Strategic Selling with Naz Harrison

A playbook for senior billers who want to think more strategically about their sales desks.

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ONLINE RECRUITMENT COACHING ACADEMY

Meet Your Trainer

Naz Harrison

Founder | Harrison Training Group

Former Global Head of L&D

at leading recruitment firms

15+ Years of Experience

in recruitment & sales leadership

Expertise

in strategic selling for senior billers

What You'll Learn:

- Spot & segment your best clients
- Build deeper commercial relationships
- Identify key decision makers & their roles
- Set clear commercial objectives
- Recognise buying states & adapt accordingly
- Apply the 80/20 rule to grow revenue strategically

WHAT IS STRATEGIC SELLING?

Understanding Client Relationships in 3D:

- Where do they sit in your funnel?
- Are they worth investing more in?
- What kind of partner could they become?

Think beyond transactions.
Move clients up the value ladder, from “just using you” to making you a strategic advisor.

KEY CLIENT CRITERIA

Stop working with everyone.
Define your 5 must-have traits for an ideal client.

1. **High-growth potential?**
2. **Easy to work with?**
3. **Strong commercial terms?**
4. **Strategic alignment?**
5. **Communication & access?**

ANTICIPATING CHANGE

Change creates opportunity.

Look for:
Sudden change (e.g. market shocks)
Subtle erosion (e.g. outdated systems)
Continuous growth (e.g. emerging sectors)

Ask: What's changing for your client? How can you help them respond better than their competitors?

SINGLE SALES OBJECTIVE

Set clear goals per client.
No vague targets - know your numbers.

- A good sales objective is:
- Service-led
- Specific & measurable
- Tied to a timeline

Example: "Place 5 roles at £300k value with [client] by the end of FY.

Identifying Decision-Makers

User

Lives with the hire

Technica Buyer

Crunches data

Decision Maker

Signs the deal

Coach

Your internal advocate

You need more than one relationship.

Find your coach. They'll get you in the room.

BUYING STATES

Every client is in one of four states:

Positive:

Growth
Trouble (yes, this is opportunity too)

Challenging:

Overconfident
Even keel

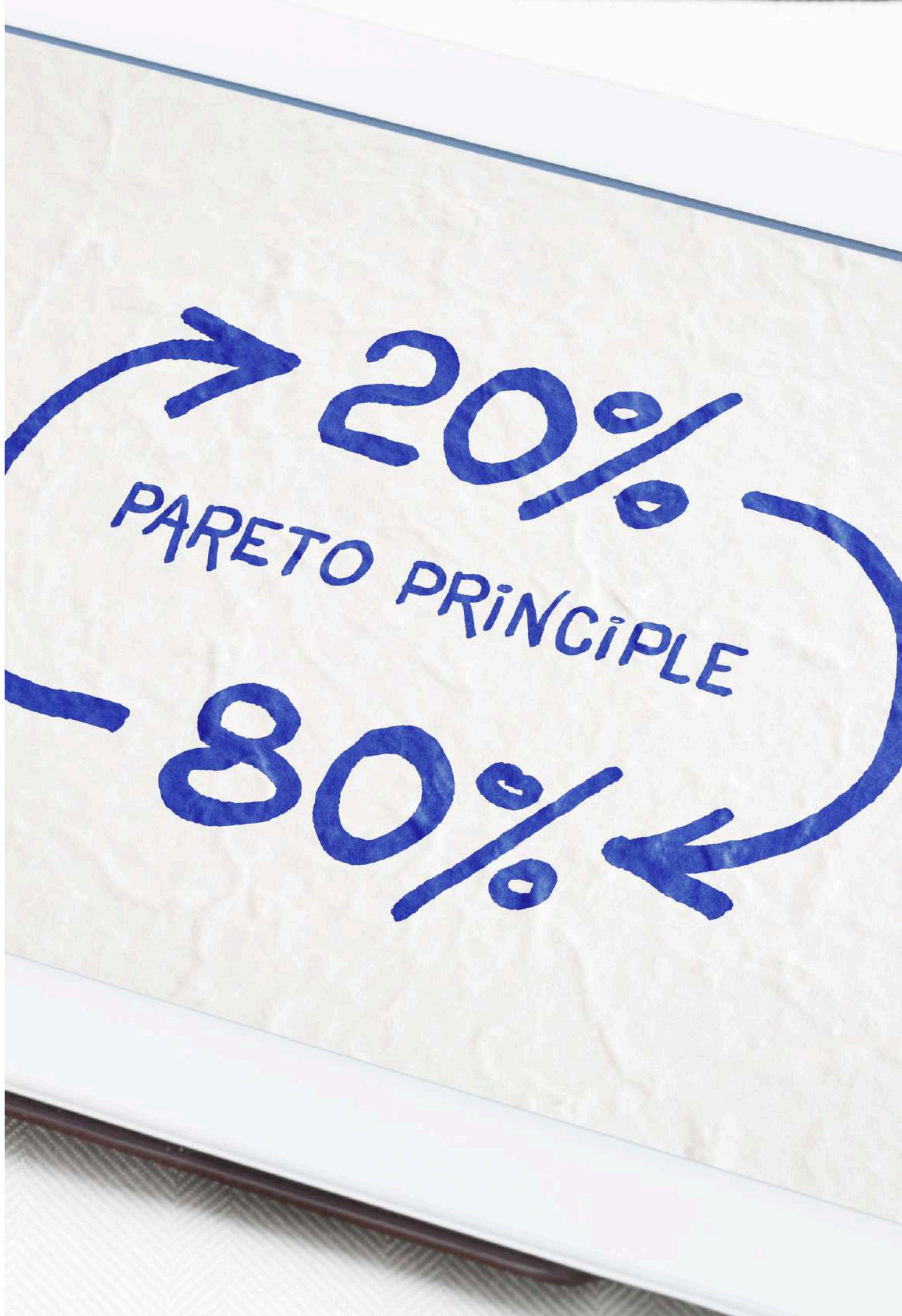
Knowing their buying state helps you adjust messaging, pitch, and timing.
Start mapping your current clients by state.

THE PARETO PRINCIPLE (80/20 RULE)

80% of your revenue comes from 20% of your clients. Use your client criteria to double down where it counts.

Your job:

- Identify that 20%
- Deepen those relationships
- Find more clients like them



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