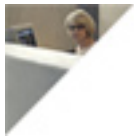


Sales Manual



Sample Letters for Sales and Collections.



Human Resource Forms and Procedures



Operational Forms at your fingertips



And much more...

 Trojan Labor



Introduction

This training program is designed to help train you on the major job responsibilities of selling staffing services for Trojan Labor. The training and situations that are in this program represent the essential areas that you must understand in order to be successful in your position. Your Franchise Owner is prepared to guide your efforts, give feedback and answer any questions you may have.

There are five sections to the program and each part will take you considerable time and effort to complete. Taking less or more time is not the issue, what's important is that you understand the content, policies and procedures of Trojan Labor sales management. As in any venture, your success depends upon the effort you put forth, so GO ALL OUT! In addition, congratulations on your new job. We welcome you to the Trojan Labor/ Acrux Team!

DESIGN

This training program consists of five sections to be completed in numerical order 1 – 5. Several sections overlap, but following this guide in the order it is written will fulfill the critical stages of your training.

CONCEPTS

We believe that a new sales professional should:

1. Be trained a thoroughly and as soon as possible on essential job responsibilities.
2. Learn what information and resources are available and how to use them.
3. Be responsible for their own learning.
4. Be trained by and work with the franchise owner, peers and other departments of the company.

CERTIFICATION

The Certifications on the bottom of each “Sales Training” page are part of a tracking and development system to be used by you, your supervisor and the company. As you complete each section, complete the Certification at the bottom, write in the completed date, and review it with your franchise owner.

FEEDBACK

Your franchise owner will review each part of the program with you. At that time, they will give you feedback regarding your progress. This is also the time for you to ask questions. Once you and your supervisor have exchanged conversation and your supervisor is satisfied with the quality of your progress, they will initial the section that was completed. Your supervisor will also complete a progress evaluation and review it with you at the end of your training.

This training program is designed to help train you on the major job responsibilities of selling staffing services for Trojan Labor/ Acrux Staffing.

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1

COMPANY INFORMATION

1.1 Hire Quest History

Hire Quest was formed in June of 2002 with the combined assets of the predecessor, Productivity Partners International, Inc., and its 2 subsidiaries, Productivity Partners Franchising, Inc. and Efficiency, Inc. They were the outgrowth of a reorganization of several Florida corporations that were, directly or indirectly, franchisees of Labor World, a competing temporary staffing company. The first group of Trojan Labor offices opened in 1999 as a successor of American Labor and Productivity Partners.

We improved our original expansion plan back in 2002 to handle rapid growth by placing proper controls to ensure remote locations were operating according to our standards. We also redirected our efforts from company-owned offices to franchised outlets with owner-operators who have a vested interest in the success of their business.

From 2003 to 2004, our revenue grew 51% after our branch acquisitions from Ready Staffing became franchised, mostly to the very same Ready Staffing employees who ran them. In 2005, we implemented our own “plug and play” branch operating software to all of our franchised branches. Franchise owners enjoyed record profits as they were able to concentrate more on new sales and effortlessly expand into new markets. Hire Quest was named in the Charleston Business Journal as the #3 fastest growing company in the region for 2005 and looks forward to continued growth in the years to come.

1.2 HQ WebConnect

HQ WebConnect is our operating software developed in 2004 by Hire Quest LLC and an outside computer programming company. The easy-to-use branch operating software is crucial for the sales field to understand. Hire Quest offers free training and ongoing support.

1.3 Industry Information

There is a large current demand for Temporary Labor since 90% of all companies use temporary help. And the staffing industry is growing. In fact, U.S. staffing firms employed an average of 2.6 million temporary and contract workers per day more in the first quarter of 2005 than in the same period last year. Because more and more firms now restrict the number of full-time employees to a small core and include temps, part-timers, and independent contractors in their strategic planning the industry will continue to grow.

Temporary staffing helps businesses meet challenging needs in a cost-effective way by enabling them to:

- get help on short notice when emergencies arise or someone calls in sick
- address fluctuations in their personnel needs
- avoid having to use highly skilled employees for mundane but necessary work
- hire the right person with the right skills for special needs when they arise
- “try out” personnel on a short term, no commitment basis to see if that person fits into the company for a long-term or full time position.
- avoid a lot of expensive and time consuming red tape by hiring personnel that have already been screened, trained, and pre-qualified.

1.4 Product Knowledge and Understanding

The industry has some good websites to look at periodically to keep up with the changing market that our company falls in. www.americanstaffing.net and www.sireport.com.

1.5 Glossary of Terms

Please review the Glossary of Terms most commonly used in the temporary staffing industry located in the Resource Guide.

1.6 What is Acrux and What is Trojan Labor?

Acrux and Trojan Labor are temporary staffing services specializing in providing temporary employees primarily in the industrial sector throughout the United States. We provide temporary employees ranging from skilled to semi-skilled to unskilled laborers to companies every day.

Acrux is a weekly or long-term assignment based office where employees typically range from semi-skilled to skilled and are paid weekly. These employees are dispatched over the telephone after extensive interviewing and confirmation of their skills and abilities.

Trojan Labor is a daily work, daily pay operation that typically has skilled, unskilled and general laborers available on a day-to-day basis. Orders placed with Trojan Labor between 5:30 a.m. and 9:30 a.m. are normally filled within one hour. Trojan Labor employees are dispatched from the branch in person every day.

1.7 Why use temporary staffing?

When the cost of hiring and retaining permanent staff is broken down (see the components of cost below), approximately 55% beyond one permanent employee's payroll is spent by the employer. In other words, it costs prospect customers 155% of that permanent employee's payroll to hire, retain, provide benefits for and pay one employee. When companies use temporary staffing, they pay ONLY for time worked- no benefits, no payroll taxes, no retention costs and no advertising costs. As the legal employer of temporary staff, Trojan Labor handles and administrates all of these charges and cuts through all of the red tape for customers. Is there any real surprise as to why companies are turning to temporary staffing? Moreover, what are the tangible and intangible costs of providing poor customer service due to being understaffed? Trojan Labor helps customers meet their deadlines and keep their customers satisfied.

COMPONENTS OF COST

Workers Comp	3 – 36%
Unemployment	3.50%
Social Security	7.65%
Liability Insurance	0.40%
Vacation	3.80% (10 days)
Sick Pay	1.90% (5 days)
Advertising	2.40% (1 \$250 ad)
Interview Time	0.70% (5 interviews at \$5)
Health Insurance	23.0% (\$200 a month)
Holiday Pay	2.30% (6 holidays)
Administrative Costs	5.00% (ADP, Payroll clerk, regular comp)
Cost of Funds	1.00%

Total INCLUDING Workers Compensation is: 55% TO 88% OF PAYROLL!

1.8 Branch Locations



Please see Appendix A for a complete company directory.

1.9 Trojan Labor Guarantee

1. We will save the customer money: Salaries and wages are only a small part of the cost of recruiting and retaining an employee. We help manage costs because we are responsible for providing each of the items listed below to our employees. Other costs include workers compensation insurance, payroll taxes, vacation / holiday / sick days, training costs, cost of payroll processing, health insurance, advertising and recruiting, and regulatory compliance
2. We will enhance the customers productivity: We open our offices at 5:30 am to ensure that we have the people available to work for you when the customer needs them.
3. We will treat the customer like a partner: We will tailor our services to meet their needs, not ours. That means we can provide the customer with customized training, drug and alcohol testing, skill testing, background checks, or pretty much, whatever other services they may need.
4. The customer's satisfaction is guaranteed: If the customer is displeased with one of our workers, they can just call our office and will not be charged. This is a guarantee they can't get with their own staff and one we can make because we are confident our service is the best in the industry. We guarantee it!

1.10 Features and Benefits

Features are facts about our company that distinguish us from our competitors. Benefits give the Prospect reason to buy from us. People buy because they are convinced that what you are offering is beneficial to them. Through proper preparation and investigation, you will know which feature / benefits to present. What the Prospect tells you during the sales call is not your only source of information. You may know of service problems with a competitor. This information is very important in addressing the Prospect's unstated needs, and reinforces the need for preparation. There are numerous features / benefits from which to choose. Below is a partial list:

1. Direct Dispatch

And this means to you, the customer... we see the Employees before they come to see you. We are reasonably certain that, if they wake up and come to our office, they are interested in working for the day.

2. Multiple Offices

And this means to you... we exchange proven service ideas between offices. Should you need help elsewhere

in the United States, your account is already established saving you time and money.

3. Guarantee

And this means to you... if, for any reason, you are dissatisfied with one of our Employees; notify the office within the first four hours and all charges will be cancelled. If possible, we will replace the Employee(s) immediately. This is a guarantee of your satisfaction.

4. Open at 5:30 a.m.

And this means to you... if you get to work at 7:00 a.m. and you find you are short-staffed, you can call our office and get immediate response. No waiting until 8:00 or 9:00 a.m. for the office to open and then get on the telephone to recruit. The Employees are here and ready to go.

5. Temp-to-Perm

And this means to you... that you can “try before you buy.” If you need to fill a permanent position, you can work the employee through us for an agreed upon period of time, then, after you know the working and attendance habits, go ahead and make the permanent hire.

6. Pre-training

And this means to you... that we will help minimize the traditional “ramp up” time for new hires by pre-training employees before they get to the job site. This may take many forms using the customer safety videotapes, to written forms where the employee reads rules, etc., and then signs off.

7. Pay Only for Hours Worked

And this means to you... that, when factors like vacations, holiday pay, break time, and sick pay are included, you are paying full-time employees for nonproductive time. When calling us, you pay only for hours worked, saving you money.

8. Satellite Offices

And this means to you... our service capabilities afford you not only convenience, but timesaving. We have recruiting advantages, drawing from several different areas.

9. Delivery of Temporary Employees

And this means to you... that your Employees will be where you want them, when you want them.

10. 24 Hour Service

And this means to you... if you have a three-shift operation, that we will provide you Employees for all three shifts.

The features / benefits list can be added to continually. Features are the basis from which you construct benefits. A feature becomes a benefit when you answer the question, “What does that mean to me?”

1.11 Competition

Knowing your competition is very important in the staffing industry. Using the local phone book’s Yellow Pages and searching for company web sites are two ways to familiarize yourself with competition locally and nationally. Calling the competition and learning their pay rates and bill rates is also highly recommended.

1.12 The Sales Connection and The Trojan Star

Hire Quest issues two newsletters throughout the year. The Sales Connection is designed to help sales people understand different aspects of the business and to create new ideas for sales companies in all offices. The Trojan Star is the quarterly company newsletter that brings news and upcoming events to each office from Hire Quest.

1.13 Web Sites

Our websites are designed for customers as well as our own staff. www.trojanlabor.com and www.acruxstaffing.com have explanations of the services we offer and directories of locations for potential customers to view. The Customer Web Portal is available for current customers to access their invoices and a lot more via the internet. www.hirequestllc.com is designed to explain our franchise model along with an extensive internal use section for branch staff to use at their convenience.

1.14 SALES TRAINING

NAME _____

LOCATION _____

COMPANY HISTORY

<u>Description</u>	<u>Completion (X)</u>	<i>Initials</i>			
		<u>You</u>	<u>Supervisor</u>	<u>Date</u>	<u>Comments</u>
Hire Quest History					
Industry Information and Economics					
Operations Manual: Sales					
Competition					
Glossary of Terms					
Publications					
Web Sites					
Other					

Complete:

Reviewed:

Name: -----

Name: -----

Date: -----

Date: -----

2 OPERATIONS

2.1 Daily Operations and Office Assistance

Trojan Labor's open office hours are 5:30 AM to 6:00 PM. Understanding how the office runs is important to know. You may refer to the Operations Manual in the office to learn more about how the Dispatching and Payout processes are done. Observing daily operations of your office is also an important step in training as an effective sales representative since this knowledge can be the make or break in differentiating our company from the competition for a potential customer. Assisting in the office may also be one of your job responsibilities as a sales representative.

2.2 Quality of Workers

As you observe operations of Trojan Labor, you will soon realize that the product you are selling (temporary employees) is what it is. It is very important to remember not to oversell this product, by making unobtainable promises. It is also important to remember that non-skilled work is our niche. Semi-Skilled and Skilled labor is more difficult to fill orders and collect payment.

Additionally, Trojan Labor does not initially screen employees- our screening is based on the employee's past history with our company. Drug Testing, Background Checks, and Skill testing can be done upon request by the customer after it has been established who will be responsible for the cost.

2.3 Recruiting

Recruiting is another important aspect of our business. Ideally, sales representatives should make 1 to 2 recruiting calls each day in order to support the new sales you are bringing into the office.

2.4 Workers Compensation

Workers Compensation is part of the cost of employment. The workers comp code assigned and the rate associated with the code effect the overall profit received for each customer. You can use the SCOPES manual to assign correct comp codes to each customer based on their main source of business. There are some restricted codes that our insurance carrier has prohibited service in. Please see Appendix B for restricted and prohibited workers comp codes.

Since we value safety of our jobs very highly, Jobsite Inspections should be done on all new accounts. Additional safety procedures are discussed on our website and in our Resource Guide to promote safety.

2.5 New Customers or Jobsites

Upon the order for a new customer or jobsite, it is important to get directions to the job and obtain a customer map for the dispatcher.

On the first day of service, sales representatives should make contact with the customer either by a personal visit or a phone call to ensure all of their expectations were met by our company. Be there within the first 4 hours to confirm good service! A happy customer will continue to use when they have needs, whereas a dissatisfied customer will not only stop our service, but may also be troublesome to collect payment from.

2.6 Payrolling System

Various types of business can be valid prospects for the Payrolling system. Reasons for utilizing payroll services vary from the desire to avoid collective bargaining agreements to probationary periods prior to hire, and many times generally considered to be high turnover, no benefits with low wages. Businesses with large swings in hiring due to seasonal jobs are also prime candidates for the payroll system. Before pricing can be addressed and a presentation of our proposal made, the prospect must first be qualified. This is a good time to read the sales qualification section of your sales manual as the process is very similar. This phase of the sales process is devoted to learning about the prospect and his business.

