

Staffsync360 – In-Depth Pitch Framework

STEP 1 – Open with Their Reality

Ask about recruiter count, resume process, productivity tracking. Align with their pain: manual resumes, no visibility, chasing recruiters.

STEP 2 – Surface the Pain

Summarize: Manual resumes, invisible productivity, unclear revenue, dependency on updates. Reframe: This is a visibility problem.

STEP 3 – Position Staffsync360

Staffsync360 helps small staffing teams increase recruiter productivity and gives founders real-time visibility — without complexity.

STEP 4 – Demo in 3 Acts

1. Resume Automation – show upload → parsed candidate. Emphasize time saved.
2. Recruiter Leaderboard – show submissions, performance, accountability.
3. CEO Dashboard – active jobs, pipeline, expected revenue in one screen.

STEP 5 – ROI Framing

30% productivity = 2–3 recruiters worth output. Most clients recover cost in first month.

STEP 6 – Objection Handling

Already ATS? Staffsync360 focuses on productivity + visibility.

Recruiters won't use? Fewer clicks, simpler workflow.

Migration hard? Go live in days with assisted onboarding.

STEP 7 – Soft Close

"If this gives visibility over recruiters and pipeline, would this help your business?"

Invite for trial, not purchase.

STEP 8 – Pricing

Anchor against recruiter salary. Show value before cost.

Core Selling Promises

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

One-Line Pitch

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

Staffsync360 – Objection Handling Playbook

Objection: “We already have an ATS.”

What They Really Mean

- I don't want disruption
- My team won't adopt another tool
- Convince me this is different
- I don't see clear ROI yet

Step 1 – Acknowledge

Totally fair — almost everyone we speak to already has some ATS.

Step 2 – Reframe

Most customers also had ATS. They switched because they couldn't see recruiter productivity or business performance clearly.

Step 3 – Separate ATS vs Staffsync360

Traditional ATS tracks candidates.

Staffsync360 tracks recruiter productivity and founder visibility.

ATS tells who applied.

Staffsync360 tells who is working and where revenue is stuck.

Step 4 – Analogy

ATS is like accounting software – records data.

Staffsync360 is management dashboard – shows business performance.

Step 5 – Diagnostic Question

Can you instantly see daily submissions per recruiter and expected revenue in one screen today?

Step 6 – Overlay Positioning

You don't need to replace ATS on day one. Many teams run Staffsync360 alongside existing ATS for productivity visibility first.

Step 7 – Business Outcomes

Customers come for:

- 30% recruiter productivity increase
- Clear pipeline visibility
- Less chasing, more control

Killer Question

If you could see recruiter performance and pipeline clearly every day, would that help run your business better?

Common Pushbacks

"Our ATS already does this" → Staffsync360 strengthens visibility and accountability.

"Switching tools is painful" → Most teams go live in days with assisted migration.

"My recruiters won't like change" → Recruiters love fewer clicks, owners love visibility.

One-Line Close

Why don't we run this with a small group for one week and see if visibility improves?

Core Positioning

ATS tracks candidates.

Staffsync360 tracks your business.

Staffsync360 – “Too Expensive” Objection Handling Playbook

Objection: “This is too expensive.”

What They Really Mean

- I don't clearly see ROI yet
- I'm comparing with cheaper ATS tools
- I'm scared of recurring cost
- Convince me this pays for itself

Step 1 – Acknowledge

I understand — budgeting matters, especially for small staffing teams.

Step 2 – Anchor Against Recruiter Salary

One recruiter usually costs ■40k–■60k per month.

Staffsync360 typically costs less than one recruiter salary.

Step 3 – Tie Price to Productivity

If Staffsync360 improves productivity of just ONE recruiter, it already pays for itself.

Most teams see 20–30% productivity improvement across recruiters.

Step 4 – Make It Real with Their Numbers

If you have 10 recruiters, even one extra submission per recruiter per day means 10 more profiles daily — directly impacting interviews and revenue.

Step 5 – Highlight Hidden Costs

You already pay for manual resumes, recruiter idle time, missed follow■ups, poor visibility, and founder time chasing updates.

These hidden costs are much higher than Staffsync360.

Killer Line

You're not paying for software — you're paying to get control of your recruiters and pipeline.

Reduce Risk

Run Staffsync360 with a small team for one week and decide based on results.

Common Pushbacks

Other ATS is cheaper → Cheap ATS saves money. Staffsync360 makes money.

Budget is tight → That's when visibility matters most.

Let me think → Is it price, or are you unsure about value?

Soft Close

Let's pilot with 2–3 recruiters and measure productivity before deciding.

Core Positioning

Staffsync360 costs less than one recruiter — but improves your entire team.

Staffsync360 – Negotiation Cheat-Sheet

Golden Rule

Never reduce price without reducing scope. Protect value first.

Why Clients Negotiate

- They see value but want better deal
- Comparing vendors
- Budget pressure
- Want psychological win

Step 1 – Anchor Value

Confirm value before price discussion. Ask if productivity and visibility value is clear.

Step 2 – Trade, Don't Discount

Always trade commitment, scope, or structure instead of cutting price.

Power Negotiation Tactics

1. Commitment Trade – Better pricing for 6 or 12 month plans.
2. Volume Trade – Lock price if recruiter count increases.
3. Pilot Structure – Start with small team, then scale.
4. Add Bonus – Free onboarding, migration, training instead of discount.
5. Salary Anchor – Compare cost to one recruiter salary.
6. Silence – Quote price and stop talking.
7. Clarify – Ask if concern is budget or value.

What NOT To Do

- Don't discount immediately
- Don't apologize for pricing
- Don't negotiate against yourself

Live Script Example

“If we reduce price, we’ll need to limit scope. Alternatively, we can keep full features and add onboarding support.”

Founder Mindset

We are not the cheapest tool. We are the tool that improves staffing business performance.

Closing Line

Once recruiters become productive, pricing becomes secondary.

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.