

Name: _____

Phone: _____

Office–Administrative Section Forum

The Two Most Powerful Letters You Can Say To a Prospect: “N. O.”

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Internet Marketing Basics for Staffing Firms

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Tuesday, Oct. 25
4–5:15 p.m.



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The Two Most Powerful Letters You Can Say To a Prospect: "N.O."

SAYING NO TO BETTER YOUR BUSINESS, BRAND, AND PROFITS

Are we predisposed to dislike the work *No*?

- ▶ Is "yes" always the right response for our business?
- ▶ Should we always avoid saying "no" to a customer?
- ▶ Is the customer always right?

Is this smart for my business?

Customers say "No" to protect their business interests. Why don't we?



How can our business suffer from the wrong answer?

- ▶ Loss of Profit
- ▶ Loss of productivity within your branches
- ▶ Damage to your company's brand with clients and candidates
- ▶ Risk of injury and associated losses

Profit Loss

"Between calculated risk and reckless decision-making lies the dividing line between profit and loss"

- Charles Duhigg

Calculated risk
Vs.
A reckless decision



Does your branch have gross profit percentage and/or gross profit dollar goals?

Does this proposition meet your goals?

If not, is there volume to compensate for the profit loss you will experience?

The key to pricing effectively and maintaining your profit goals is to meet or exceed your target goals in every deal.

You

\$30k budget

Survey the inventory and find a fully loaded new car

Test drive it and fall in love

Cringe at \$52k sticker price



Salesman

A. Takes \$22k off the sticker price and take loss of profit

B. Laugh Hysterically

C. Declines your offer, determines your needs, "must haves" and negotiables, then searches for a car within your price range and interest

Answer: _____

What do cars have to do with staffing?



➤ Budget vs. "sticker price"

➤ Want vs. need

"If I had asked people what they wanted, they would have said faster horses."

HENRY FORD

- Consult
- Educate
- Negotiate

Commonly Asked For Skills/Attributes

Consult

Candidate needs an MBA.

10-15 years experience in field.

Experience in "_____".

Wants a 30 day guarantee.

Educate

Is degree relevant?

Years of experience relevant, or "ideal?"

Software experience can be adaptable.

Budget helps determine guarantee period.

Negotiate

BBA acceptable?

6-10 years experience in field.

Experience with similar software.

15 day guarantee.

How do skills negotiations impact profit?

- ▶ Determining the customers *needs* vs. *desires*
 - ▶ This allows us to modify skill sets for recruiters to source
 - ▶ Helps to identify candidates with flexible salary requirements
 - ▶ Reduces client costs while maintaining profit goals

Lowering costs without negotiations may gain business, but profit, marketing and branding, and product quality may suffer!

If negotiating is refused and pricing remains firm?

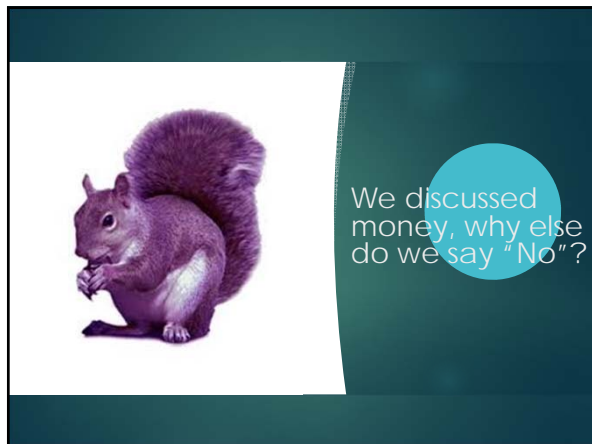


Loss of Productivity

By accepting a "no" order, we make things more challenging for our team:

- Can halt or delay production
- Diverts time and attention from lucrative orders
- Creates missed profit opportunities





The elusive "Purple Squirrel"

"Purple squirrel is a term used by employment recruiters to describe a job candidate with precisely the right education, experience, and qualifications that perfectly fit a job's multifaceted requirements. The implication is that the perfect candidate is as rare as a real-life purple squirrel. In theory, this prized "purple squirrel" could immediately handle all the expansive variety of responsibilities of a job description with no training and would allow businesses to function with fewer workers."