Trojan Labor does not wish to assume collection risks, and therefore requires certain minimums to be met in order to qualify for the Payrolling system.

- > A minimum of 800 payroll hours or \$5,000.00 payroll dollars weekly
- > The customer must also be prepared to “Exchange” checks- one check from the customer covering the payroll plus the service charge in exchange for the employee payroll checks. This can be accomplished through direct transfer of funds from the customer to Trojan Labor accounts.

During the qualification you will gather information which will allow Trojan Labor to present the best possible approach to secure the business. The payrolling system does not include activities or cost of advertising, screening, testing, dispatching, processing of daily payroll, etc. With the “Payrolling system, we simply write payroll checks for employees who have been recruited, screened and found acceptable by the customer. The “Payrolling” customer has both the job and the individual to do perform the task. Since all we do is write the payroll for the employees, we can perform this service for less than our standard markup provided that there are no unusual circumstances or hazards.

The pricing will be approved by the Branch Manager prior to presenting a proposal, and will take into account the following variables:

- >Risk Management--our exposure to workers compensation liability. If Trojan Labor assumes the employer responsibilities of a high risk or unsafe portion of a company’s payroll, the problem becomes ours.
- >Our pricing costs consist of state unemployment, federal unemployment, workers compensation, FICA, liability insurance and our service charge.

All this must be considered before determining a rate. Our service charge takes into account the customer requirements stated during the qualification process, and translating that into the amount of work that will be require to service their needs. Other considerations are the number of locations to be serviced, required payroll reports, requested turnaround time, and the represented volume of business. After a total rate is determined our price quote is always a percentage of payroll and never an hourly rate.

Once all the facts are gathered, and pricing is determined, the Branch Manager or Staffing Consultant will be ready to present our proposal. It would again be prudent to review the sales manual section entitled “Making The Presentation”. At this time we present not only our proposed rate, but must also address the prospect concerns and overcome any objections raised. The customer has much to gain with the payrolling system. Almost every firm that uses our payrolling system does so for one and mostly more than one of the following reasons. For all employees under the system, the customer pays no fringe benefits, ie: vacations, sick days, retirement or profit sharing benefits. It provides the customer a means of retaining loyal and valuable employees after compulsory retirement. Out of city/state companies that have a short term job in the area where they don’t want to set up payroll procedures and become involved with worker compensation, state unemployment and liability insurance are prime candidates for Payrolling. Perhaps a company has an individual they want to hire for a temporary assignment, but company policy prevents hiring additional personnel on a permanent basis, for a short period of time. We are therefore asked to place the individual on our payroll. It may well be that the addition of one ore

more employees to the staff of a firm will require that firm to begin making unemployment compensation payments for the employee. In some states when a firm has less than four employees it does not have to make these payments. In order to keep away from these payments and the handling of related unemployment claims reports, our Payrolling System may be considered. Some forms are not licensed to do business in a particular state and Trojan Labor may be. Perhaps it would allow us to payroll their employees. Even the employment of a single individual in a state can require a great deal of reporting to various state agencies and departments.

At this time it is valuable to complete a payroll cost analysis sheet which will actually show the prospect what he/she is now spending to process the payroll. With this in hand closing will be easy. When presenting, it is vital that the persons in attendance are in fact the decision makers. With few exceptions, a formal presentation is conducted within the structure of an appointment call. When setting the appointment, gain assurance the parties that make the decision will at the meeting. Only with them in attendance, will the closing or obtaining a commitment be possible. If all of the preparations have been completed, closing will be the easiest part of the sales process.

At closing we need to explain our service agreement and the pertinent schedules attached. We are getting the customers' commitment to fulfill his/her end of the deal, and will actually need to sign the service agreement and which delineates the billing rate percentage.

2.7 Service Calls

Service calls are personal visits or phone calls to an already existing customer. Don't ignore them after making the sale. Routed service calls should be made as follows:

Customer Classification	Volume of Usage	Minimum Call/ Frequency
A	4 or more daily Employees	Bi-weekly (every 2 weeks)
B	1-3 daily employees	Monthly
C	Less than 1 daily employee	Bi-Monthly (every 2 months)

2.8 Calculating a Bill Rate

Discussion of Direct Costs:

Average Direct expenses we incur as a percentage of payroll:

Social Security	7.65%
State Unemployment	2.70% (approximate number)
Federal Unemployment	0.80%
Workman's Compensation	7.00% (approximate number)
Liability Insurance	0.50%
Royalties	+13.00% (8% of sales)
TOTAL	31.65%

$$(\text{Pay Rate}) \times 1.3165 = \text{Direct Costs}$$

The above shows that on the average a 31.65% markup in order to cover direct costs. This is sometimes referred to as your "Burden."

EXAMPLE:

Assume that the Bill Rate is \$9/hr and Pay rate is \$6/hr, the total Burden (Direct Costs) is \$7.89. This leaves \$1.11/hr or 12.33% of the bill rate as the profit contribution to cover fixed expenses.

Discussion of Markup vs. Margin

There are two types of ways to quote bill rates for potential customers.

Markup is the additional amount added to a bill rate to cover overhead, profit, excess costs, etc. With Markups the base is always equal to 100 percent of payroll + burden + a minimal of 10% profit contribution.

* Markup is calculated by: $\text{Bill Rate} / \text{Pay Rate} = \text{Markup}$

Margin is the difference between net sales and the cost of goods sold, expressed as a percentage of net sales. Gross Profit Margins should be in the range of 36-45% for an average sale.

* Margin is calculated by: $[(\text{Bill Rate}) - (\text{Pay Rate})] / (\text{Bill Rate}) = \text{Gross Profit Margin}$

WARNING: a 35% markup is not the same as a 35% margin! Be careful when discussing markup and margins with prospects to ensure you are both talking about the same thing.

EXAMPLE:

Assume that the Bill Rate is \$10 and Pay Rate is \$6, and a burden of 31.65% of payroll, then:

$$\$10 / \$6 = 66.66\% \text{ Markup}$$

$$66.66\% \text{ Markup} - 31.65\% \text{ burden} = 35.01\% \text{ Profit Contribution}$$

$$(\$10 - \$6) / \$10 = 40.00\% \text{ Gross Profit Margin}$$

EXAMPLE

Assume that the Bill Rate is \$9 and Pay Rate is \$6, then the Markup is 50% and the Gross Profit Margin is 33.33%. This margin is unacceptable if we want to realize a significant profit.

2.8 Collections

Collections is another very important aspect of the temporary labor industry. When landing an account, it is important that the potential customer understands and agrees to the bill rate, the skill level, and overtime compensation. Sample Collection Letters to help in the collection process can be viewed in Appendix C.

2.9 SALES TRAINING

NAME _____

LOCATION _____

OPERATIONS

<u>Description</u>	<u>Completion (X)</u>	<i>Initials</i>			
		<u>You</u>	<u>Supervisor</u>	<u>Date</u>	<u>Comments</u>
Dispatching and Payout					
Quality of Workers					
Recruiting					
Workers Compensation					
Jobsite Surveys					
Service Calls					
Bill Rates					
Collections					
Other					

Complete:

Reviewed:

Name: -----

Name: -----

Date: -----

Date: -----

3 SALES

3.1 Six Points to Every Sale

In the sales process, six steps should be taken whether selling a commodity, product or service:

- A. Preparation
- B. Introduction / Rapport
- C. Investigation
- D. Features / Benefits
- E. Close
- F. Follow-up

Let us explore each of these independently.

A. Preparation

It has been said that a successful sales interview is ninety-percent preparation. Teddy Roosevelt cautioned friends that the only sure way to overcome trouble is to be ready for it. Boston sales executive George C. Randolph agrees. “In selling,” he says, “the highest reward goes to the persistent planner.”

Being prepared before a sales call means several things. It means having your business card and collateral materials ready. It means having something on which to write or to take notes. It can mean that you know something about the company where you are calling. For example, if you are calling on Colgate-Palmolive, you know that they manufacture toothpaste and soaps. You will know by looking at the facility if there is a warehouse. You may see many, many truck dock doors. You may note that there are hundreds of cars in the parking lot, indicating a large employment base. The company sign may tell you something about what the company does. For example, “Robert Bosch Company - Brake Shoe Component Facility”.

If you can answer, “yes,” to the following questions, you are likely prepared when you make the sales call:

- *Do you always have a well-defined idea of the Prospect’s specific needs in advance?*
- *Do you know exactly what you will do and say to respond to those needs?*
- *Are you familiar with your competitor’s qualifications and counter-response?*
- *Do you anticipate possible Prospect objections and know how you will reply in response?*
- *Do you try to get as much information about Prospects as you can ahead of time?*
- *Do you have a plan to help sustain interest during the course of the interview?*
- *Do you always pinpoint the Prospect decision-maker?*
- *Do you usually have a good idea how and when you will close the sale?*

So you see preparation can take on many meanings. The simple fact is that you must be prepared, and set an objective for the call before you enter the building or site. The objective can be very simple, such as “I am going to find out who orders extra help when they need it,” or “I am going to find out what they do here.” Setting a simple objective will help you get past the rejection that is a natural part of any sales experience. You can feel good about accomplishing your simple objective, even if the rest of the call goes poorly.

B. Introduction / Rapport

When making the sales call, you will most likely not see the decision-maker right off the bat. There could be a receptionist, a switchboard operator (in the case of telephone calls), or possibly an intercom. After a pleasant greeting, clearly state who you are, the nature of our business and your purpose for the call.

“Good afternoon, my name is Mary Wilson, with Trojan Labor. We supply temporary personnel.”

This would be a good start to any sales call. You can then move toward building rapport with a friendly comment.

“I can’t believe how good that soap smells. Is that from the manufacturing process here?”

You are building rapport as well as beginning to get into the investigative part of the call.

“Can you tell me who is responsible for ordering the temporary help for the plant?”

This is the logical next question, and may be changed to suit the circumstance. For example:

“Can you tell me who is responsible for calling for extra people when your production peaks?”

There are literally hundreds of questions you may ask, but in this portion of the call process, get to the decision maker and/or ask for a business card so you will be prepared for your follow up with good information!

1. Collateral Materials

Many times, you may utilize a collateral piece to visually reinforce your feature / benefit statement. Available collateral pieces include:

- Scratch Pads
- Carpenter Pencils
- Ink Pens
- Brochures
- Testimonial Letters
- Lists of Customers
- Cost Worksheet

You may wish to use only one piece per call, leaving you a reason to recall. Remember that it is always wise to have a reason to recall a Prospect. Recognize that their time is valuable. Do not make the mistake of saying, “I just stopped by...” Rather, “I came by today to tell you about...” Having a handout will often give you a reason to call. Perhaps there has been something about our industry in the newspapers, or something about the Prospect’s business. You may have a copy of your newspaper-recruiting ad to show them, or perhaps simply a copy of your time ticket.

2. Mailers

Adding letters, postcards and other mailers to the sales campaign completes the process. A regular campaign of a personal call, mailer, and telephone call - on a regular frequency will generate sales fastest. You can form your own database of prospects and customers or purchase labels from a commercial source, such as American Business Information, available on the internet at listbazaar.com.

C. Investigation

Once you know who is responsible for making the decisions about who to call for industrial temporary Employees, attempt to see that individual. You may have to set an appointment. If so, try to set the appointment while you are at the facility rather than having to make a call back by telephone. Remember to be prepared, and have your calendar so you can make the appointment and keep it!

Face-to-face sales are always the best. You may make an occasional sale by telephone, but most of our sales are generated by personal calls. People buy from people they trust, and they buy from people they like. It is easier for them to believe what you say and to trust you can deliver on what you say if they look you in the eyes as

they hear you say it.

Questioning techniques will evolve over your life in sales. It is generally believed that one should always ask open-ended questions, beginning with general questions (e.g., “This is a large plant. Are there other facilities like this in the United States?”), then leading toward more direct, specific needs questions (e.g., “Can you tell me about how many temporary Employees you use to staff this line?”). During this process, you will determine if the Prospect uses temporary labor, why they use, when they use, etc. The good questions to ask in this phase are those which answer the questions: Who? What? When? Where? Why?

Ninety-percent of your time should be spent LISTENING. Ask the questions and be prepared to take notes as the Prospect answers. Always ask permission to take notes. This shows you are interested in what the Prospect says, and implies that you think the responses are important. If you ask the proper questions, the answers will provide the information you will need to proceed with the sales.

Overcoming Objections

You will most likely encounter objections during this part of the sale process. Handling objections can be confusing. If you are not careful, you may be caught up in “countering” your Prospect’s objections and end up in an argument! Obviously, this is not a great way to start a business relationship. One way to avoid the confusion is to follow a simple, organized process for overcoming objections.

1. Restate the Objection
2. Clarification
3. Feature / Benefit
4. Acceptance

1. Restate the Objection

This is the simplest step. It follows along with the rapport stage. Repeat what your Prospect said to you.

Prospect: “Temporaries are all alike”

You: “Temporaries are all alike? Or “All alike?”

Restate what the Prospect has said. If you repeat it in question form, you will force him to respond to your question, and perhaps hint at the real, hidden objection.

2. Clarification

This is where we sometimes run into trouble. We actually assume that the first objection stated is the true objection. Most often, it is not. There are many reasons why your Prospect may avoid the real objection. Perhaps he is loyal to his current supplier and is just interested in putting you off and getting you out the door. When you clarify the objection, you make sure that you understand what the true objection actually is. You can do this by asking him if there are any other objections. Simply ask, “Anything else?”

You may end up with several objections. In order to get to the true objection, you must ask the Prospect to prioritize his concerns.

You: “You have given me a few reasons why you would not use temporaries. Can you tell me what the biggest reason is? Really, what is the bottom line as to why, above all else, you would not use temporaries?”

Prospect: “Because I do not know why I should pay more money for one of your people. They are more expensive.”

Unless the Prospect returns to previous objections or brings up new ones, you can assume that you have determined the true objection.

