



Marvin Montgomery (The Sales Doctor)

For more than 30 years, Marvin Montgomery has earned widespread national recognition and praise for his informative, practical and stimulating programs that reflect his basic philosophy: "Preparation and practice are the keys to sales success."

Marvin will deliver dynamic opening and closing sessions helping us to realize the treasure within and maximize our value to others.

### **Selfies for Success**

**In this interactive session, Marvin will help us:**

- Learn what we have to take full responsibility for ourselves
- Identify specific selfies that are an opportunity for improvement
- Identify the negative selfies that can be harmful
- Explore five specific areas that we can control ourselves
- Brainstorm negative selfies to stay away from

### **How to Become a Trusted Advisor**

You only have seconds to begin reversing the negative stigma that a potential customer has about you which means the initial approach that you use is crucial. Remember that people buy from people who they Know, Like and Trust. In Marvin's second session, we will learn:

- The Two Rules of Customer Engagement
- The Benefits that are gained by using this approach
- The importance of Actively Listening so you can immediately remove the client's negative perception and start to Become A Trusted Advisor



David Searns, CEO, Haley Marketing

Haley Marketing is a content marketing and web design firm that works with more than 1,000 staffing and search firms on four continents.

For the past 20 years, David and his team have helped staffing firms to stand out from the competition, get past HR, sell higher margin staffing solutions, improve sales productivity, and nurture relationships with clients and candidates.

Marketing is a valuable treasure – if we know how to best leverage it. David will assist us in his session, **"Smart Marketing Ideas: Insights to Strategically Attract, Engage and Convert More Job Seekers and Clients."**

Is your staffing company's marketing STRATEGIC, MEASURABLE and based on ANALYTICS? In staffing, great marketing isn't about spending more...it's about getting more ROI from the money you spend. In this presentation, David Searns, CEO of Haley Marketing, will show you the big trends going on in marketing and what they mean for staffing and recruiting companies.

Buckle up...and get ready for lots of ideas to dominate the web, differentiate your services, radically improve your recruiting, and fill more of your open job orders.

In this workshop, you'll discover:

- 5 essential upgrades for your website
- 6 trends in SEO...and one thing you MUST start doing
- 7 strategies to make your content marketing work better
- The latest insights on using social media for sales and recruiting



Robin Mee, Founder and President, Mee Derby, a leading search firm for the staffing industry.

A thought leader and subject matter expert, Robin is a frequent presenter at industry events. She is a four-time honoree of the Staffing Industry Analysts Staffing 100 and has been listed three times among the Global Power 100 - Women in Staffing. Robin was awarded with the ASA's inaugural Volunteer of the Year Award in 2016. In addition to helping to co-founding and lead ASA's Women and Leadership and Staffing as a Career committees, she is a member of its search and placement sector council and education and certification committee. Founded in 1988, Mee Derby is an eight-time winner of the Inavero Best of Staffing® Award.



Kim Whiteley, Director and Executive Recruiter, Mee Derby, a leading search firm for the staffing industry.

Kim is active with ASA, as a past regional council leader, member of the professional services sector and current council chair for Corporate Social Responsibility. Kim brings more than 20 years of staffing industry and search experience to Mee Derby. She and her team focus nationally, with an emphasis in the professional services sector, working with both privately held and national firms to help increase their footprint and attract senior leadership.

One of our greatest treasures we need to secure is our internal talent. Robin and Kim will share their perspective in this area in their session, **"Attract, Retain and Motivate Internal Talent."**

What is keeping you up at night? Most staffing executives say that hiring internal staff - and that is their biggest impediment to growth. Join the conversation and hear from industry experts, staffing companies across the country, along with your colleagues as we share and brainstorm on innovative ideas to attract, retain and motivate your internal teams.



Tom Erb, President, Tallann Resources, OSSA Board of Directors

With a career spanning over 20 years, Tom Erb has established himself as one of the staffing and recruiting industry's top subject matter experts. As an executive for two of the largest staffing and recruiting companies, Tom worked with some of the most recognizable and well-respected companies in the world to help optimize their workforce strategy. As a consultant, trainer, and speaker to the staffing and recruiting industry, Tom has helped hundreds of firms create and execute sales and recruiting strategies to grow their business.

Tom will guide us through protecting our time one of our most precious treasures in his session, **"Time Management for Staffing Professionals."**

Time management can be the difference between success and failure for a staffing professional. High performers know how to prioritize and have a strong sense of urgency. They have the ability to speed up the recruiting/sales cycle. They place high value on their time and have discipline around their activity, using strong planning skills. In this session learn how to become more efficient and effective using these time management techniques.