



The 2007 Recruiting Firm Staff Seminar



Welcome!

Outline for Today:



- ⌘ Competitive Review of Market
- ⌘ SWOT Analysis
- ⌘ The Coordinator as the Sales Representative
- ⌘ Basic consultative sales methods
- ⌘ Overcoming Rejection
- ⌘ Networking in the Sarasota/Bradenton Market/Relationship Building
- ⌘ The Coordinator Sales Critical Path

Outline for Today:



- ⌘ Coordinator Sales Critical Path Exercises
- ⌘ Issues and Challenges
- ⌘ Closing

Learning Objectives:

- ⌘ To see how (Staffing Firm) Stacks up in the market place
- ⌘ Identify unique strengths of (Staffing Firm) over competition
- ⌘ Apply Coordinator Sales Techniques into Routine Tasks
- ⌘ Identify and use relationship-based sales technique
- ⌘ Apply Sales Critical Path Method and Tool

Ground Rules:

- ⌘ Cell phones on silent.
 - ☑ \$1.00 fine to beer fund
- ⌘ Bored/Tired? Stand up
- ⌘ Open forum
- ⌘ Ask questions
- ⌘ Breaks
- ⌘ The Parking Lot

This is for your success, so have fun and participate!

Competitive Review



⌘ "I am your customer"

⌘ Take a Guess:

☑ Number of Staffing Companies in the area in 1995.

☑ (included in both cities!)

☑ Number of Staffing Companies in the area: 2007.

☑ Number of Staffing Companies in the Home Office Complex.

Competitive Review



- ⌘ Number of Staffing Companies in the area in 1995: 18 (12 in Sarasota, 6 in Bradenton)
- ⌘ Number of Staffing Companies in the area: 2007. 66 (47 in Sarasota, 19 in Bradenton)
- ⌘ Number of Staffing Companies in the Home Office Bradenton Complex. 3.

Competitive Review



- ⌘ This does not include the PEO's, JOBS Etc, or HR Consultants.
- ⌘ Number of companies that work "virtually".

Competitive Review



⌘ How are they selling?

☑ Chamber? Yes!

☑ Cold Calling? Yes!

☑ Community Involvement? Yes!

☑ Giveaways? Oh Yes!

⌘ So?

☑ What makes us unique?

☑ Why would a company want to do business with us?

SWOT Analysis



⌘ Definition: A strategic tool to identify an organization's:

☑ STRENGTHS

☑ WEAKNESSES

☑ OPPORTUNITIES

☑ THREATS

SWOT Analysis Exercise



⌘ Break up into teams:

- ☑ One person act as a scribe
- ☑ List as many as you can for each category
- ☑ We'll go around the room and share with the group

SWOT Analysis Exercise



- ⌘ STRENGTHS: What would you consider to be (Staffing Firm) strengths when selling to a client?
- ⌘ WEAKNESSES: What would you consider to be (Staffing Firm) biggest weaknesses when selling/servicing clients?
- ⌘ OPPORTUNITIES: What opportunities exist for Ad-VANCE to expand market share and grow the company?
- ⌘ THREATS: What exists that could decrease Ad-VANCE's success or create failure?



**So what is it about us that
makes people want to
call us first?**

**How do we communicate
and practice this?**



**BREAK TIME
PLEASE BE BACK IN 15
MIN.**

The Intangible Sell:



- ⌘ Difficult to measure worth.
- ⌘ Too many options.
- ⌘ Difficult to differentiate.
- ⌘ Too many players.
- ⌘ Perceived as a necessary evil.
- ⌘ Candidate feels like not in control.
- ⌘ Industry reputation.

The Staffing Sale:



- ⌘ Same candidate, different company.
- ⌘ Basically the same services.
- ⌘ No ongoing connectivity contractually.

What's a staffing company to do?

The Staffing Sale:



⌘ Solution:

- ☑ Relationships
- ☑ Flexibility in Services/Delivery
- ☑ Creative alternatives
- ☑ Knowledge
- ☑ Capacity
- ☑ Cost
- ☑ Loyalty/Ethics
- ☑ Return on Investment (ROI)

Let's Compare?



⌘ Difference between our SWOT and the previous page.

The Coordinator as a Sales Representative:



- ⌘ The beauty of the inbound call.
- ⌘ The justification of the outbound call.
- ⌘ A captive audience by establishing your connection with the person on the line.
- ⌘ You have them on the line, why don't use the time well.

Asking for more business.