You: “Do you feel that temps are too costly compared to your full-time people or your part-time people?”

Prospect: “To my core staff of employees.”

You have clarified that your Prospect is concerned that temporary Employees cost more than do full-time employees. Now is the time to handle the objection with a feature / benefit statement.

3. Feature / Benefit

Once you have identified the true objection, you then move to the feature / benefit statement.

You: "When you call us, you pay only for hour worked. When you factor in vacations, time off for breaks, sick days, etc., you can see that calling us for those short term needs would actually save you money."

Remember that a feature is something unique about us. A benefit answers for the Prospect the question, "And that feature means to me...?" An example would be:

Feature: We open at 5:30 a.m. That begs the question, "What does that mean to me?"

Benefit: We dispatch Employee by 6:00 a.m. so they can be to your location, ready to work by 7:00 a.m.

Always use a feature about us that meets the Prospect's true objection. Then, continue with the benefit statement.

There are perhaps ten common objections to overcome. Treat objections as questions and you will find them much easier to deal with. For example, you may hear, "All temporary help is the same." You could rephrase that to read, "How are you different from all the others?" Turning an objection into a question is a valuable exercise, one that should be practiced frequently in role-plays. The most common objections are:

- *You are all alike.*
- *We are satisfied with our current service.*
- *I am not happy with the quality of temporary help.*
- *Your price is too high.*
- *We work our people overtime when we need more production.*
- *We only have a few employees.*
- *We do not have much business and are cutting back.*
- *Your service costs more than does XYZ Temps.*
- *I have had bad results with your company before.*
- *I have to order ten to get five who will show up.*

You must deal with objections as they arise. It takes practice to become skillful in overcoming objections and is, therefore, important that you are able to view the objections as questions and work through role plays whenever possible.

4. Acceptance

Once the feature / benefit statements are presented, you must gain acceptance from the Prospect that what you have said is agreeable. Does the Prospect acknowledge or believe what you said is true? Do they accept that we can meet or exceed their temporary labor needs? Without this acceptance, your chances of getting the order are slim. A good call will have balance of content. You want to avoid overuse of questions or agreement statements, and allow the Prospect to say, "yes," and give you the order.

A couple of cautions! The first is this: questions might appear to be objections, but most questions need to be handled as questions. That is, answer them. Never delay answering a question or your Prospect may become defensive. Second, if you are put off by a Prospect who has made an appointment to see you, simply suggest another time. This is not an objection. Third, watch for Prospects who like to vent their philosophies on life and our industry. They like to ramble on and on to anyone who will listen.

This four-step process of handling objections is a communication too! Your biggest task is to continually ask

questions to pull out of your Prospect their true feelings, needs, wants, and desires. If you are doing most of the talking, then you are not listening nor asking enough questions.

D. Feature / Benefit

The fourth step in the sales process is a series of feature / benefit statements that respond to the Prospect's stated objections. It is best to stick to the facts and address how you can get the job done. This step cannot be taken until you have a thorough understanding of the Prospect's needs. It is not necessary to bring up every feature you can think of if that feature does not directly impact the Prospect. **FEATURES ARE FACTS ABOUT OUR COMPANY THAT DISTINGUISH US FROM OUR COMPETITORS. BENEFITS GIVE THE PROSPECT REASON TO BUY FROM US.** See Chapter One for more Features/Benefits.

People buy because they are convinced that what you are offering is beneficial to them. Through proper preparation and investigation, you will know which feature / benefits to present. What the Prospect tells you during the sales call is not your only source of information. You may know of service problems with a competitor. This information is very important in addressing the Prospect's unstated needs, and reinforces the need for preparation. There are numerous features / benefits from which to choose.

The features / benefits list in chapter one can be added to continually. Features are the basis from which you construct benefits. A feature becomes a benefit when you answer the question, "What does that mean to me?"

E. Close

The fifth step in the sales process is the close - getting the order. This is perhaps the most difficult part of the sales process for "rookies." Knowing when to stop selling and ask for the order takes training and experience. Objections can actually be buying signs. If a Prospect asks questions about your service, attempt to close. Any sign of interest can be interpreted as a buying sign and you should take advantage of the situation to ask for the order. There are many different methods of closing. However, most closes have at least two core elements:

- Summary of features / benefits that relate to the Prospect's needs
- Ask for the order

Until you learn to ask for the order, your chances for success are diminished. Asking for the order can take the form of a direct, closed-ended question. For example:

"Can I send you one person at 7:00 a.m. tomorrow?"

Alternatively, you can try the presumptive close in which you state your close more like this:

"Would it be better for our person to start this Monday, or next?"

You will choose the closing style with which you are most comfortable. In closing, remember: if at first you do not succeed, try, try again! Ask for the order, ask again, and ask again!

F. Follow-up

Follow-up is the final piece in the sales process. Follow-up or lack thereof can be the difference between getting the order, and being shut out. Follow-up must be carefully planned, and it should build upon the positive aspects of the call. As stated earlier, have a reason to call back, to follow-up. You may choose to use the first call as an informal, information gathering call, with a defined call back scheduled. Alternatively, the Prospect may ask a question that requires some research on your part. With a valid reason for the follow-up, you will find the Prospect receptive and more open to what you have to present.

Before leaving your call, set a specific time and date for follow-up. Even if the Prospect states that he/she is happy with a current supplier, you might say:

“In today’s competitive business world, it is important for us all to keep our options open. Sometimes things beyond our control change and you may need to have an additional or alternate supplier. I would like to stay in touch with you monthly, for five minutes or so, to let you know of changes within our organization. Can I do that?”

If a Prospect tells you that he/she will call you next need, follow-up, and remind him of that. You could use a pump call to say:

“When we met, you mentioned that you would call for your next need. We have several Employees who meet your qualifications here now. Can I send you one?”

Many times, you will not be able to see the decision-maker on your first call. A telephone call to set an appointment may be required. Persistence is the key to contacting your Prospect. When you do go out on a recall, begin the call with a recap of the previous call. This will show the Prospect that you are genuinely interested in his business, that you paid attention. Psychologically, this is a positive buying influence. It shows that you care.

Once you have the order, the sale begins. You must nurture that new Customer as you would a newly planted fruit tree. The tree needs water, fertilizer, light and care. It occasionally will have broken branches or bruised fruit, just as you may occasionally have a “bad apple” in your group of temporary Employees. After all, people are people. They will let you down from time to time. However, as long as you are honest with your customers - honest about the quality, numbers, availability and response time - you will foster long-term relationships.

FOLLOW-UP IS IMPORTANT. ACCORDING TO AN UNKNOWN SOURCE 80% OF SALES ARE MADE AFTER THE FIFTH CALL BUT 80% OF SALESPEOPLE QUIT AFTER THE SECOND CALL!

3.2 Telephone Etiquette and Procedure

The telephone is an important point of contact. There is more business done via the telephone than is done face to face. Good telephone etiquette and communication skills are habits of customer service experts and successful businesses.

A. Answer the phone promptly

Answer the phone within three rings. If the phone rings any longer the perception may be:

- If they can’t pick up the phone on time, how can they service my account in a timely manner?
- They must be so understaffed that they would be incapable of handling my needs.
- This company obviously does not care about my business.
- Is this company still in business?

1. Your Greeting

Your greeting is the entry point to your business. Remember these basics; state the company name and your name; ask how you may help.

Example: “Good afternoon, Trojan Labor, this is Joe. How may I help you?”

2. Putting Someone on Hold

How we put a customer on hold is very important. We do not want to upset them, or make them feel unimportant. Use the following basic rules when putting someone on hold:

- Explain to customers why you need to put them on hold.
- Give a time frame for how long they will be on hold.
- Ask customers if you may put them on hold
- Wait for a response.

3. Transferring a Call

As with putting a customer on hold, there are basic rules to follow when transferring a customer.

- Explain why the caller is being transferred and to whom.
- Ask the customer if they want to be transferred.
- Make sure someone is there to pick up the call before you hang up.
- Tell the person to whom you are transferring the call.

Phrases to Avoid

It's policy
 Can't
 Calm down
 No, I don't know
 You should have
 Why didn't you
 The only thing I can do
 It's not my job
 That's not my fault
 You're right – this stinks

“Can Do” Phrases

Here's what we can do
 Can
 I'm sorry
 I can find out
 I understand why you
 I can see why
 The best option, I think
 I'll be glad to take the responsibility
 Let's see what we can do about this
 I understand your frustration

3.3 Sample Sales Script

SMILE

Hello, I'm _____ from Trojan Labor/Acrux and I would like to thank you for scheduling the time meet with me today.

BE SINCERE

I am very excited about learning more about your company and what you do and showing you how some of the unique features Trojan Labor/Acrux Staffing provides can benefit your company

BUILD RAPPORT

Can you tell me a little bit about the company and your area of responsibility?

TRANSITION

In what capacity are you currently utilizing temporaries? What type of skills do you use most often?

KEY

In the last 30 days, how many temporaries have you used? How do you handle peak periods, special projects of crunch periods when they occur?

Are most of your needs short notice or do you know in advance when you'll need people?

Is the decision to call one service versus another placed totally on your shoulders or do departments call directly when they have needs?

Which services are you currently using and why? – How did you choose them and how do you divide the business?

KEY

If you were to start your own temp service – which areas would you place an emphasis on that your current service is not addressing?

Is there anything special about your company, such as pace, skill requirements, dress codes, etc. that would help us in selecting the correct person for you?

TRANSITION

I can see that you've had a lot of experience with temporaries so that you can really appreciate some of the innovations we've made.

Trojan Labor/Acrux is one of the very few temporary labor services in this area that performs a selection process when filling your orders. Our unique system allows us to send you the best person we can find – not the first person we find with the required skills. Do you see where this selection process can dramatically improve the quality of the workers you receive?

Quality is the basis of Trojan Labor/Acrux's reputation for excellence. Our quality control system begins when an applicant registers with us and continues throughout their employment with us. Trojan Labor/Acrux can fill orders more consistently because we have one of the largest applicant pools available. We have offices strategically located in _____ and _____. This alone makes us very qualified to fill your temporary needs. Wouldn't you agree?

Our service is outstanding – and hearing everything you've said today – that would be important to you – wouldn't it? As one of the largest temporary labor services in _____, we can provide you with the kind of quality service you deserve. Do you have any questions about Trojan Labor/Acrux's ability to supply you with dependable workers?

I want you to understand that our overall goal is to become your primary supplier, and we want to earn you confidence. In order to do that, I would like to start working on an order for you right away.

You are comfortable that we provide you with some unique services that your current supplier can't aren't you?

IF YES: I will be calling you on _____ to secure your orders for next week – will morning or afternoon be better for you?

IF NO: We have agreed that Trojan Labor/Acrux can supply you with quality temps quickly and that we provide some special services to our clients – yet you still seem hesitant – is there something we didn't cover?

IF NO: Let me suggest the following. Isn't it your intention to secure the best services available for your company, and it is always in the best interest of your company to upgrade the quality of your suppliers. I believe the most profitable action in this situation would be to set up a comparison between Trojan Labor/Acrux and your present temp service by alternating orders during the next 90 days. Having your current service sending the best workers they have available, which they will because they are being evaluated, and us sending our best workers for every order would certainly benefit you, don't you agree? How many workers do you need this week?

3.4 Territory Management

Since, time is a salesperson's most valuable asset, territory management is crucial. Lost hours mean lost sales and lower earnings. Poor territory management leads to missed opportunities and meager results. The appropriate alignment of sales resources across well-defined territories is the key to peak efficiency in any sales operation. Territory management allows you to structure your daily sales effort into territories. You can optimize

your coverage of sales territories and balance your workload by using a variety of attributes, including company size, revenue, geography, product, product line, and strategic accounts

3.5 30 Reasons to Make a Call

1. Sell a new or different feature
2. Sell new services or skills
3. Do an in person evaluation of your temporary employee
4. Do an in person collection call
5. Take a facility tour
6. Meet other buyers and users
7. Follow up on literature sent
8. Accompany your customer to a trade or professional meeting
9. Trouble shoot
10. Entertain customer to show appreciation
11. Follow up on article about customer
12. Deliver recognition gift to temporary employee (ie. bonus, etc)
13. Deliver paychecks
14. Pick up timesheets
15. Give advertising specialty item to customer
16. Qualify customer for their seasonal needs
17. Personally introduce new pricing
18. Answer rate objections
19. Gather more information
20. Update equipment information/site survey
21. Introduce current or new policy
22. Discuss business volume projections
23. Introduce other staff members
24. Review summary of temporary staffing use
25. Say hi
26. Introduce yourself for the fifth time
27. Introduce Trojan Labor/ Acrux Staffing for the fifth time
28. Deliver questionnaire/survey on satisfaction
29. Put your favorite here
30. Put your other favorite here

3.6 Marketing Guide

The Marketing Guide contains valuable information on nearly 200 different types of business that are prospects for Trojan Labor and Acrux Staffing's temporary staffing services. A copy of the Trojan Labor/Acrux Marketing Guide can be found in the Resource Guide.

3.7 Further Training

- Ride with other sales pro if applicable.
- Ride with Franchise owner.
- Role Play with office staff.

3.8 SALES TRAINING

NAME _____

LOCATION _____

SALES TRAINING

<u>Description</u>	<u>Completion (X)</u>	<i>Initials</i>			
		<u>You</u>	<u>Supervisor</u>	<u>Date</u>	<u>Comments</u>
Six Points to Every Sale					
Telephone Ettequete					
Sales Scripts					
Territory Management					
Marketing Guide					
Other					

Complete:

Reviewed:

Name: -----

Name: -----

Date: -----

Date: -----

4 SALES MATERIAL & FORMS

4.1 Credit/Customer Application

As seen below, this agreement is to be completed by any potential client for agreement upon bill rates and to perform any sort of credit or background check before doing business with any given customer. Please see Appendix D for a copy of the Customer Application.

4.2 Sales Brochure

See Appendix E for a sample sales brochure.

