haley MARKETING

# How to Wake Up Sleeping Clients:

## Sales Automation Best Practices

Right now, winning new business and improving client relationships should be top-of-mind for your staffing firm. Adding automation to your sales process can be a game-changer to support these initiatives. But where do you start? We've compiled our top 10 best practices to ensure your sales automation campaigns produce results.

**10.** Standardize your sales process and outreach.

**9.** Map your process and look for process or engagement gaps.

**8.** Clean up and leverage your Applican Tracking System's client contact statuses.

**7.** Rank and prioritize job orders and clients.

**6.** Utilize NPS to measure satisfaction at key stages.

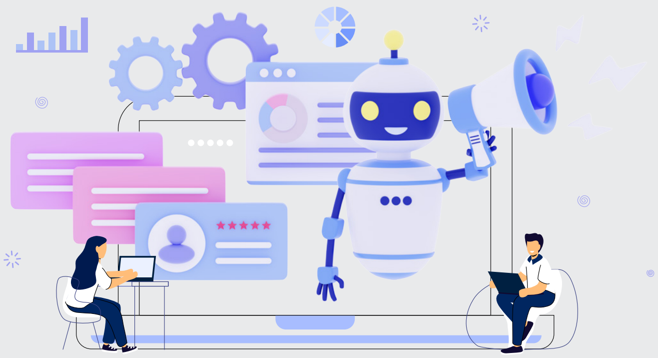
**5.** One touchpoint is never enough... multiple touchpoints are key.

**4.** Prioritize your responses.

**3.** Use your CRM.

**2.** Leverage candidate data in your sales campaigns.

**1.** Start your automation campaigns closest to the revenue!



There are more best practices, but this is a great start! See how else you can level up your automation with our Smart Automation checklist. Download it at **www.haleymarketing.com/level-up**.

If you need help brainstorming sales automation ideas or want to talk further about improving your automation game, contact us at **866-696-2900.**