– Wikipedia description of Purple Squirrel

We need an Administrative Assistant; can you provide one?

Understand what the client is truly seeking by asking probing questions.

Client wants:

- MBA in accounting
- Proficiency in Peachtree and Microsoft Dynamics
- Ability to oversee payroll department (3 employees)
- Ability to accurately input and manage the general ledger
- Excellent typing accuracy and speed (70 wpm)
- Ability to manage a multi-line phone system (10 lines)
- Salary: \$40,000 annually

Is this an
Administrative
Assistant role?

"Look, I don't need an accountant, my accounting department is overstaffed. I need an Administrative Assistant that can do these tasks if needed, and will accept \$40K. If you are unable to find this, I will just call your competitor down the street."

What is your
response?

Could you say *no*?



- ▶ When differences are that great, there is very little chance that negotiations will work.
- ▶ However, if you are a hungry sales professional who sees an order, and money and says "Yes", what's next?

We said yes, what now?



- ▶ Share the job order details, pay, and any other pertinent information with our recruiter
- ▶ Ensure questions are answered
- ▶ Recruiter begins sourcing for the ideal candidate

So what's the problem?

Unfillable Orders Pose Risks

- ▶ Loss of productivity.
 - ▶ Lost time in filling profitable orders
 - ▶ Customer service suffers
- ▶ Disengagement among staff
 - ▶ Struggling to find the impossible is discouraging
 - ▶ Tension between sales and recruiting
- ▶ Loss of sales
 - ▶ Unfilled orders ultimately result in a loss of sales
 - ▶ Unmotivated sales teams lack the desire to bring in new sales







Reaching a Crossroad

Try Again		Say No
Recruiters are pulled from other orders, stress and tension surfaces, and loss of profit occurs	→	Client is already frustrated because our candidate quit and left them shorthanded
It is highly unlikely another candidate will be sourced and placed for this role, thus, damaging our reputation and brand	→	Client does not understand why we are saying <i>no</i> now; it was fillable once, why not again?
Client becomes frustrated and develops a distorted view of our brand and service because we cannot fill their order again, so they go to our competition	→	Client becomes frustrated and develops a distorted view of our brand and service because we cannot fill their order again, so they go to our competition

WHAT'S THE DAMAGE?

- ▶ Diminished opportunity for future business partnerships
- ▶ Perceived loss of value of our brand, service, and expertise

Word of mouth, especially with social media, can greatly build or damage a brand-quickly!

HOW CAN THIS BE AVOIDED?

“Honesty is a very expensive gift, do not expect it from cheap people”

WARREN BUFFETT

Candidate Impact

Candidates are our strongest asset; they represent us and generate referrals.

Frustrated candidates are huge threats to our brand, especially with social media.

Candidates can lead top talent to you or chase them away!



Candidate Frustrations

We offered a job below their salary, skills, and career level
Result: Loss of trust, credibility

Candidate is overworked and underpaid
Result: Once they move on, they remember!

Our strong AA candidate was not considered
Result: Inaccurate conclusions regarding our placement skills

How Can Candidates Hurt Us?

Candidates can become Prospective Clients, even if placed by a competitor!




More “No” Considerations


- ▶ **Safety**
 - ▶ Risk of injury to our candidates
 - ▶ Potential Workers Compensation costs, litigation, and OSHA fines
- ▶ **Precedent**
 - ▶ Perception that we sell based on price not quality
- ▶ **Market Leader**
 - ▶ Excel in focus areas so that we are not overextended

Just say...

- ▶ Think about what is best for our business when taking the order
- ▶ If negotiation is off the table, be honest with the client and just say no!



Questions?