4.3 Business Cards

Upon being hired, business cards should be ordered by your superior. Your business card should include the local branch information in addition to your e-mail address and other contact information.

4.4 Marketing Giveaways

In our business, the most commonly used marketing giveaways are the Trojan Labor scratch pads and carpenter pencils. Other giveaways are ordered on an as needed and per request basis.

4.5 Work Orders

Sales reps often take work orders while they are talking to new customers who are ready to use Trojan Labor. The paper that is used can be seen to the right. This form helps to ask all of the necessary information that the dispatcher will need in order to meet all of the customers expectations.

4.6 Car Box

As a sales representative, you will learn that it is wise to always be prepared to present your company to a potential customer. The idea of a car box is to keep a supply of Customer Applications, sales brochures, business cards, marketing giveaways, and work orders in you car for those unexpected sales calls. It is also a good idea to include a hard hat to put on when approaching some jobsites and a sales call sheet to record any notes on for these stops.

4.7 Sample Letters

Hire Quest has developed a group of sample sales and collection letters to help assist branches in sending anything from thank you notes to final warning letters for non-payment. A sample proposal is also included in the sales letters. These are located in Appendix F.

TROJAN LABOR WORK ORDER	
CUSTOMER NAME _____	DATE/TIME ORDERED _____
NAME OF PERSON ORDERING _____	TROJAN LABOR REP _____
ACTIVE _____ NEW _____	HOW GEN _____
PHYSICAL ADDRESS:	BILLING ADDRESS:
STREET _____	STREET / P.O. BOX _____
CITY, STATE ZIP _____	CITY STATE ZIP _____
CONTACT _____	CONTACT _____
JOB SITE TEL #: _____	BILLING TEL #: _____
BEEPER #: _____	FAX #: _____
MOBILE #: _____	BILL RATE _____ GEN LABOR: _____
# OF WORKERS NEEDED: _____	SEMI-SKILLED: _____
	SKILLED: _____
WHICH DAYS? M T W TH F S SU _____	START TIME: _____
REPORT TO: _____	
TYPE OF WORK TO BE PERFORMED: _____	
JOB SITE ADDRESS/DIRECTIONS: _____	
EQUIPMENT NEEDED _____	PERSONNEL REQUESTED OR ADDED INFO _____

4.8 SALES TRAINING

NAME _____

LOCATION _____

SALES MATERIAL & FORMS

<u>Description</u>	<u>Completion (X)</u>	<i>Initials</i>			
		<u>You</u>	<u>Supervisor</u>	<u>Date</u>	<u>Comments</u>
Customer Applicaiton					
Sales Brochures					
Market Giveaways					
Work Orders					
Car Box					
Sample Letters					
Other					

Complete:

Name: -----

Date: -----

Reviewed:

Name: -----

Date: -----

5

REPORTING REQUIREMENTS

5.1 Daily Sales Activity Reporting

The Daily Sales Activity Report was designed to help sales representatives keep track of their sales made on a daily basis. Each sales and service call should be recorded on this form as a record of what sales activity has been accomplished on any given day for both the sales representative and the branch manager to refer to at any given time. A copy of this report should be turned in to the branch manager on a regular basis.

Hire Quest and Trojan Labor staff have developed a few alternative reports for sales representatives to use for recording their daily sales activity.

- The Cold Call Report is merely a place to record customer information and notes throughout each day.
- The Detailed Daily Sales Report is a more detailed way to track daily sales activity. This report is designed to help you ask all the necessary questions of a first visit cold call.
- The Daily Sales Report to Manager (or something similar) may be a requirement in your office for management to track your daily activity simply by number of calls made each day and actual sales made.

5.2 Top 50 Prospects

The idea of keeping a Top 50 Prospects is something to consider and or may be required in your office as well. The list should be constantly changing as a result of multiple visits to prospects. Prospects who are more likely to use a large volume should be high on the list, while smaller prospects who are less likely to use should be low on the list. Updating this list is a good practice to keeping and following up with good leads each week.

5.3 Customer/Prospect File

The Customer/Prospect File is a paper filing system used to keep track of customers and prospects in a notebook. A separate form is filled out for each customer/prospect with contact information and any notes pertaining to the contact. There are several computer programs that work in this same manner.

5.4 ACT Database

The ACT! database software is the most commonly used computer software within Trojan Labor and Acrux Staffing. It serves the same point as the Customer/Profile files only it is digital. It also has additional scheduling features to make setting and keeping appointments simple.

5.5 Sales Meetings

It is wise to meet on a regular basis with the branch manager to review sales progress and critique. The frequency of these meetings may vary in different locations, but the objective of improving sales should always be the end goal.

****All reports mentioned in this section may be viewed in Appendix G.**

5.6 SALES TRAINING

NAME _____

LOCATION _____

REPORTING REQUIREMENTS

Description	Completion (X)	<i>Initials</i>			
		<u>You</u>	<u>Supervisor</u>	<u>Date</u>	<u>Comments</u>
Daily Sales Activity Report					
Top 50 Prospects					
Customer/Prospect File					
ACT! Database					
Sales Meetings					
Other					

Complete:

Name: -----

Date: -----

Reviewed:

Name: -----

Date: -----

APENDIX A

Branch Directory

TROJAN LABOR DIRECTORY

Alabama

DOTHAN
1474 Reeves Street
Dothan, AL 36303
Phone: 334.673.9955
Fax: 334.673.9944
Admin: 850.894.4601
Owner: Amy Freeland
Contact: Teresa Cobb
dothan@trojanlabor.com

Colorado

COLORADO SPRINGS
3117 N. Hancock Ave.
Colorado Springs, CO 80907
Phone: 719.578.5100
Fax: 719.578.5103
Owner: Rick Boulton
trojanlaborcosprings@joimail.com

DENVER
2353 Curtis Street
Denver, CO 80205
Phone: 303.296.3332
Fax: 303.296.3099
Owners: Denise Bollenbach
and Billy Barnes
wbarnes@trojanlabor.com

FT. COLLINS
410 B Jefferson Street
Ft. Collins, CO 80524
Phone: 970.416.0070
Fax: 970.472.1478
Owner: Robert Seid
rseid@trojanlabor.net

LONGMONT
1450 North Main Street Unit C
Longmont, CO 80501
Phone: 303.651.1114
Fax: 303.651.0032
Owners: Denise Bollenbach
and Billy Barnes
dbollenbach@trojanlabor.com

Florida

BRADENTON
1708 9th Street West
Bradenton, FL 34205
Phone: 941.744.1950
Fax: 941.744.1956
Owner: Mike McCormack
Contact: Warren Berg
bradenton@trojanlabor.com

JACKSONVILLE
4744 Edison Avenue
Jacksonville, FL 32254
Phone: 904.388.1129
Fax: 904.388.4534
Owner: Bob Nones
Contact: Larry Peavey
bnones@bellsouth.net

LAKELAND
809 West Memorial Blvd
Lakeland, FL 33815
Phone: 863.683.6000
Fax: 863.683.6008
Admin: 850.894.4601
Owner: Amy Freeland
Contact: Ricky Johnson

NORTH FT MYERS
885 Pondella Road
N Fort Myers, FL 33903
Phone: 239.997.7400
Fax: 239.997.9737
Owners: Larry & Bonnie Levoy
trojanlaborswfl@earthlink.com

NORTH MIAMI
13150 NW 7th Avenue
North Miami, FL 33168
Phone: 305.688.8997
Fax: 305.688.7399
Contact: Gillian Allman-Dixon
gdixon@trojanlabor.com

PANAMA CITY
219 East 6th Street
Panama City, FL 32401
Phone: 850.522.9222
Fax: 850.522.9111
Admin: 850.894.4601
Owner: Amy Freeland
Contact: Glen Thomas
panamacity@trojanlabor.com

POMPANO BEACH
449 S. Cypress Road
Pompano Beach, FL 33060
Phone: 954.943.6004
Fax: 954.943.6433
Contact: Tom Kraus
tk@trojanlabor.com

RIVIERA BEACH
1411 W. 13th Street Ste 104
Riviera Beach, FL 33404
Phone: 561.848.7820
Fax: 561.848.7859
Contact: Carol Barrick
cdbarrick@trojanlabor.com

ST. PETERSBURG
4200 54th Avenue North
St. Petersburg, FL 33714
Phone: 727.525.6800
Fax: 727.525.6811
Contact: Luke Stemple
luke@trojanlabor.com

TALLAHASSEE
509 Saint Francis Street
Tallahassee, FL 32301
Phone: 850.222.2030
Fax: 850.222.2756
Admin: 850.894.4601
Owner: Amy Freeland
Contact: Brad Freeland
afreeland@trojanlabor.com

Georgia

ATLANTA
1538-A Atlanta Road
Atlanta, GA 30060
Phone: 770.218.1234
Fax: 770.218.6878
Owner: Tom Blake
Contact: Andy Daniel
elecoperate@bellsouth.net

AUGUSTA
1961 Kissingbower Road
Augusta, GA 30904
Phone: 706.736.6199
Fax: 706.733.8666
Admin: 770.963.4935
Owners: Dale & Scott LaPorte
attrojan@bellsouth.net

COLUMBUS

710 Linwood Boulevard
Columbus, GA 31901
Phone: 706.322.9420
Fax: 706.324.4861
Admin: 850.894.4601
Owners: Ladora Bankston
and Amy Freeland
columbus@trojanlabor.com

Indiana**EVANSVILLE**

705 E. Sycamore Boulevard
Evansville, IN 47713
Phone: 812.425.9000
Fax: 812.425.1970
Owners: Charles & Ruby Hall
rhall@trojanlabor.com

Kentucky**LEXINGTON**

1104 Winchester Road
Lexington, KY 40505
Phone: 859.253.9290
Fax: 859.253.9299
Contact: Santiago Moran
smoran@trojanlabor.com

LOUISVILLE

920 Dandridge Avenue
Louisville, KY 40204
Phone: 502.637.9774
Fax: 502.637.9775
Owner: Lesa Dailey
lesadailey@trojanlabor.com

OWENSBORO

211 W. 9th Street
Owensboro, KY 42303
Phone: 270.685.2900
Fax: 270.685.2277
Owners: Shannon Scott
Contact: Rebecca Herlien

Louisiana**NEW ORLEANS**

2209 Jefferson Hwy
Jefferson, LA 70121
Phone: 504.838.0274
Fax: 504.838.0277
Owner: Amy Freeland
Contact: Jon Bush
neworleans@trojanlabor.com

North Carolina**CHARLOTTE**

2615 Freedom Drive Suite 4
Charlotte, NC 28208
Phone: 704.395.0788
Fax: 704.395.0791
Owner: Phil Gruber
pgruber@trojanlabor.com

GREENSBORO

2037 Martin Luther King Drive
Greensboro, NC 27406
Phone: 336.370.1188
Fax: 336.370.1155
Owner: Mike Tucker
mtucker@trojanlabor.com

RALEIGH

402-C Capital Boulevard
Raleigh, NC 27603
Phone: 919.856.1399
Fax: 919.856.1366
Admin: 804.608.8175
Owners: Keith & Essee Hebert
Contact: Michael McKinney
Essee1@aol.com

South Carolina**CHARLESTON**

735 King Street
Charleston, SC 29403
Phone: 843.723.5640
Fax: 843.723.6317
Admin: 859.498.9500
Owners: Jarrett Lindon &
Kyle Beckham
Contact: Morgan Codell
morgan@trojanlabor.com

COLUMBIA

1334 Assembly Street
Columbia, SC 29201
Phone: 803.256.3330
Fax: 803.256.3335
Owner: David Haisten
dhaisten@trojanlabor.com

GREENVILLE

16 East Stone Avenue
Greenville, SC 29609
Phone: 864.242.2545
Fax: 864.242.2546
Admin: 859.498.9500
Owners: Jarrett Lindon &
Kyle Beckham
Contact: Heath Blanchard
greenville@trojanlabor.com

NORTH CHARLESTON

3369 B Ashley Phosphate Rd.
North Charleston, SC 29418
Phone: 843.225.3022
Fax: 843.225.3026
Admin: 859.498.9500
Owners: Jarrett Lindon
and Kyle Beckham
jarrett@trojanlabor.com

Tennessee**CLARKSVILLE**

400 Madison Street
Clarksville, TN 37040
Phone: 931.647.5198
Fax: 931.647.2251
Owner: Shannon Scott
shannon427@comcast.net

COLUMBIA

1167 Trotwood Ave
Columbia, TN 38501
Phone: 931.380.8484
Fax: 931.380.9484
Owner: Jolene Graves
Contact: Amy Beecham
jgraves@trojanlabor.com

MADISON

107 Due West
Madison, TN 37115
Phone: 615.868.2424
Fax: 615.868.2464
Owner: Jolene Graves
Contact: Dustin Hadden
jgraves@trojanlabor.com

MEMPHIS

1211 Getwell Road
Memphis, TN 38111
Phone: 901.452.5888
Fax: 901.452.5844
Owner: Steve Willocks
Contact: Stephanie Hopper
jgraves@trojanlabor.com

MURFREESBORO

1675 Middle Tennessee Boulevard
Murfreesboro, TN 37130
Phone: 615.896.6869
Fax: 615.896.2699
Owner: Jolene Graves
Contact: Carl Santay
jgraves@trojanlabor.com

NASHVILLE
 407-B Murfreesboro Road
 Nashville, TN 37210
 Phone: 615.254.7444
 Fax: 615.254.7404
 Owner: Jolene Graves
 jgraves@trojanlabor.com

Virginia

NEWPORT NEWS
 7822 Warwick Boulevard
 Newport News, VA 23607
 Phone: 757.247.6600
 Fax: 757.247.6346
 Owner: Da In
 dain@trojanlabor.com

RICHMOND
 1912 W. Cary Street
 Richmond, VA 23220
 Phone: 804.359.1392
 Fax: 804.257.7980
 Admin: 804.608.8175
 Owners: Keith & Essee Hebert
 Essee1@aol.com

