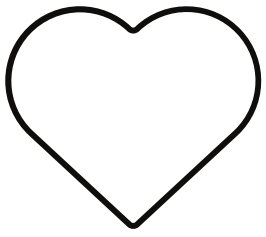


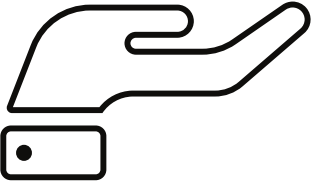
TOP TIPS SALES PIPELINE



Have Compassion and Empathy for your Clients.

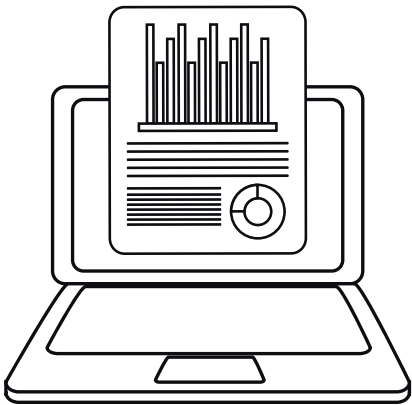
Seek to understand how your clients are feeling, create alignment with them and look to support them no matter their recruitment status.

Be consultative, can you help add value in their strategic direction?



Understanding the True Value in your Client Database.

The quality of your client relationships are key. Create an organogram for each of your clients and identify your relationship gaps. There may be gaps in ALL due to recent changes, don't be put off, now is the perfect time to be communicating and building relationships with new and existing clients.



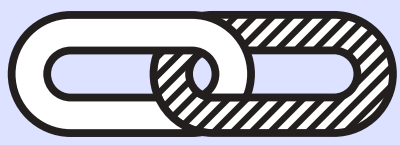
Communicating Clearly to Ensure you Meet the Needs of your Client.

Speaking to your clients is key but you can stay visible with your clients in a variety of ways, for example, publishing blogs or industry updates on your LinkedIn page or even creating a relevant survey relevant to their challenges.



Building an Effective Contact Chain Strategy.

It takes 6 weeks for a client to remember you but also 6 weeks for them to forget you. Use this to plan your onward contact chain strategy. Focus on visibility and relevance. Create a strategy featuring some form of activity each week – don't just make it about sales calls. Be creative. E-Newsletter? Direct Mail? Infograph?



Planning your Sales Activity to Engage Clients in On Going Dialogue.

Bear in mind your activities may not give you monetary gain at the moment but if you stay visible and add value to your clients world, your actions will reap the rewards in the long term.

