

Staffsync360 – Founder Sales Playbook

1. Your Positioning

You are not selling ATS. You are selling control, visibility, and recruiter productivity.

One Line Pitch

Staffsync360 helps staffing owners increase recruiter productivity and run their business from one dashboard.

2. Demo Flow (15–20 Minutes)

- Resume Automation – show resume to searchable profile.
- Recruiter Leaderboard – show submissions and activity.
- CEO Dashboard – active jobs, pipeline, expected revenue.

3. Discovery Questions

How many recruiters?

How do you track productivity today?

Is pipeline visibility clear?

4. Core Value Promises

- Save recruiter time
- Increase accountability
- Give founders real-time control

5. Common Objections

Already ATS – ATS tracks candidates, Staffsync360 tracks business.

Too expensive – Costs less than one recruiter salary.

Send email – Always book 15 min follow-up.

6. Pricing Psychology

Anchor against recruiter salary. Show ROI before cost. Never discount without scope reduction.

7. Negotiation Rules

Trade commitment, not price.

Add bonuses instead of discount.

Use silence after quoting price.

8. Closing Script

If this improves recruiter productivity and visibility, shall we pilot with 2–3 recruiters?

9. Follow-up Email Template

Summary of value, pricing based on team size, request 15-min review call.

10. Founder Mindset

You are building a productivity system, not a software tool. Stay confident. Sell outcomes.

Golden Rule

ATS tracks candidates. Staffsync360 tracks your business.