**ACRUX STAFFING
 DIRECTORY**

Georgia

AUGUSTA
 718 Greene Street
 Augusta, GA 30904
 Phone: 706.724.2600
 Fax: 706.724.2800
 Admin: 770.963.4935
 Owners: Dale & Scott LaPorte
 attrojan@bellsouth.net

Illinois

COLLINSVILLE
 1355 North Bluff Road Suite G
 Collinsville, IL 62234
 Phone: 618.345.2003
 Fax: 618.345.6006
 Owner: Mike McCormack
 acruxstl.mm@earthlink.net

Missouri

ST. LOUIS
 12205 Dorsett Road
 Maryland Heights, MO 63045
 Phone: 314.291.7575
 Fax: 314.291.8585
 Owner: Mike McCormack
 Contact: Dan Lauck
 acruxstl.mm@earthlink.net
 dlauck@acruxstaffing.com

Tennessee

MEMPHIS
 1211 Getwell Road
 Memphis, TN 38111
 Phone: 901.452.5888
 Fax: 901.452.5844
 Owner: Steve Willocks
 jsw3397@earthlink.net

APENDIX B

Prohibited Codes

Hire Quest Restricted Class Code List

Class	Class Description
0007	Farm: Fruit farm & drivers
0008	Farm: Gardening - Market or truck - & Drivers
0016	Farm: Orchard & D
0017	Farm: Gardening
0030	"(FL,LA) Sugar Cane Plantation & D"
0034	Farm: Poultry or Egg Producer & D
0037	Farm: Field Crops & D
0050	Farm Machinery Operation
0052	(FL) Orchard and Grove Owners and Operators-All O
0055	Clothing Manufacturing
0083	Farm: Cattle or Livestock Raising NOC & D
0106	"Tree Pruning, spray, repair, trim, or fum & D"
0153	(FL) Lawn or Shrub Spraying & D
0401	"Cotton Gin Operation & Local Managers, D"
0908	Domestic Workers - Inside
0909	Domestic Workers - Outside
0912	Domestic Workers - Outside Inc. Private Chaufs
0913	Domestic Workers - Inside
0917	Domestic Service Contractor
1005	Coal Mining - Surface & Drivers
1016	Coal Mining - NOC
1016	Coal Mining - NOC
1164	Mining NOC - Not Coal Underground
1165	Mining NOC - Not Coal - Surface & Drivers
1218	(FL) Phosphate Mining & D)
1322	Oil or Gas Well: Cleaning Old Well & D
1452	Ore Milling & D
1463	Asphalt Works & D
1470	Coke Mfg. & D
1473	"(AL,FL, GA, LA, MS) Turp or Resin Mfg.-Steam or
1624	Quarry NOC & D
1642	Lime Mfg
1654	Quarry Cement Rock-Surface & D
1655	Lime Mfg. Quarry Surface& D
1699	Rock Wool Mfg.
1710	Stone Crushing & D
1852	Asbestos Goods Mfg.
2081	Butchering
2089	Packing House
2121	Brewery & D
2702	Logging or Lumbering & D
2710	Sawmill
3004	Iron or Steel:Mfg.-Steel Making-& D
3018	Iron or Steel Mfg. Rolling Mill
3027	Rolling Mill NOC & D
3030	Iron or Steel:Fabrication: Iron or Steel Wks.-Shop
3085	Foundry Nonferrous
3110	Forging Work-Drop Or Machine

Hire Quest Restricted Class Code List

3111	Blacksmith
3334	Tin foil Mfg.
3365	Welding Or Cutting NOC & D
3373	Galvanizing Or Tinning-Not Electrolytic
3719	Oil Still Erection
3724	Machinery Or Equipment Erection Or Repair NOC & D
3726	Boiler Installation or Repair
3823	Automobile Body Mfg.
3881	Car Mfg.-Railroad-&D
4000	Sand Digging & D
4021	Brick Mfg. NOC & D
4207	Pulp Mfg. Chemical Process
4536	Acid Mfg.
4568	"Salt, Borax Or Potash Producing or Refining or D
4581	Phosphate Works & D
4628	Extract Mfg.
4635	Oxygen or Hydrogen Mfg. & Drivers
4665	Rendering Works NOC & D
4741	Asphalt Distilling or Refining & D
4771	Explosives or Ammunition Mfg. NOC
4777	Explosives Distributors & Drivers
4825	"Drug, Med. or Phar. Prep. Mfg & Incid. Mfg. of In
4829	Chemical mfg. -- several states
5037	Painting; Metal Structures over two stories
5040	Iron or Steel-Erection-Frame Structures
5057	Iron or Steel-Erection NOC
5059	Iron or Steel-Erection-Frame Structures Not Over 2
5069	Iron or Steel: Erection -- construction of dwelli
5107	Door, Door Frame or Pre-Glazed Window Installation
5160	Elevator Erection or Repair
5215	Concrete Work-Incid.to the Constr. of Priv. Reside
5222	Concrete Construction Bridges or Culverts
5402	Hothouse Erection-All Operations
5443	Lathing & D
5472	Asbestos Contractor
5473	Asbestos Contractor
5480	Plastering NOC & D
5507	Street or Road Construction-Subsurface Work & D
5508	Street or Road Construction-Rock Excavation & D
5511	Logging Road Construction & Maintenance
5551	"Roofing-All Kinds & Yard Employees, D"
5606	Contractor- Executive Supervisor or Construction S
5703	Building Raising or Moving & D
5705	Salvage Operation-No Wrecking Or Any Structural Op
5951	Serum, Anti-Toxin or Virus Mfg.
6003	Pile Driving & D
6005	Jetty or Breakwater Construction-All Oper. to Cons
6017	Dam or Lock Construction-Concrete Work-All Operati
6018	Dam or Lock Construction-Earth Moving-All Operatio
6045	Levee Construction-All Operations & D
6204	Drilling NOC & D

Hire Quest Restricted Class Code List

6206	Oil or Gas Well: Cementing & Drivers
6213	Oil or Gas Well: Specialty Tool
6214	Oil or Gas Well: Perforating of Casings-All Emplo
6216	Oil or Gas Lease Work-NOC-by Contractors & D
6233	Oil or Gas Pipeline Construction & D
6235	Oil or Gas Well-Drilling or Redrilling & D
6236	Oil or Gas Well-Installation or Recovery of Casing
6251	Tunneling-Not Pneumatic-All Operations
6252	Shaft Sinking-All Operations
6260	Tunneling-Pneumatic-All Operations
6306	Sewer Construction-All Operations & D
6316	Water Mains or Connections Construction
6319	Gas Main or Connection Construction & D
6361	Canal Construction
6703	Railroad Construction: All operaitons incl. clerical, salespersons & drivers (USL Act)
6704	Railroad Construction: All operaitons incl. clerical, salespersons & drivers (State Act)
6824	(U.S. Act) Boat Building or Repair & D N/A CA
6826	Marina & D-U.S. Act
6828	(U.S. Act) Boat Building or Repair-Fiberglass only
6843	Ship Building-Iron or Steel- NOC & D-U.S. Act
6845	(U.S. Act) Ship Building-Naval & D
6872	Ship Repair or Conversion-All Operations & D U.S.
6874	Painting-Ship Hulls-U.S. Act
6884	Painting-Ship Hulls-State Act
7016	Program I Vessels-NOC
7019	Program I Ferries
7020	Program I Supply Boats
7024	Vessels NOC
7036	Program I Vessels-Sail
7037	Program I Yachts-Private Sail or Power
7038	Program I Boat Livery-Boats Under 15 Tons
7039	Program I Fishing Vessels-NOC
7047	Program II-USL Act Benefits Vessels-NOC
7079	Program I Oyster Boats N/A WI
7093	Vessels: Fishing Vessels
7098	Program II-State Act Benefits Vessels-Not Self-Pro
7133	Railroad Operation: NOC-All Employees & D
7152	Program II-State Act Benefits RR Operation-All Emp
7153	Program II-USL Act Benefits RR Operation-All Employees Incl. D
7201	(FL) Livery or Boarding Stable-Not Sales Stable &
7204	"(FL) Greyhound Breeding, Training and Racing & D
7214	Drivers in Connection with: Furniture moving & sto
7216	Drivers in Connection with: iron or steel scrap de
7222	Trucking-Oil Field Equipment-All employees & D
7229	Trucking-Long Distance Hauling & D
7272	Water Truck Service Companies
7309	Stevedoring NOC
7317	Stevedoring-by Hand or Hand Trucks Exclusively
7323	Stevedoring
7327	Stevedoring: Containerized Freight & D
7333	Program I Dredging-All types

Hire Quest Restricted Class Code List

7335	Dredging
7337	Dredging - All types
7394	Program I Diving-Marine
7395	Program II-State Act Benefits Diving-Marine
7398	Program II-USL Act Benefits Diving-Marine
7538	Electric Powerline Construction & D
7540	Electric Cooperative-REA-All Employees & D
7580	Sewage Disposal Plant Operation & D
7601	"Telephone, Telegraph or Fire Alarm Line Construct
7704	Firefighters & D
7720	Police Officers & D
7855	RR Construction: Laying Tracks or Maint. by Contr
8106	Iron Or Steel Merchant & D
8227	Construction or Erection Permanent Yard
8233	Coal Merchant & Local Managers D
8265	Iron or Steel Scrap Dealer & D
8286	Livestock Commission Merchants
8288	"Livestock Dealer or Commission Merchant & Salespe
8304	"Grain Elevator Operation & Local Managers, D"
8400	Motorcycle Dealers
8601	Architect or Engineer - Consulting
8709	Stevedoring-Talliers and Checking Clerks-U.S. Act
8726	Steamship Line or Agency-Port Employees
8869	Child Day Care/Day Camps
9059	Child Day Care Center - All other employees
9088	Rocket or Missile Testing or Launching
9180	Amusement Device Operation NOC & D
9186	"Carnival, Circus or Amusement Device Operator-Tra
9402	Street Cleaning & D
9403	"Garbage, Ashes or Refuse Collection & D"
9529	"Scaffolds or Sidewalk Bridges-Installation, Repai
9534	Mobile Crane and Hoist Serv Contractors-NOC-All Op
9534	Mobile Crane and Hoisting
9545	Bill Posting & D
9549	Advertising Company & D
9552	"Sign Mfg.-Erection, Repair or Maintenance & Shop
9985	Atomic Energy - Radiation Exposure

APENDIX C

Sample Collection Letters

1 General Collection Letter

Mr. John Doe
 (Accounts Payable Supervisor or Controller)
 ABC Company
 123 Main Street
 Any town, USA 12345

RE: Invoices _____ Total Due _____

Dear Mr. Doe:

When your account with us was opened, we agreed to provide quality temporaries and you agreed to our payment terms Net Due Upon Receipt. We ask for payment upon receipt of the invoice for the simple reason that our temporary employees are paid up to two weeks before you receive your first bill for their services. We have kept our part of the agreement. Why haven't you kept yours?

The amount shown above is still carried as open on our records. We have made every effort to service your needs in seeing that the bill is correct.

(Outline prior contact, attaching copies where needed and being sure to note the dates of calls, etc.)

Service Calls

Copies sent or hand delivered

Corrected invoices delivered and confirmed as correct

Phone Calls

Etc.

We are concerned about your lack of response to our requests for payment and would truly like to know how to reach a mutually satisfactory solution. Please send your full remittance by return mail, tell us when we may stop by and pick up a check, or contact us to explain what has delayed payment of this seriously past due amount.

We look forward to hearing from you within the next week.

Sincerely,

Mr. Jones
Trojan Labor

2 Friendly Reminder

Mr. John Doe
 ABC Company
 123 Main Street
 Any town, USA 12345

RE: Invoices _____ Total Due _____

Dear Mr. Doe:

Our records reflect a balance outstanding beyond our terms of Net Due Upon Receipt.

If your check has already been sent, please disregard this reminder.

If your remittance has not been sent, we are, for your convenience, itemizing all outstanding charges.

Date	Invoice Number	Amount
1/10/01	123	\$1000.00
1/17/01	456	\$1500.00
Total Due		\$2500.00

Please forward all remittances to:

Trojan Labor
 P.O. Box 22528
 Charleston, SC 29413

If there is any reason why payment has not been sent, please contact us at (123) 456-7890.

Thank you,

Mr. Jones
Trojan Labor

3 Follow-up Reminder

Mr. John Doe
 ABC Company
 123 Main Street
 Any town, USA 12345

RE: Invoices _____ Total Due _____

Dear Mr. Doe:

We recently wrote requesting payment of our overdue balance.

To date we have not received your remittance nor have we received your response advising us why payment has not been sent.

The following charges are outstanding:

Date	Invoice Number	Amount
1/10/01	123	\$1000.00
1/17/01	456	\$1500.00
Total Due		\$2500.00

Please mail your check today to:

Trojan Labor
 P.O. Box 22528
 Charleston, SC 29413

If there is any way we may assist you in resolving the above, please contact us at (123) 456-7890.

Thank you,

Mr. Jones
 Trojan Labor

4 Final Collection Letter

Mr. John Doe
ABC Company
123 Main Street
Any town, USA 12345

RE: Invoices _____ Total Due _____

Dear Mr. Doe:

According to our records, a balance of \$1,500.00 is still outstanding for the above mentioned invoices. We have tried to contact you in regards to this matter yet have received no reply.

Therefore, we are forced to take extreme action to protect our interests. If payment is not received within the next ten days, this matter will be turned over to our attorney for collection.

This much-regretted action can be avoided if you will allow us to pick up a check or send one by return mail.

If you need further assistance, please feel free to contact me so we may resolve this matter.

Sincerely,

Mr. Jones
Trojan Labor

5 Vendor Inquiry Letter

North America Company
 321 North Ave
 Somewhere, USA 12345

RE: ABC Company
 123 Main Street
 Anywhere, USA 12345

Gentlemen:

The above company has given your firm as a trade reference. We are requesting a credit rating from you in order to provide them with temporary personnel service.