Thank You for Attending



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Branch Manager
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 Director of Marketing
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Scott Morefield
 Director of Marketing



Digital Marketing Goal

- Drive as many job seekers as possible into your system so they can be vetted for client positions



Top Sources Candidates Use to Find Employment

- 1.) Job boards
- 2.) Their own networks
- 3.) Social media
- 4.) Classified
- 5.) Company websites
- 6.) Internet searches

Source: 

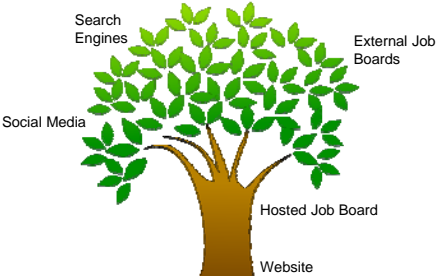


Digital Marketing Objectives

- Brand Awareness
- Brand Image
- Increased conversions
 - Applicants (direct)
 - Clients (indirect)



Getting The Word Out







Key Website Metrics

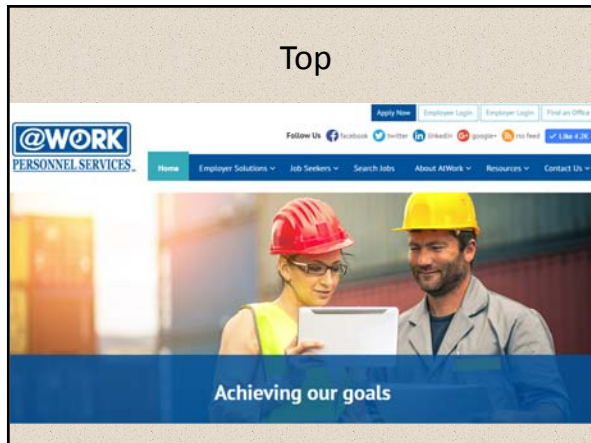
- Overall website traffic
- Referrals from key places (\$\$!)
 - job boards
 - social media, etc.

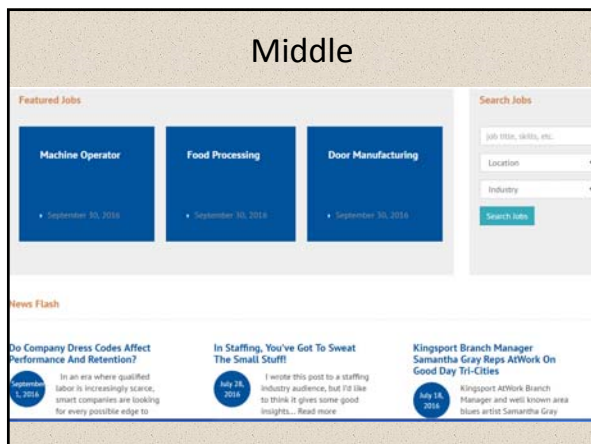
Know where your traffic is coming from!

