industry Partners	Happy Hour at Old Mecklenberg Biergarten

THURSDAY

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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,</i> <i>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.
10:30am-11:15am	How You Sell Beats What You Sell: Staffing is <u>NOT</u> a Commodity! <i>Jay Mattern, CEO, Terra Firma</i>	The staffing industry has always had to fight off the perception that all staffing firms are the same. The common belief is that differentiation is the responsibility of marketing. That is true, but it can also be the key to closing the next opportunity <i>without</i> competing on price. In part one, we discuss how to use differentiation as a sales tool and review the six areas of differentiation where the sales professional can create a unique position in the buyer's mind. In part two, we look at the difference between a sales problem and a lead generation problem — how to diagnose each one and, once properly diagnosed — how to solve them.
11:15am - 12:00pm	AI Recruitment - Use it for Differentiation <i>Ben Schiller, 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 & Visit Affiliate Industry Partner Tables	

THURSDAY

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Time	Event	Description
12:55pm – 3:30pm	Breakout Sessions	<p>Owners & Executives – Roundtable on Issues & Opportunities</p> <p><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.</p> <p><i>Pre-submitted Issues or Opportunities</i> – A deep dive into the presentations on Automation and other issues and opportunities</p>
12:55pm – 3:30pm	Breakout Sessions	<p>Key Manager Roundtable</p> <p><i>Communicating Your Sales Differentiation</i> - Mark Winter, Partner, WinSource</p> <p><i>What Truly Differentiates Your Company</i> - Presentation followed by Roundtable documenting participants responses. This session would also include role playing by participants.</p>
12:55pm – 3:30pm	Breakout Sessions	<p><i>CFO/Key Financial Manager MasterMind</i> – Led by Brian Seiberling, CFO Reserves Network and Angelia Terry, Controller, Pro Resources</p> <p>Topics pre-submitted and discussed in detail amongst our Key Financial Managers</p>
3:30pm – 4:30pm	<p>Sales Department Checkup</p> <p>Bill Brennan, Professional EOS Implementer, EOS Worldwide</p>	<p><i>In this session, we will delve into tools designed to empower your sales team and fuel sales growth and success. We'll emphasize the significance of maintaining consistency throughout the sales function and instilling a culture of accountability.</i></p>
6:00pm	An Evening Out - sponsored by Avionte, Timerack and other Industry Partners	<p><i>Open Bar & Buffet Dinner at The NASCAR Hall of Fame</i></p>

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Time	Event	Description
8:00am - 8:45am	Buffet Breakfast	with Affiliate Industry Partners
8:50am – 10:15am	<p>Keynote - From Good to Great: CX, Trust, and Reputation in Staffing; Followed by a Panel of Best of Staffing AsGroup Members</p> <p><i>Lesly Cardec, SVP, Marketing & Recruiting, ClearEdge</i></p>	<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**