Enclosed is a stamped, self-addressed envelope for your convenience in returning this completed form to us.

How long have they done business with you? _____

Average monthly amount of business: \$ _____

High Credit: \$ _____ Low Balance: \$ _____

Stability of Company: Good _____ Average _____ Poor _____

Other pertinent information and comments _____

The above information has been submitted by: _____
 Signature

Thank you for your assistance.

Sincerely,

Mr. Jones
 Trojan Labor

6 Notice To Owner

WARNING TO OWNERS: UNDER FLORIDA LAW, YOUR FAILURE TO MAKE SURE THAT WE ARE PAID MAY RESULT IN A LIEN AGAINST YOUR PROPERTY AND YOUR PAYING TWICE. TO AVOID A LIEN AND PAYING TWICE, YOU MUST OBTAIN A WRITTEN RELEASE FROM US EVERY TIME YOU PAY YOUR CONTRACTOR LISTED BELOW.

NOTICE TO OWNER

AND PRELIMINARY NOTICE TO OWNER, CONTRACTOR, SUBCONTRACTOR, AND SURETY (FLORIDA STATUTES 713.06, 713.23 AND 255.05)

Date / /

To:

The undersigned is furnishing, or has furnished the following described materials, labor and/or services:
_____ for the improvement of real property described as: _____

Under order given by: _____

Florida law describes the serving of this notice and restricts your right to make payments under your contract in accordance with section 713.06 and 255.05, Florida statutes. If there is a payment bond, then this notice will advise you that we intend to look to the applicable payment bond for payment of the foregoing items. Within ten (10) days of receipt of this notice, you are required by Florida Statutes Section 713.23 and 255.05 to furnish notice of the existence of such payment bond and a copy of said bond. Please note: This is not a lien, cloud, nor encumbrance upon title to your property, nor is it a matter of public record. This notice is a standard business procedure of the undersigned firm, and does not adversely reflect upon the credit worthiness or other reputation of any person named herein.

Important information for your protection

Under Florida laws, those who provide materials or work on your property and are not paid have a right to file their claim for payment against your property. This claim is known as a Construction Lien. If your contractor fails to pay sub contractors or material suppliers or neglects to make other legally required payments, the people who are owed money may look to your property for payment even if you have paid your contractor in full.

Protect yourself

Recognize that this Notice To Owner may result in a lien against your property unless all those supplying a Notice To Owner have been paid. Learn more about the Construction Lien Law, Chapter 713, Part 1 Florida Statutes, and the meaning of this notice by contacting an attorney or the Florida Department of Agriculture & Consumer Services, Division of Consumer Services.

Copies to:

BY:

Agent For:

APENDIX D Sample Customer Application

Trojan Labor Customer Application

Branch: _____ Salesperson: _____ Date: _____

Customer Information

Corporate Name _____
 Trade Name (Doing Business As) _____
 Primary Address _____
 City _____ State _____ Zip _____
 Contact Name _____ Phone Number _____ Fax Number _____
 Job Site Address _____
 Project/Building Name _____
 Address _____
 City _____ State _____ Zip _____
 Contact Name _____ Phone Number _____

Billing Information

Name _____
 Address _____
 City _____ State _____ Zip _____
 Contact _____ Phone Number _____

JOB DESCRIPTION	WORKER COMPENSATION CODE	BILL RATE

Note: You will be billed an overtime rate of one and one-half times the bill rate for hours worked in excess of 40 per week/week per employee.

SAFETY CONDITIONS

- Will Trojan Labor employees work at ground level? If answer is 'NO', please describe below question #6. YES NO
 - Are there any hazardous chemicals on-site? YES NO
 - Will Trojan Labor employees be using machinery or equipment which is dangerous? YES NO
 - Will Trojan Labor employees be driving your company vehicles? YES NO
- If questions #2, #3, or #4 above are answered "YES", a written contract addendum signed by the customer and a Trojan Labor Manager is required. Customer agrees that in absence of a signed addendum, customer will not allow Trojan Labor's employees to:
- Work off the ground, including, but not limited to ladders, roofs, or scaffolding.
 - Drive any type of vehicle, including forklifts or similar vehicles.
 - Work without proper safety equipment or under unsafe conditions.
 - Work without supervision and/or proper training.
- Will Trojan Labor employees be properly supervised by your company's staff? YES NO
 - Does your job site(s) meet all OSHA requirements including accessible bathroom facilities? YES NO
- Please describe any other information relevant to the safety of our employees not adequately addressed above:

SAFETY EQUIPMENT REQUIRED	(THEY WILL PROVIDE)
Hard Hats	Shoes
Safety Glasses/Goggles	Backstree
Boots	Other (Specify)

COMPANY AND CREDIT INFORMATION

Legal Status (i.e. Corporation, Partnership, etc.) _____ Year Incorporated/Date Started: _____
 Contractor's/Professional License # _____ Owner(s) Name(s): _____
 If customer is a contractor, attach a copy of the Notice of Commencement for the project of this application.

Address: _____
 Are Purchase Orders Required? YES NO Tax I.D. # _____
 Names of any predecessors or affiliated companies: _____ SIC# _____

BANK REFERENCES		TRADE REFERENCES	
Name _____	Account Number _____	Name _____	Name _____
Contact _____	Date Opened _____ Phone # _____	Contact _____	Contact _____
City _____	Branch _____	Phone _____	Phone _____
State _____ Zip _____	Line of Credit _____ YES NO	Date Opened _____	Date Opened _____
		High Credit _____	High Credit _____


CONSIDERATION OF ACCURACY OF INFORMATION, RELEASE OF LIABILITY TO VERIFY & ACCEPTANCE OF TERMS & CONDITIONS:
 The undersigned hereby certifies that the information in this underlying agreement is correct. The information included is for the use of Trojan Labor in determining the amounts and conditions upon which work is to be estimated. The undersigned understands that Trojan Labor may utilize other sources of information which it deems necessary in making its determination. This agreement is conditioned on true and correct and the terms and conditions set forth herein are acceptable to customer. This agreement represents the entire agreement of the parties and no modification or variation shall be valid unless provided for in writing and the subsequent agreement is signed by both parties. In the event that it becomes necessary to initiate legal proceedings to collect any monies due under this agreement, the cause for such legal action will be _____ County, _____. Customer shall be held responsible for all of Trojan Labor's costs of collection including reasonable legal fees and expenses to collection attorneys fees. Furthermore, customer shall be required to pay interest at a rate of 30% per annum on invoices which are not paid within 30 days from the invoice date.

Customer Authorized Signature _____ Trojan Labor Representative _____

APENDIX E

Sample Sales Brochure

The Right People
at the Right Time.



TROJAN LABOR

LOCATIONS

Alabama Dothan 334.673.9956	Kentucky Bowling Green 270.781.7508 Lexington 858.253.8290 Louisville 502.637.9774 Owensboro 270.685.2900
Colorado Colorado Springs 719.578.5100 Denver 303.296.3332 Ft. Collins 970.416.0070 Longmont 303.651.1114	Louisiana New Orleans 504.838.0274
Florida Bradenton 941.744.1950 Jacksonville 904.388.1129 N Ft. Myers 239.997.7400 N Miami 305.688.8997 Panama City 850.522.9222 Pompano Beach 954.943.0204 Riviera Beach 561.948.7820 Ruskin 813.641.3111 Tallahassee 850.222.2030	North Carolina Charlotte 704.395.0788 Greensboro 336.370.1188 Raleigh 919.856.1399
Georgia Atlanta 770.218.1234 Augusta 706.736.8199 Columbus 706.322.9420	South Carolina Charleston 843.723.5640 Columbia 803.256.3300 Greenville 864.242.2545 Myrtle Beach 843.448.5900 North Charleston 843.225.3022
Indiana Evansville 812.425.9000 Indianapolis 317.783.7630	Tennessee Clarksville 931.647.5186 Memphis 901.432.5886 Murfreesboro 615.896.8889 Nashville 615.254.7444
Virginia Newport News 757.247.6600 Richmond 804.358.1392	

Corporate Headquarters
Charleston, South Carolina
800.835.6735
www.trojanlabor.com

THE TROJAN LABOR ADVANTAGE

- We open every morning at 5:30.
- We physically assign our employees to your job site.
- We provide safety equipment to employees.
- We are fully insured.
- We have over 10 years of industry experience.
- We have a complete Risk Management Department.
- We work weekends because you do too.
- We accommodate late or short notice calls.
- We can recruit specifically for your skilled or semi-skilled positions.
- We accommodate all shifts.



TROJAN LABOR
The Right People at the Right Time

CONSTRUCTION
DEMOLITION
WAREHOUSE
PACKAGING
HOSPITALITY
EVENT STAFFING
WASTE & RECYCLING
TRANSPORTATION
MANUFACTURING
AGRICULTURE






TROJAN LABOR
The Right People at the Right Time







Your Satisfaction is Guaranteed

If you are displeased with one of our workers, just call our office within the first four hours of the assignment and all charges will be cancelled for the unsatisfactory employee. This is a guarantee you can't get with your own staff and one we make because we are confident our service is the best in the industry.

APENDIX F

Sample Sales Letters

1. Announcements/Congratulations

1.1 Congratulations on Promotion

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

Congratulations on your recent promotion! It is certainly well deserved.

The first few months in a new position can be hectic. With new demands, it's easy to become overwhelmed. If you need additional staffing during this transitional period, Trojan Labor is ready to provide you with prompt quality service.

We wish you continued success in the future and look forward to working with you in your new capacity.

Sincerely,

(salesperson's name)
(Title)
Trojan Labor

1.2 Customer Contact or New Job Letter

June 20, 2006

Individual Name

Individual Title

Company Name

Company Address

City, State, Zip

Dear Mr./Ms./Mrs. _____:

Congratulations on your recent move to (name of contact's new organization)!

During your tenure with (name of old Company), you used Trojan Labor for your temporary staffing needs. We look forward to serving you at (name of New Company).

After you've settled in, let's get together and review your anticipated requirements. I'll be in touch within the next two weeks to set up an appointment. Again, congratulations and we wish you the best of luck with (Name of New Company)!

Sincerely,

(Salesperson's name)

(Title)

Trojan Labor

1.3 We've Moved

June 20, 2006

Individual Name

Title

Company Name

Company Address

City, State, Zip

Dear Mr./Ms./Mrs. _____:

We've moved! We are pleased to let you know our new (name of area) location increases both our recruiting and servicing capabilities. We now have an even wider range of qualified individuals to meet your temporary staffing needs.

The next time you need a temporary employee, please contact us at:

Trojan Labor
(Street Address)
(City, State Zip Code)

(Telephone Number with area code)

(Fax Number)

(E-Mail)

We look forward to continuing our business relationship with you.

Sincerely,

(Salesperson's Name)

(Title)

Trojan Labor

2. Apology

2.1 Apology for Problem Temp

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

You recently notified us of a problem with one of our temporary employees. Of course (List problem) is a valid concern, and I would like to take this opportunity assure you that this incident is an exception to our normal servicing standards.

We work very hard to provide quality temporary employees for our customers that adhere to the level of performance you expect and deserve. I am very pleased that (name of replacement temporary) has worked out well for you and I apologize for any inconvenience this situation may have caused you at (Name of Company). You will not be charged for hours worked by (name of problem temporary).

We realize that temporary employees play a vital role in your overall-staffing program and would like to assure you that (List Problem) will not happen again.

We value you and (Name of Company) as a customer. Please be assured that the attention given to your account reflects this fact, and will continue to do so in the future.

Sincerely,

(Salesperson's name)
(Title)
Trojan Labor

2.2 Unable to Fill the Order Letter

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

As you know from your past experience with Trojan Labor, unfilled orders are an exception. Our goal is to meet all the servicing needs of our customers on a continuing basis. However, if we cannot fill your assignment with a qualified individual, we prefer not to send anyone at all. We don't sacrifice quality just to secure an order.

At Trojan Labor, we take pride in providing dependable temporary employees to all of our customers. Unfortunately, at the time you placed your order, we were unable to find an employee with the qualifications you requested and we did not feel that it would be in your best interest to send a candidate that was under-qualified.

We look forward to working with you and (name of client company) in the future and sincerely apologize for any inconvenience this situation may have caused you.

Sincerely,

(Salesperson's name)
(Title)
Trojan Labor

3. Cold Letters

3.1 Would Like to Submit a Bid

June 20, 2006

Individual name

Individual Title

Company name

Company Address

City, State, Zip

Dear Mr./Ms./Mrs. _____:

At Trojan Labor we provide qualified temporary help to area businesses and have done so for many years. Our customers are very satisfied with our service and customer care program.

I recently learned that your organization selects and purchases temporary help through bid requests. Trojan Labor would like to submit the appropriate bid material to (name of prospect).

I will contact you soon to obtain more information on your bidding process.

Sincerely,

(Salesperson's name)

(Title)

Trojan Labor

3.2 Cold Call Via US Mail

June 20, 2006

Individual Name
 Individual Title
 Company Name
 Company Address
 City, State, Zip.

Dear Mr./Ms./Mrs. _____:

Please allow me to introduce myself. My name is _____. I am the (Title) of Trojan Labor, a national temporary staffing service here in _____. We are very anxious to serve you and your temporary employment needs.

Why choose Trojan Labor when you have so many other temporary employment options? The number one reason is our personal service. Knowing you have unique needs, we remain flexible to tailor our service to meet your needs. We open at 5:30 a.m. to insure our employees are dispatched early enough to arrive for work on time. We personally dispatch each employee and as we get to know the skills and personalities of each employee, we are able to select the employee whose qualifications best match your requirements. Because each employee is assigned in person and is dispatched with plenty of time to arrive at your job site, our motto is, "The Right People at the Right Time."

At Trojan Labor, your satisfaction is guaranteed. If you are dissatisfied with any employee we send, simply notify us in the first four hours and those charges will be cancelled. With this in mind, I ask that you give us the opportunity to prove our superiority over our competition. We would like to handle at least a portion of your staffing needs so we can demonstrate the many ways in which we excel.