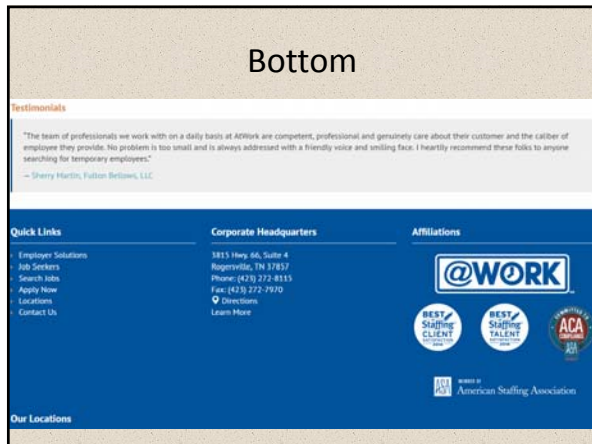
Key Features of a Killer Website

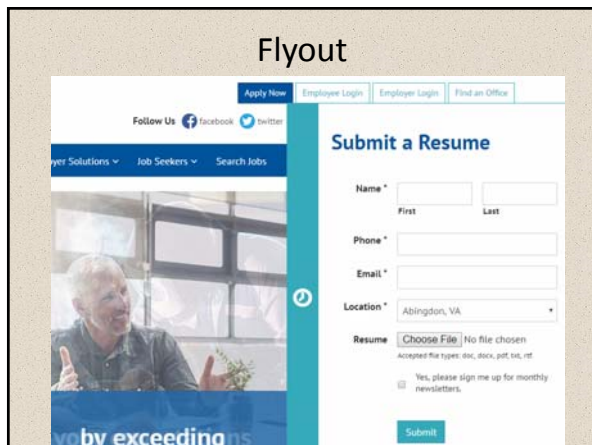
- Sleek, clean, user-friendly, professional
- Ability to accept applications online
- ATS integration
- Fully optimized, regularly updated job board
- Mobile friendly
- Call to action flyout
- Regularly updated blog
- Displays social media likes/follows
- Testimonials! Testimonials! Testimonials!
- <http://staffingtalk.com/8-features-of-a-killer-staffing-website>







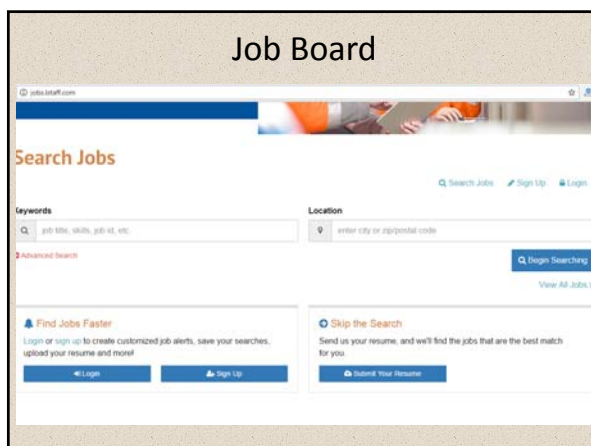


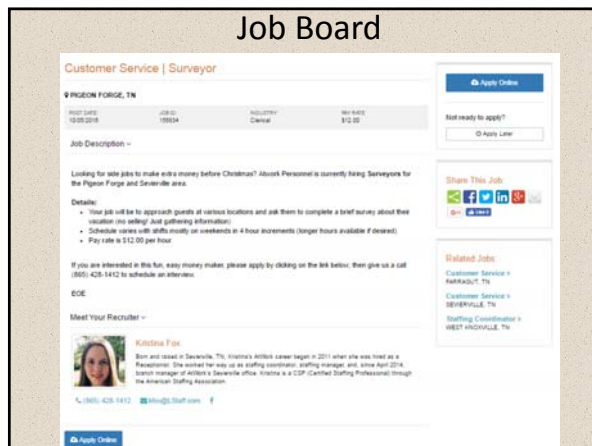










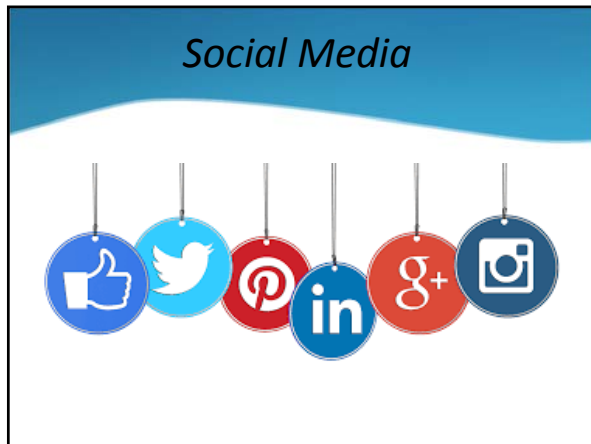


Job Board Tips - Title

- Lead with the most important word(s)
 - (i.e. *Welding, Human Resources, Machinist, etc.*)
- Put a space between every word
- Focus on the first three words
- Be clear, concise, and consistent
- Use SEO friendly words
- Toe line between generic & specific
 - (*Java Developer, not Java Ninja or Java Hacker*)
- If you use a modifier (best, lots, etc.) use it later
 - (*"Account Executive – Immediate Hire"*)