⌘ We have opportunities everyday to expand your business and source more candidates:

- ☑ Candidate inquiries
- ☑ Reference Checks
- ☑ Client inbound calls
- ☑ Quality Assurance Calls
- ☑ Yellow pages inquiries

Service excellence towards Candidates:

- ⌘ Understand that a major event in one's life is changing jobs.
- ⌘ They are why we have a job to begin with!
- ⌘ **So valuable to us; on average: each candidate placed earns us \$ 5,276.00 in sales revenue, and \$ 1061.00 in GM\$.**
- ⌘ Tougher now to recruit than ever, most difficult time in 12 years
- ⌘ (factors include: less affordable housing, Less than 3% unemployment, and
- ⌘ so many other staffing firms and companies also recruiting)
- ⌘ We must treat them as our most important customer
- ⌘ **Truism: Do good by people, they tell 2-3 others. Do bad, they tell 10 others!**
 - ⌘ Get up and handshake greeting, do not make them wait in lobby more than necessary!
 - ⌘ Treat everyone as if they are special.
 - ⌘ Describe process of application
 - ⌘ Offer them water, or "Is there anything else that I can get you?"
 - ⌘ Welcome and make feel important
 - ⌘ Build candidate trust and confidence during the interview process.
 - ⌘ Follow-up with Candidate
 - ⌘ Must follow-up once every four weeks
 - ⌘ Even if you don't have a job for them
 - ⌘ Remember to always ask for the referral

The Inbound Candidate Call:



⌘ Candidate inquiry:

☑ Establish the rapport with the caller.

☑ How are you?

☑ We'd be glad to help you in your search.

☑ Our candidates are very important and valuable to us.

☑ Did you know that we are the leading staffing company in the area, have offices and jobs in both Sarasota and Manatee counties, and work with some of the best employers in the area?

☑ Did you know about our referral program?

☑ (mention candidate AND client referrals!)

What other ideas have worked for you?

Candidate Interview as a source of information:



- ⌘ Companies that are currently hiring or growing, moving into the area, or laying off.
- ⌘ Potential Sales Lead. Do their previous employers use staffing companies, which one's), and for what departments.
- ⌘ Can provide information into what other agencies, and companies pay.

Reference Checks: Inbound



⌘ MINDSET:

- ☑ They need something from you.
- ☑ Show excitement that a candidate of yours is being considered for a position.
- ☑ Provide positive insight concerning the candidate to demonstrate your helping perspective.

⌘ POSSIBLE COMMENTS/QUESTIONS:

- ☑ Finish up by stating, “Wow it looks like you doing some hiring there. Would be any opportunity for us to help you in your future staffing needs?”
- ☑ “When may I follow-up with you to see what needs you may have?”

What other ideas have worked for you?

Reference Checks

Outbound:



⌘ MINDSET:

- ☑ We need something and are interrupting their day. Must be brief and concise with question(s). We need to be upbeat and enthusiastic!
- ☑ Show gratitude for their assistance, and be prepared to ask probably only one or two brief questions.

⌘ POSSIBLE COMMENTS/QUESTIONS:

- ☑ "Thank you for your assistance today, may I ask you one quick question?" "Does your company use staffing services/background screening services, and if so, who would be the contact person?"
- ☑ "Great! Thank you so much for this information, I really appreciate your time. Have a great day!".

Yellow Pages Inquiries:



⌘ MINDSET:

- ☑ Show appreciation for the call, and excitement that their potential order is very important to you.
- ☑ Be a good listener! Block out all distractions (emails, notes, data entry, office conversations etc) and focus on the opportunity at hand.
- ☑ Use open ended questions and interactive conversation to get job specifics. Remember, effective, concise questioning helps build client trust and credibility.
- ☑ Be prepared to differentiate our services from our competition, and why we are their best choice.

⌘ POSSIBLE COMMENTS/QUESTIONS:

- ☑ Ask how they learned about us.
- ☑ Ask what other staffing companies are they contacting. Why?
- ☑ If we have competition, say “What is most important to you in determining who you are going to use?”

What other ideas have worked for you?

Overcoming Rejection:



- ⌘ Don't take it personally.
- ⌘ Rejection is part of the job.
- ⌘ Remember, 80% of all sales come after the 5th call. Follow through until you get closure, even if you have to pass on to a sales rep.
- ⌘ If rejected, ask for a referral to other companies or departments.
- ⌘ Ask when you can call back another time.
- ⌘ Use the phrase "I'm willing to earn your trust and business" and looking to prove it."
- ⌘ What other ideas have worked for you?