I would appreciate the opportunity to meet with you personally to answer any questions you may have, to discuss your unique needs and to determine how I might be able to improve your productivity. Again, thank you very much for your time and consideration.

Sincerely,

(Name)
 (Title)
 Trojan Labor

3.3 Cost of Permanent Hiring Letter

June 20, 2006

Individual Name

Individual Title

Company Name

Company Address

City, State, Zip

Dear Mr./Ms./Mrs. _____:

Recruiting, employee benefits, and payroll processing costs are skyrocketing. Are you hiring full-time permanent employees needlessly? Do you consider hiring permanent staff the only solution to handling your excess workflow?

Trojan Labor offers you an alternative to the increasing costs of permanent staffing. Utilizing temporary employees can save your company money. By permanently selecting a temporary worker, you pay only for actual time worked. You are not responsible for recruiting costs, payroll costs, or benefits. As the temporary workers' legal employer, we take care of those things for you.

If you still feel the need to find a permanent employee, and you find that one of our employees suits your permanent staffing needs, we have a temp-to-perm program available. If not, Trojan Labor can help you fill in the gap so you can take time to make the right hiring decision. With Trojan Labor, your workflow won't be disrupted and your schedules and deadlines are maintained.

I will call on you during the next few days so we can discuss a plan to help keep your hiring costs down. If you have any questions please do not hesitate to contact me.

Sincerely,

(salesperson's name)

(title)

(Trojan Labor)

3.4 Cold Call via Fax

DELIVERED BY FAX TRANSMISSION

Please allow me to introduce myself. My name is _____. I am the (Title) of Trojan Labor, a national temporary staffing service here in _____. We are very anxious to serve you and your temporary employment needs.

Why choose Trojan Labor when you have so many other temporary employment options? The number one reason is our personal service. Knowing you have unique needs, we remain flexible to tailor our service to meet your needs. We open at 5:30 a.m. to insure our employees are dispatched early enough to arrive for work on time. We personally dispatch each employee and as we get to know the skills and personalities of each employee, we are able to select the employee whose qualifications best match your requirements. Because each employee is assigned in person and is dispatched with plenty of time to arrive at your job site, our motto is, "The Right People at the Right Time."

At Trojan Labor, your satisfaction is guaranteed. If you are dissatisfied with any employee we send, simply notify us in the first four hours and those charges will be cancelled. With this in mind, I ask that you give us the opportunity to prove our superiority over our competition. We would like to handle at least a portion of your staffing needs so we can demonstrate the many ways in which we excel.

I would appreciate the opportunity to meet with you personally to answer any questions you may have, to discuss your unique needs and to determine how I might be able to improve your productivity. Again, thank you very much for your time and consideration.

Sincerely,

(Name)

(Title)

Trojan Labor

3.5 Hectic Day

June 20, 2006

Individual Name

Individual Title

Company Name

Company Address

City, State, Zip

Dear Mr./Ms./Mrs. _____:

Facing another hectic day? Are there deadlines to meet...projects due? Is day-to-day work piling up? Sound familiar? Do you wish you had a few extra hands, but find yourself with no time to recruit, interview and hire?

Trojan Labor is your answer! Call us for qualified temporary employees when your workload peaks. We carefully screen our workers, which assures you that assigned temporary employees match your specific needs.

Enclosed is a brochure explaining our services. I will call you on (specific date) to introduce myself and to discuss how Trojan Labor can be of service to you.

I look forward to talking with you.

Sincerely,

(Salesperson's name)

(Title)

Trojan Labor

3.6 Missed You Introduction

June 20, 2006

Individual Name

Individual Title

Company Name

Company Address

City, State, Zip.

Dear Mr./Ms./Mrs. _____:

I recently stopped by to introduce myself and introduce you to Trojan Labor. Unfortunately, you were not available at the time. I wanted to speak with you briefly to learn more about how your company uses temporary staffing.

My name is _____. I am the _____ of Trojan Labor here in _____. Trojan Labor is a national temporary employment service specializing in providing industrial staffing. We serve clients in manufacturing, assembly, processing, packaging, distribution, warehousing, etc. We are very anxious to serve you and fill your temporary employment needs.

Why choose Trojan Labor when you have so many other temporary employment options? The number one reason is our personal service. Knowing you have unique needs, we remain flexible to tailor our service to meet your needs. On our permanent staff, we have specialists who understand the industrial work environment and they know how to provide you with “The Right People at the Right Time.”™

The key to our success is understanding our customers’ business, objectives and priorities. I am anxious to meet you personally and learn more about your organization and how your company operates. I will call again next week to set up a convenient time for us to meet.

Sincerely,

(Name)

(Title)

Trojan Labor

3.7 Sales Literature Letter

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

As a user of temporary staffing, you demand and deserve quality temporary staffing. You need a reliable service that responds quickly to your assignment needs.

Trojan Labor has been providing this kind of service for many years. The enclosed brochure highlights our experience and servicing capabilities. If you should have any questions, please do not hesitate to contact me. Call and place your order today!

Sincerely,

(salesperson's name)
(Title)
Trojan Labor

3.8 Sales Referral

June 20, 2006

Individual Name

Individual Title

Company Name

Company Address

City, State, Zip

Dear Mr./Ms./Mrs. _____:

Hello! My name is (your name) and I am with Trojan Labor. (First and last name of your referring individual) indicated that you use temporary employees on a regular basis. I am writing to introduce myself and to introduce you to Trojan Labor.

Trojan Labor has provided temporary employees for customers throughout the (name of city) area for over ____ years. Enclosed is a brochure highlighting various facets of our company and its temporary staffing programs.

When your schedule permits, I would like to meet with you and discuss your temporary staffing needs. I will call you on (date) to schedule an appointment.

Sincerely,

(Salesperson's name)

(Title)

Trojan Labor

3.9 The Lincoln Letter

June 20, 2006

(Individual Name)

(Individual Title)

(Company Name)

(Company Address)

(City, State, Zip.)

Dear Mr./Ms./Mrs. _____:

During the American Civil War, General George B. McClellan was commanding the Union Army and conducting a “waiting campaign.” He was waiting because he was afraid to make a mistake, so he did not do anything. Finally, President Lincoln was forced to write McClellan a letter:

“My Dear McClellan:

If you don’t want to use the army, I should like to borrow it for a while.

Yours respectfully,

A. Lincoln”

That’s what temporary staffing is all about. Not everyone has his own army, but the efficient manager should know where to find one when it is needed.

That’s our job. Whether you are looking for one person, several people, or even a platoon, we can provide the temporary staff necessary to get the job done. At Trojan Labor, we don’t pretend to be all things to all people. We cannot and will not attempt to find you a qualified secretary. We pride ourselves on serving industries just like yours all over the country. Unlike the majority of our competition, we do not treat blue-collar placement as a sideline to our main source of business. We are experts at what we do and have been for many years.

One important thing to remember: when direct and indirect costs are tallied, the actual hourly cost for our staff will probably be less than what you pay your own permanent staff – without the advertising.

Remember the Trojan Horse? Whether you need one person for one day or an army of people for several months, call in the experts. Call Trojan Labor.

Sincerely,

(Name)

(Title)

Trojan Labor

3.10 Bid Proposal



We are committed to add value to our customer's performance by providing quality light industrial temporary help services. We will accomplish this through:

- *Understanding your needs and providing you unsurpassed service.*
- *Providing you with the number and type of workers you need, when you need them:
"The Right People at the Right Time."™*
- *Performing the job and tasks you require, helping you be more productive and competitive.*

A Hire Quest Limited Liability Corporation

A LEADER SINCE 1991

Trojan Labor was founded in Miami in 1991 by Richard F. Hermanns. Over 9 years of experience have given us the ability to provide your company with the highest level of service in the temporary labor industry.

A NATIONAL COMPANY BUILT ON LOCAL SERVICE

Trojan Labor is a privately owned, nationwide network of branch offices located in principal cities throughout the United States. We currently have 26 offices nationwide and are in the process of opening many additional locations within the next three years. Our customers can depend on us to provide them outstanding local service backed by standardized policies and procedures that are proven effective across multiple offices.

Trojan Labor assumes all the responsibility for our temporary employee's wages, payroll deductions, contributions, unemployment and worker's compensation, in the same manner as any other employer.

OUR ABILITY TO MEET YOUR NEEDS

Our service delivery system is designed to consistently provide workers for general and semi-skilled labor positions. The flexibility built into our system provides us the opportunity to service many different industries on short notice – warehouse, construction, assembly, hospitality, and recycle/waste management.

We open early so you don't have to. All our branches open at 5:30 AM. We perform all daily orientation, screening, and assignment prior to the start of business of most of our customers so they get the workers they need when they need them. This combined with our direct dispatch system allows us to respond to customer requests on short notice. During peak times we respond routinely within one hour.

Trojan Labor Recruiting and Retention Programs

The majority of our workers are attracted to Trojan Labor because of our reputation as a leader in our industry. Over 40% of our prospective employees are referred by present or former Trojan Labor employees, as well as by our customers. We also actively recruit applicants from proven reliable recruiting sources such as military recruitment centers and churches.

Trojan Labor offices participate in numerous local recruiting programs. Our offices also set up short-term recruiting centers to reach candidates in a given local area. These efforts generate a large number of temporary employees that have the ability and willingness to do a good job for you.

Effective retention programs such as performance bonuses, employee recognition, and special events to say thank you for a job well done are initiated for retention purposes.

Trojan Labor maintains competitive pay rates. Like any good employer, we will grant pay increases, at your request, based on performance and length of service.

Our full-time staff establishes a rapport with our employees in order to understand their needs and their qualifications. This, combined with our service system, is Trojan Labor's most important retention source. Our temporary employees are certain they will be given assignments that match their abilities.

Trojan Labor Ordering Process

Our ordering process is thorough. By finding out exactly what you need, when you need it, and for how long, we can provide you with a temporary employee who will match your needs.

When you call Trojan Labor to place an order for a temporary employee, we will ask you a number of questions concerning the type of work the employee will be doing and the type of equipment, if any, that will be used. The more accurate the job description is, the better able we will be to fill your order. The questions we ask are designed to ensure that we understand what your expectations are and that we communicate those expectations to the assigned worker.

Trojan Labor Assignment Process

Based on the information we receive during the order process, we identify and select the employee who best matches your needs. We contact these employees to verify their availability, describe the assignment, and ask for their commitment. Our assignment process assures you Trojan Labor employees who will perform to your satisfaction. It also assures you will get a worker on your team that understands your needs and the requirements of the job.

All Trojan Labor employees will report to your location well groomed and in uniform upon your request. In short, the assignment process assures that Trojan Labor will provide you with men and women who are properly groomed and willing to work. We expect our employees to adhere to all rules and conduct themselves in the same manner you expect of your employees.

Trojan Labor Quality Control Process

Our quality control process assures you of our commitment to consistent, high quality service. During the assignment we will contact you by telephone and in person on a regular basis to ensure that the work is progressing well and to address any other needs or concerns that you might have.

We also ask that you evaluate our employee's work. This review helps us troubleshoot, and evaluate the quality of service we are providing. Your comments are very valuable and important to us. We always appreciate our customer's input.

Professional Full Time Staff

Trojan Labor's full-time staff members are professionals who are trained to assist you with all of your temporary labor needs. Training is an ongoing process at both the corporate and local levels. Our staff is a highly competent work force dedicated to providing you with the highest level of service in the temporary labor industry.

CUSTOMER PROTECTION

Unconditional Guarantee

We guarantee your total satisfaction. You must be completely satisfied with the work performed by Trojan Labor's temporary employees. If you notify your Trojan Labor office within 4 hours of a Trojan Labor employee's arrival that you are not satisfied with that employee's performance, any corresponding charges will be cancelled immediately.

Insurance

Our temporary employees are the direct employees of Trojan Labor. Unlike some of our competitors, our employees ARE NOT INDEPENDENT CONTRACTORS. Therefore, we assume all employer responsibilities. A copy of our Certificate of Insurance is available upon request.

Invoice Handling

To help expedite your invoice processing, invoices may be mailed to any location, department, or person you designate. We also have special systems available, such as invoices itemized by employee name or by date, and separation of job sites. All invoicing is done on a weekly basis to ensure consistent review and approval of our service system.

One Trojan Labor Contact

In order to ensure a better ongoing understanding of your needs, our branch managers serve as the primary contact for account coordination. Although other staff members in our office will be familiar with your needs, you will have the convenience of dealing with one person who is responsible for the local services we provide.

Payroll Transfer

On occasion, Trojan Labor temporary employees receive offers of full-time positions from our customers. Due to the expense and the amount of time we invest in recruiting, we generally require the temporary employee to remain on our payroll a minimum of 400 hours before transferring them to your payroll. We also request that you contact us directly about hiring any temporary, prior to extending an offer of full-time employment to them.

Additional Services

We can also provide additional services such as drug screening, background checks, skills testing, pre-training of employees, or uniforms depending on your specific requirements.

Just let us know what you need. We will cater our services to meet your needs.

Our Understanding of Your Needs

Based on our discussions and knowledge of (Name of Company), Trojan Labor’s understanding of your needs is as follows:

(Insert understanding here...)

Bill Rate Information

We offer (Name of Company) the following bill rate schedule as requested:

(Insert specific Bill Rate information here...)

Overtime will be paid and billed at 1.5 times the above the normal rates after 40 hours have been worked by each employee per week.

If federal, state, or local taxes change during this period, we reserve the right to adjust our bill rate accordingly with 30 days’ notice.

(Name of Company) has reviewed the proposal submitted by Trojan Labor. We accept the proposal and agree to work within the guidelines presented.

APPROVED:

(Name of Company):

By: _____
Title: _____
Date: _____

Trojan Labor

By: _____(Name)
Title: _____
Date: _____

4. Confirmation Letters

4.1 Appointment Confirmation Letter

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

This letter confirms our appointment on (day of week and date) at (time).

