

Strategic selling.

Your first five clients. One process. The founder's. How one person became a company, the framework still used today, and the four steps every Staffly seller runs. The full breakdown follows in the next version.

Sell to the whole room, not just the person on the call.

Strategic Selling is a book by Robert B. Miller and Stephen E. Heiman. The idea: in a real business, more than one person decides. Sell to all of them.

Find every buyer

The one who pays, the one who uses it, the one who checks it, and the one on your side. Know each.

Ask what a win looks like

The owner wants revenue. The manager wants time back. Finance wants no surprises. Sell each their win.

Spot the red flags early

A buyer you have not met. A question you cannot answer. Handle it before it kills the deal.

One clear objective

Every call has one goal you can write in a sentence. No goal, no call.

Follow up like it matters

Most deals die in silence. The process says when to call back and what to say.

Track it all

Every call, text, meeting, and show-up in SAI and ARA. You see your numbers daily. So do we.

Built from the best public work in North American sales.

Grant Cardone

Volume and follow up. Ten times the activity, and never letting a lead go quiet.

Daniel G.

The phone. Tone, pace, and handling the objection in the moment.

Shelby Sapp

Confidence and control. Lead the conversation, set the next step, ask for the close.

Jordan Belfort

The straight line. Open to close in a line, and you know where you are on it.

Patrick Bet-David

Value first. Sell the outcome and the plan, think five moves ahead.

Strategic Selling

Miller and Heiman. The framework underneath: buyers, wins, red flags, one objective.

Named for their public teaching. None are affiliated with or endorse Staffly.

The same four steps our clients see.

1 Find and qualify

Pick a vertical you know. Reach the owner. Find where the work piles up and who else decides. If it is not a fit, say so.

2 Book the strategy call

One objective: the twenty minute call where we write the job description together. That call is the product.

3 Run the short list

They meet candidates with Loom introductions and resumes. You guide the pick. Meeting mode until they find the one.

4 Start and hand off

They sign, the operator starts, onboarding runs, the first SOPs get written. You keep the relationship and the commission.

4 sales. 100,000 pesos a month in commissions.

We run a North American sales organization structure. Commission depends on the package you sell. Four sales a month is the running average when the process is followed the way the founder built it. Not a promise of income.

Version 1, September 2026. The full first five clients breakdown replaces this in the next version.