Job Board Tips - Content

- Be conscious of your Ad's aesthetic
 - spaces between paragraphs
 - no awkward indentations
 - at least one set of bullet points
- First paragraph – at least one awesome thing
- Be concise, but make them want to know more
- Without being too technical, include 'weed-out' info.
- Do not combine positions
- Do not duplicate ads
 - Use same ad for various shifts

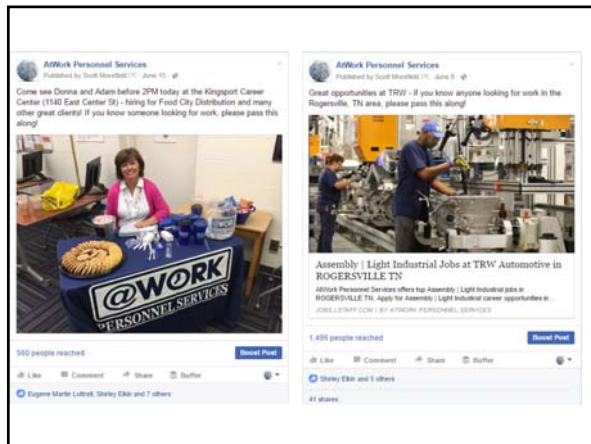


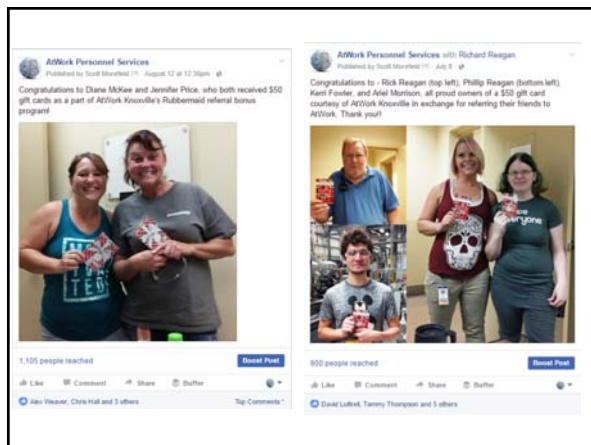


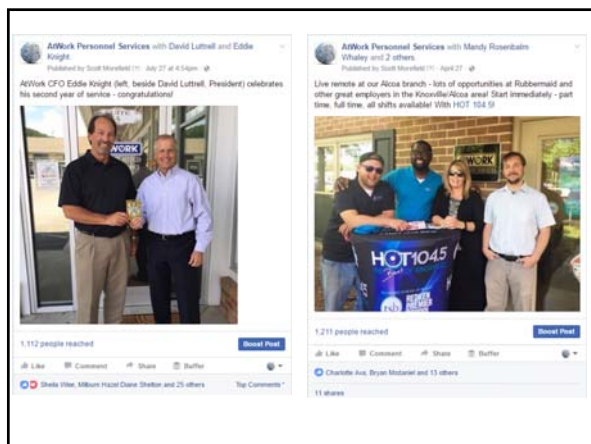
Facebook Engagement Keys

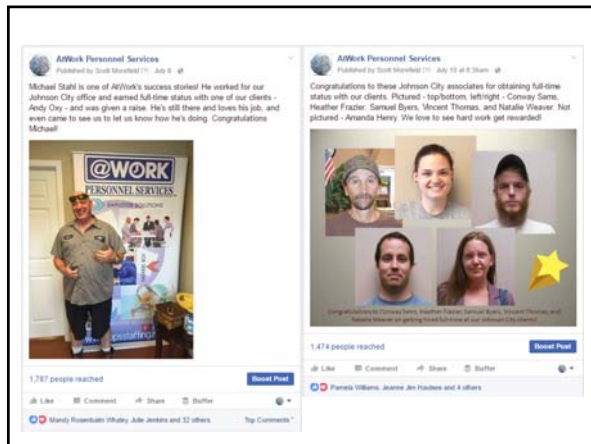
- Employee engagement!
- Employee engagement!
- Employee engagement!
- Look for "great post" opportunities
- Use pictures
- Active paid 'like' campaign
- Boost key posts