At Trojan Labor, our ability to provide you with quality service depends on our understanding of your company and what (Name of Company) does. In order to provide you with the best temporary employees and the best temporary staffing experience, we would like to learn more about your specific staffing requirements.

I am looking forward to learning more about (name of company) and understanding exactly what we can do to fulfill your temporary staffing needs.

If you have any questions prior to our meeting, please do not hesitate to call me.

See you soon!

Sincerely,

(Salesperson's name)
(Title)
Trojan Labor

4.2 Project Confirmation Letter

June 20, 2006

Individual name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

This letter confirms the service specifications for your upcoming project.

The project is scheduled for (date) at (time). We will provide (number of temporaries) temporary employees. They will (detail job responsibilities to be performed). They are to report to (name of report person) at (location).

We know how important your project deadline is. Accordingly, we will provide you with (number of temporaries) back-up temporary employees on the first day of the project at no additional cost.

Sincerely,

(Salesperson's name)
(Title)
Trojan Labor

5. Follow Up Letters

5.1 Follow Up on Cold Call Not In

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

I stopped by to (state reason for sales call). Unfortunately, your schedule did not permit us to meet.

Trojan Labor is (state one or two unique sales propositions that set your company apart from the competition).

I will contact you this week to set up an appointment. I am very interested in discussing how we can help you with your temporary staffing needs.

Sincerely,

(Salesperson's name)
(Title)
Trojan Labor

5.2 Follow Up on Turn Down Appointment

June 20, 2006

Individual Name

Individual Title

Company Name

Company Address

City, State, Zip

Dear Mr./Ms./Mrs. _____:

I'm sorry that we were unable to meet.

The enclosed literature reviews our various temporary staffing programs. The brochure highlights our organization and our ability to professionally provide temporary staffing.

If you have any questions about Trojan Labor or questions about how we can help you be more productive in today's competitive marketplace, please do not hesitate to give me a call. When your schedule permits, I would like to meet so we can discuss in detail the services Trojan Labor can provide for you and (company name).

Sincerely,

(Salesperson's name)

(Title)

Trojan Labor

5.3 Reactivation: Customer Service Inquiry

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip.

Dear Mr./Ms./Mrs. _____:

An important part of our continuing service is on going communication with our customers. Our records indicate that it has been a number of months since we last heard from you.

As you know, we are always eager to assist you with your temporary staffing needs. We have qualified dependable workers available for immediate assignment. If we can be of service to you, please do not hesitate to call. If for some reason our performance did not meet your highest expectations, please let us know. At Trojan Labor, we pride ourselves in our customer service and want to make sure you are satisfied. We would like to know if we have made a mistake or an error, so we can do everything to prevent a similar occurrence in the future.

We look forward to filling your next temporary staffing need. It is a pleasure to work with you and your company.

Sincerely,

(Name)
(Title)
Trojan Labor

5.4 Reference Letter Verification

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____ :

During our recent discussion you requested customer references.

The individuals on the enclosed list will provide you with the information you need. Trojan Labor has provided qualified temporary employees and quality customer care for all companies listed for at least one year.

I feel confident that after speaking with these individuals, you will use Trojan Labor for all of your temporary staffing needs. Please call us to fill your next order and find out first-hand!

Sincerely,

(Salesperson's name)
(Title)
Trojan Labor

5.5 Follow Up After Sale

June 20, 2006

Individual Name

Individual Title

Company Name

Street Address

City, State Zip

Dear Mr./Ms./Mrs. _____,

I enjoyed our telephone conversation and thank you for taking time out of your busy schedule to discuss your use of temporary labor with me. Trojan Labor is located on _____ Street/Avenue/Boulevard, (number) miles from (job/work site) and we can provide workers to you almost instantly.

Enclosed you will find information about our company and our services. Trojan Labor can provide you with the temporary employees you need at anytime throughout the day. Our rates include worker's compensation, payroll taxes, and all other expenses that would accrue if you hired permanent employees.

We are looking forward to showing you what "Service" is at Trojan Labor and providing you with "The Right People at the Right Time." I'll be in touch to follow up and see how things are going. Please feel free to call me if you have any questions.

Sincerely,

(Name)

(Title)

Trojan Labor

6. Thank You

6.1 Bid Submission

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

Thank you for the opportunity to bid on (name of prospect/client company)'s temporary labor needs.

The enclosed materials cover all information requirements indicated on your bid request. It further details areas where Trojan Labor's experience in providing quality temporary help may be of special benefit to your organization.

If you have any questions or need clarification on the information contained within, please do not hesitate to call.

Sincerely,

(Salesperson's name)
(Title)
Trojan Labor

6.2 Thank You for Your Time

June 20, 2006

Individual Name

Individual Title

Company Name

Company Address

City, State, Zip.

Dear Mr./Ms./Mrs. _____:

Thank you for taking time from your busy schedule to speak with me. I enjoyed meeting you. I also appreciate the opportunity you gave me to introduce you to Trojan Labor. Talking with you gave me a better understanding of your operation and your temporary staffing needs.

Trojan Labor has gained a thorough understanding of work environments like yours and I am confident that we can meet your temporary staffing requirements with competent, qualified individuals. Trojan Labor is committed to being the quality leader in industrial staffing. We provide temporary employees to companies like Toys R Us, K Mart, Revlon, Sam's Club and Samsonite every day.

Flexibility is the key to our approach. We consider each customer unique and we are prepared to tailor our service to meet your needs and help you achieve your goals and provide you with "The Right People at the Right Time."TM

Thank you again for your consideration.

Sincerely,

(Name)

(Title)

Trojan Labor

6.3 Thank You Loyal Customer

June 20, 2006

Individual Name

Individual Title

Company Name

Company Address

City, State, Zip

Dear Mr./Ms./Mrs. _____:

Thank you for being one of our loyal customers. We appreciate your continued trust in our quality service and our ability to provide you with the qualified temporary employees that you expect and deserve.

As with many of our customers, you've given us the opportunity to prove our full servicing capabilities by increasing the number of departments we serve at (Name of Company). I'm pleased that you have responded to our services with confidence in our ability to perform to your standards and growing expectations.

Again, we thank you for joining the Trojan Labor family. We look forward to continuing to provide you with quality temporary employees and quality customer service at (Name of Company).

Sincerely,

(Salesperson's name)

(title)

Trojan Labor

6.4 Thanks for the Order

June 20, 2006

Individual Name

Individual Title

Company Name

Company Address

City, State, Zip

Dear Mr./Ms./Mrs. _____:

Thank you for your (date) order for (a skill level). As you know, we pride ourselves on our ability to provide dependable, quality workers to match your temporary staffing needs.

We welcome the opportunity to serve you and look forward to providing on-going staffing assistance for you at (Name of Comapany). If you have any questions or if I can be of further service to you in any way, please do not hesitate to call me.

Sincerely,

(Salesperson's name)

(Title)

Trojan Labor

P.S. We will contact you on (date temporary starts) to confirm (temporary's name) arrival.

6.5 Thanks for the Tour Letter

June 20, 2006

Individual name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

Thank you for the tour of your facilities. Seeing your people in action gave me an even better understanding of your overall operation and a clear understanding of your temporary staffing needs.

I am confident that Trojan Labor will continue to meet your temporary staffing requirements with competent and qualified individuals.

Once again, thank you for your hospitality and your time.

Sincerely,

(salesperson's name)
(Title)
(Trojan Labor)

6.6 Thank You for Recommendation

June 20, 2006

(Individual Name)

(Individual Title)

(Company Name)

(Company Address)

(City, State, Zip.)

Dear Mr./Ms./Mrs. _____:

I just wanted to follow up on our conversation this morning. I wish to reiterate my gratitude for referring Trojan Labor to (Company). We could receive no better compliment. There is no greater way to show your satisfaction with our service than to recommend it to another company.

If you can find time in your busy schedule and are comfortable with it, I would appreciate a letter of recommendation from your company. I would use it to help expand Trojan Labor in the () area. Growing will help us provide a higher level of service to all our clients.

Trojan Labor will continue to make every effort to earn your loyalty and future business.

Once again, thank you for your thoughtfulness.

Sincerely,

(Name)

(Title)

Trojan Labor

7. Miscellaneous

7.1 Permanent Hire Negotiation

June 20, 2006

Individual Name
Individual Title
Company Name
Company Address
City, State, Zip

Dear Mr./Ms./Mrs. _____:

We are always pleased to hear about the outstanding performance of our temporary employees. We are glad that (name of temporary) is doing such a fine job. As you explained to me in our conversation on (date), you are interested in hiring (name of temporary) full-time.

Our policy for transferring a temporary employee to your permanent payroll requires the employee to complete (required hours). If this is not agreeable, please call to discuss alternative arrangements.

We enjoy the good business relationship we share with you and look forward to accommodating your future temporary staffing requirements.

Sincerely,

(salesperson's name)
(Title)
Trojan Labor

APENDIX G

Sample Sales Reports



NAME: _____
 BRANCH: _____
 DATE: _____

DAILY SALES ACTIVITY REPORT

Customer/Prospect	Contact/Title	ACCOUNT CLASS	NEW PROSPECT	RECALL	SERVICE CALL	PROFILE UPDATE	DID NOT SEE	TELEPHONE	Comments
									TOTALS

Daily Sales Report

Sales Person: _____
 Date: _____
 Area: _____ Location: _____

Company Name:	Jobsite:	Contact Info:
Temp Labor Using Currently? Y / N _____ Contact for Hiring: _____ Rate Quoted: _____		Comments:
Company: _____ How many? _____ Current Bill Rate? _____		
Company Name:	Jobsite:	Contact Info:
Temp Labor Using Currently? Y / N _____ Contact for Hiring: _____ Rate Quoted: _____		Comments:
Company: _____ How many? _____ Current Bill Rate? _____		
Company Name:	Jobsite:	Contact Info:
Temp Labor Using Currently? Y / N _____ Contact for Hiring: _____ Rate Quoted: _____		Comments:
Company: _____ How many? _____ Current Bill Rate? _____		
Company Name:	Jobsite:	Contact Info:
Temp Labor Using Currently? Y / N _____ Contact for Hiring: _____ Rate Quoted: _____		Comments:
Company: _____ How many? _____ Current Bill Rate? _____		
Company Name:	Jobsite:	Contact Info:
Temp Labor Using Currently? Y / N _____ Contact for Hiring: _____ Rate Quoted: _____		Comments:
Company: _____ How many? _____ Current Bill Rate? _____		
Company Name:	Jobsite:	Contact Info:
Temp Labor Using Currently? Y / N _____ Contact for Hiring: _____ Rate Quoted: _____		Comments:
Company: _____ How many? _____ Current Bill Rate? _____		
Company Name:	Jobsite:	Contact Info:
Temp Labor Using Currently? Y / N _____ Contact for Hiring: _____ Rate Quoted: _____		Comments:
Company: _____ How many? _____ Current Bill Rate? _____		

Top 50 Prospects REPORT

Branch: __

Week of: __

	Customer	Notes	Contacted this week
1			
2			
3			
4			
5			
6			
7			
8			
9			
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11			
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47			
48			
49			
50			



Date: _____

Class: _____

CUSTOMER/PROSPECT PROFILE

Company Name: _____ Phone: _____ Ext. _____

Site Location Address: _____ City: _____ State: _____ Zip: _____

Billing Address: _____ City: _____ State: _____ Zip: _____

Person Interviewed: _____

Person(s) Authorized to Order Industrial Temporary Help:

Name: _____ Title: _____ Dept: _____ Ext: _____ Duties: _____

Name: _____ Title: _____ Dept: _____ Ext: _____ Duties: _____

Could you tell me what kind of work you do here? _____

- | | | |
|--|------------------------------------|---------------------------------------|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Service | <input type="checkbox"/> Warehouse |
| <input type="checkbox"/> Processing | <input type="checkbox"/> Wholesale | <input type="checkbox"/> Other: _____ |

About how many employees do you have?

1st Shift: _____ 2nd Shift: _____ 3rd Shift: _____

Is the workload consistent or do you have peak periods?

- | | | | |
|---|------------------------------------|---|---|
| <input type="checkbox"/> Seasonal | <input type="checkbox"/> Weekly | <input type="checkbox"/> Illness | <input type="checkbox"/> Quality Control Recall |
| <input type="checkbox"/> Special Projects | <input type="checkbox"/> Monthly | <input type="checkbox"/> Vacations | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Inventories | <input type="checkbox"/> Quarterly | <input type="checkbox"/> New Product Line | |

How do you staff to meet variable production requirements? _____

Do you ever use temporary service?

YES NO Annual T/H Budget: _____ Current supplier(s), if yes: _____

If so, how do you select a temporary service?

Cost Service Both Other: _____

What skill categories would you need?

- | | | | |
|-------------------------------------|-------------------------------------|---|--|
| <input type="checkbox"/> Assemblers | <input type="checkbox"/> Counters | <input type="checkbox"/> Order Pickers | <input type="checkbox"/> Machine Tenders |
| <input type="checkbox"/> Packers | <input type="checkbox"/> Wrappers | <input type="checkbox"/> Clean-up | <input type="checkbox"/> Food Service Workers |
| <input type="checkbox"/> Shippers | <input type="checkbox"/> Labelers | <input type="checkbox"/> Taggers | <input type="checkbox"/> Conveyor Line Tenders |
| <input type="checkbox"/> Warehouse | <input type="checkbox"/> Inspectors | <input type="checkbox"/> Inventory Takers | <input type="checkbox"/> Other: _____ |

What areas use industrial temporary help?

- | | | | |
|-------------------------------------|--------------------------------------|--------------------------------------|---------------------------------------|
| <input type="checkbox"/> Production | <input type="checkbox"/> Shipping | <input type="checkbox"/> Cafeteria | <input type="checkbox"/> Assembly |
| <input type="checkbox"/> Mailroom | <input type="checkbox"/> Warehousing | <input type="checkbox"/> Maintenance | <input type="checkbox"/> Other: _____ |

Would it be possible for me to see the location(s) where temporary help would be used?

YES NO Comments: _____