Client Relationship Building

Tips:

- ⌘ Build rapport through honesty, trust and credibility.
- ⌘ Convey that you really care about helping them through your enthusiasm voice inflection. Be upbeat!
- ⌘ Communication needs to be interactive. Use open ended questions.
- ⌘ Be an expert. Know what you're talking about, and when you don't, admit it.
- ⌘ Don't take yourself too seriously. Use appropriate humor when possible. People like to do business with people they enjoy talking to!
- ⌘ Make commitments and agreements that are clear and that you intend to keep.
- ⌘ Be a good listener! Pay attention to what they are really saying.
- ⌘ If there is a problem, correct the problem fully, before moving on to something else. Provide solutions.
- ⌘ Keep a secret file.
- ⌘ Be thoughtful! Make note of points of interest, accomplishments, hobbies and family information that clients/prospects share. Refer to them accordingly.
- ⌘ Send congrats if they achieve something either at work or personally as soon as we hear about it.
- ⌘ Knowledge is power, so keep your cup empty.

Community Networking Essentials:



- ⌘ Find organizations that are unique or starting up.
- ⌘ Don't just go to a meeting or event, be on the board or speak.
- ⌘ Don't just attend the job fair, talk to the other companies and give them a coozie and follow up with a "nice to meet you" email or letter.
- ⌘ Be nice to any possible future clients when you meet at events, invite them to lunch or drop off cookies at their office.
- ⌘ When you see them mentioned in print, send them a copy of the article so they have an "extra" copy.
- ⌘ Keep pristine brochures and especially business cards available. Buy a business card holder.
- ⌘ Make the contact section of outlook you personal database.
- ⌘ When you hear of good news, send them a congratulations note.
- ⌘ Use only handwritten notes on either company cards or personal stationary. Personal stationary is a classy move. Don't include a business card but mention who you're with.
- ⌘ Keep a collection of Kotchski in your car.
- ⌘ Ask for a meeting to "discuss" partnering together in the future.
- ⌘ Follow-up, Follow-up, Follow-up.

What other ideas have worked for you?

Leverage on their Vulnerabilities:



- ⌘ An unemployed person.
- ⌘ A new person in the community.
- ⌘ A desperate business owner.
- ⌘ An exhausted HR person.
- ⌘ A disgusted office manager.

WHAT IS YOUR LEVERAGE WITH THESE PEOPLE?



**BREAK TIME
PLEASE BE BACK IN 15
MIN.**

Asking for the business:



- ⌘ Upon completing a call, take the two step approach. First, ask with the question? “How else can I help you?” or “What other opportunities do you have in which I can be of assistance?”
- ⌘ Next finish with a five second commercial:
- ⌘ “Would you like to know more about either our background investigation or specialty recruiting services?”
- ⌘ If yes to background screening, “Great, may I have, the owner, give you a call tomorrow to discuss their services? What time would be best?”
- ⌘ If yes to recruiting services, “Awesome, may I have our Area Sales Manager, give you a call tomorrow to discuss our services? What time would be best?”

The Coordinator Sales Critical Path:



- ⌘ Custom made for (Staffing Firm).
- ⌘ A tool created to use a guide to help you navigate your phone conversations.
- ⌘ Provides options in which to navigate should you encounter objections and resistance.

Coordinator Sales Critical Path Exercise:



⌘ Demonstration:

☑ Yellow Page Inquiry

Coordinator Sales Critical Path Exercise:



- ⌘ Break up into groups of two.
- ⌘ Sit facing away from each other.
- ⌘ Person One: You're the caller.
- ⌘ Person Two: You're the customer.
- ⌘ Use the scenario provided to you.
- ⌘ After completed, switch places.

What do you think?



- ⌘ How did you feel about your performance?
- ⌘ Did the tool assist you?
- ⌘ What challenges do you see in trying to ask for more business from customers?
- ⌘ Practice makes perfect...

Challenges/Issues:



- ⌘ What challenges do you see in these approaches?
- ⌘ How can you overcome these issues?
- ⌘ What are your thoughts concerning a possible workaid?

Closing:



- ⌘ Why do you think we put together this program?
- ⌘ What do we stand to gain from implementing the processes and ideas discussed here today?
- ⌘ The key to the continued success of our company depends on the development of the skills of our internal staff.



**Thanks for your
participation!!!!**