



"Market Share Magic"

**Presented by: Scott Wintrip, PCC
President and Founder of Staffing U**

April 8, 2010

8:30 am - Registration

9:00 am - 11:30 am First Session

11:30 am – 1:00 pm Lunch (on your own)

1:00 pm – 4:00 pm Second Session

St. Gregory Hotel

2033 M St, NW, Washington, DC

INFO CORNER:

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2033 M St, NW

Washington, DC 20036

202-223-0200

**Continental Breakfast
Included!!**

CASA Members: \$99
for both sessions
\$59 for individual
session

Non Members: \$119
for both sessions
\$79 for individual
session

Contact Us

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Web site:

<http://www.americanstaffing.net/dc>

For questions, contact Mar
Kuhlkin, CASA Programs
Chair at 202-250-1923 or
Mar.kuhlkin@us.randstad

AGENDA:

Morning Session: 9:00AM – 11:30AM

THE PERSISTENCE PLAN

Engage the Power of Persistence in Winning Against the Competition

What can Coca-Cola, Home Depot, and Old Navy teach the staffing and recruiting industry about sales and marketing? You'll learn this and much more during The Persistence Plan.

You'll hear current market analysis on when companies are most likely to use staffing and recruiting services and how many actually end up buying. Using these statistics, you'll learn how the marketing giants create a strong market presence and how to apply this to our business.

Once you complete this portion of the workshop, you'll have your own Persistence Plan to implement the moment you return to the office.

Afternoon Session: 1:00PM – 4:00PM

THE 2+ PLAN

Acquire More Buyers and Ensure They Will Never Leave

Imagine the value of having a client insurance policy. And that this protection helps you acquire more business while ensuring you'll retain it.

The 2+ Plan gives you an easy-to-use system that provides you with this type of insurance. By the end of this session, you'll discover why most staffing and recruiting firms are missing millions of dollars in profits.

Scott will then walk you through creating your own 2+ Plan and show how it adds eight or more potential buyers at prospects and clients. In addition, you'll understand how this system provides you with a client insurance policy and see a demonstration for gaining this information from each buyer.

COLLECTIVE WISDOM

You've got questions, and Scott's got great answers. He'll take your sales, recruiting, and leadership questions during this special segment of the program