

SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

people2.0
GLOBAL WORKFORCE DEPLOYMENT

UNSTOPPABLE SALES GROWTH *For Recruiters*

Build and Sustain Market Distinction

PRESENTED BY: SHAWN CASEMORE

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM

SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

people2.0
GLOBAL WORKFORCE DEPLOYMENT



BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM

SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

people2.0
GLOBAL WORKFORCE DEPLOYMENT

1. The new expectations of today's clients
2. Why all employees are in sales
3. The 5 key steps to creating raving customers
4. How recruiters can connect with their client needs
5. Developing a client referral vortex
6. How to gain buy-in from your team
7. Strategies to create a team for unstoppable sales growth

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM

SHAWN CASEMORE people2.0
GLOBAL WORKFORCE DEPLOYMENT

“Active Inertia”

Stuck in modes of thinking and working that brought success in the past; Leaders simply accelerate their tried and true activities in response to change.

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM

SHAWN CASEMORE people2.0
GLOBAL WORKFORCE DEPLOYMENT

MARKETS ARE CHANGING
CUSTOMERS ARE CHANGING
COMPETITION IS CHANGING
EMPLOYEES ARE CHANGING

© 2015 Casemore&Co Inc. | All Rights Reserved

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM

DISRUPTION

SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

people2.0
GLOBAL WORKFORCE DEPLOYMENT

YOUR SECRET SALES FORCE

Your employees are...

1. Discussing your services with friends and family
2. Interacting with your "potential" clients
3. Connecting with and responding to your "existing" clients
4. Addressing (or not) client concerns
5. Determining the "tone" of discussions and interactions

Your employees are your brand and reputation!

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM

SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

people2.0
GLOBAL WORKFORCE DEPLOYMENT

FIVE KEYS TO RAVING CUSTOMERS

1. *Service Speed* is a key differentiator.
2. Follow through on *commitments*.
1. Collaborate with customers on *their* solution.
1. *Communicate* with clients how they want to communicate.
2. *Empower* employees to be part of the solution.

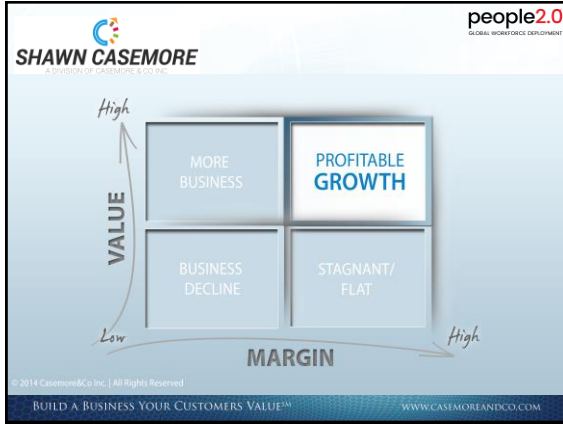
BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM

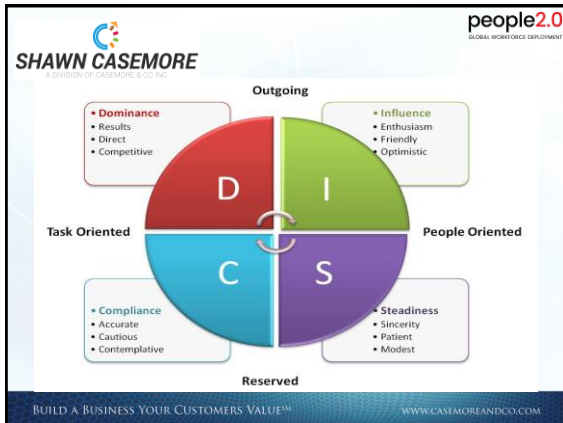
SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

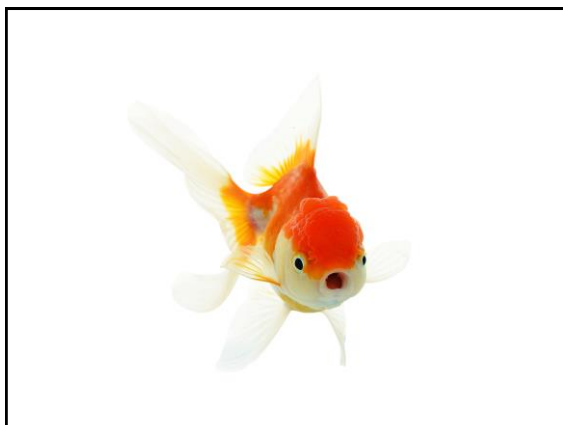
people2.0
GLOBAL WORKFORCE DEPLOYMENT

Create Client Connections

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM







SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

people2.0
GLOBAL WORKFORCE DEPLOYMENT

Client Referral Vortex

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM

SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

people2.0
GLOBAL WORKFORCE DEPLOYMENT

Follow Through
Mention Early
Who do you know?

Consistent Referrals

1. *Include mention of your request for referrals early in the discussion.*
2. *Ensure you and your team ask once you've provided value to your client.*
3. *Use a powerful script and ensure consistent application.*

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM

SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

people2.0
GLOBAL WORKFORCE DEPLOYMENT

Build Team Commitment

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM



SHAWN CASEMORE
A DIVISION OF CASEMORE & CO. INC.

people2.0
GLOBAL WORKFORCE DEPLOYMENT

EXCLUSIVE PRESENTATION

EMAIL:
SHAWN@CASEMOREANDCO.COM
DIRECT: 519/379-7697

BUILD A BUSINESS YOUR CUSTOMERS VALUE™ WWW.CASEMOREANDCO.COM