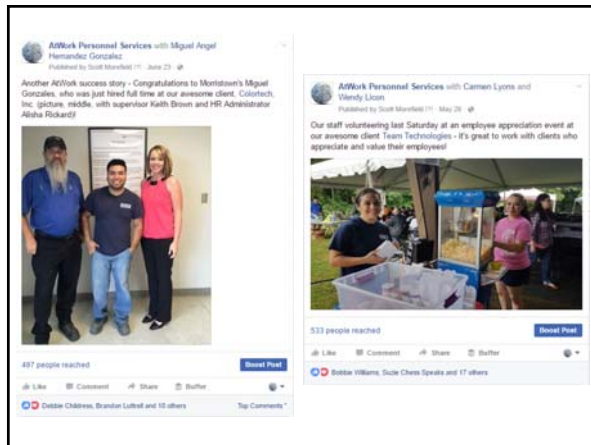




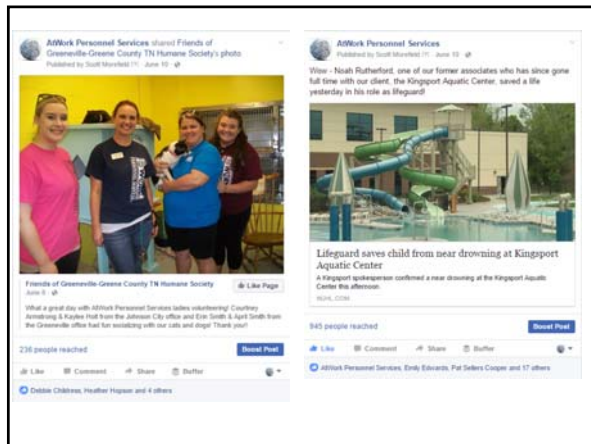
















Search Engine Optimization

- **Search engine optimization (SEO)** is the process of affecting the visibility of a website or a web page in a web search engine's unpaid results — often referred to as "natural," "organic," or "earned" results. — Wikipedia
 - In website (talk to developers)
 - On job board postings
 - On social media (Google Plus)



Google AdWords

- **Google AdWords** is an online advertising service that enables advertisers to compete to display brief advertising copy to web users, based in part on cookies, keywords, predefined by the advertisers, that might link the copy to the content of web pages shown to users. — Wikipedia
- The more competition, the less pie you get for your spend
 - “jobs in City, State” is always a solid search
 - Try popular categories “warehouse jobs in ...”

Campaign	Budget	Status	Campaign type	Campaign subtype	Clicks	Impr.	CTR
Knoxville Search	Shared Between Locations \$50.00/day	Eligible	Search Network only	All features	213	32,864	0.65%
Johnson City Search	Shared Between Locations \$50.00/day	Eligible	Search Network only	All features	93	16,272	0.57%
Rosario Search	Shared Between Locations \$50.00/day	Eligible	Search Network only	All features	43	23,073	0.19%
Gainesville Search	Shared Between Locations \$50.00/day	Eligible	Search Network only	All features	48	9,335	0.51%
Sevierville Search	Shared Between Locations \$50.00/day	Eligible	Search Network only	All features	38	5,254	0.72%
Morrisville Search	Shared Between Locations \$50.00/day	Eligible	Search Network only	All features	45	5,824	0.77%
Kingsport Search	Shared Between Locations \$50.00/day	Eligible	Search Network only	All features	39	10,350	0.38%
Greenville Search	Shared Between Locations \$50.00/day	Eligible	Search Network only	All features	37	4,165	0.89%
Wytheville Search	Shared Between Locations \$50.00/day	Eligible	Search Network only	All features	26	1,991	1.31%


Know Your Spend!



- Tracking is key! Find a way to track & measure ALL applicant referrals
 - Interview question
 - Online application question
 - Procedures must be established, measurable & consistent
- Adjust accordingly



Questions?



<http://staffingtalk.com/internet-marketing-basics-for-staffing-firms>

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