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Perspective: Leveraging Buyer and Job Candidate Trends to Outpace Your Competition

Eric A. Gregg
Inavero Inc.
egregg@inavero.com
inavero.com

Thursday, Oct. 27
11:15 a.m.–12:30 p.m.



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1. Click Session Descriptions on App homepage
2. Choose session to rate
3. Click "Rate Session" clipboard icon

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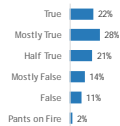
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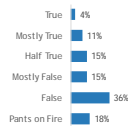
Who's Telling the Truth?



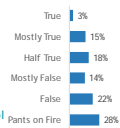
Hillary Clinton



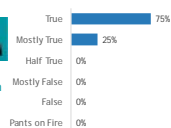
Donald Trump



Eric talking about how cool he was in high school

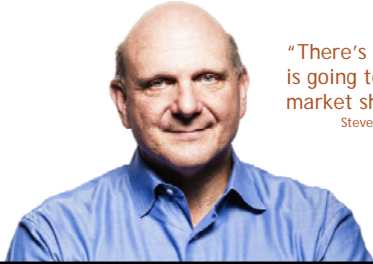


This presentation



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Nobody's perfect...



"There's no chance the iPhone is going to get any significant market share. No chance."

Steve Ballmer, Former Microsoft CEO 2007

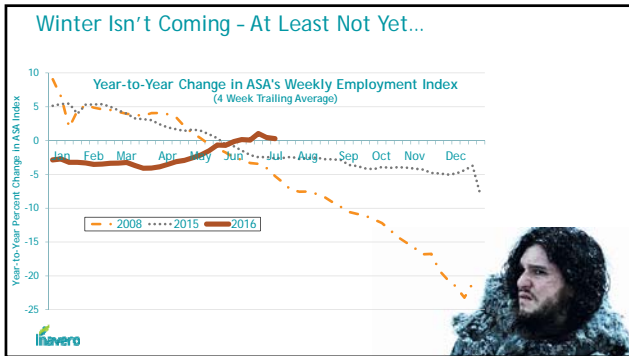
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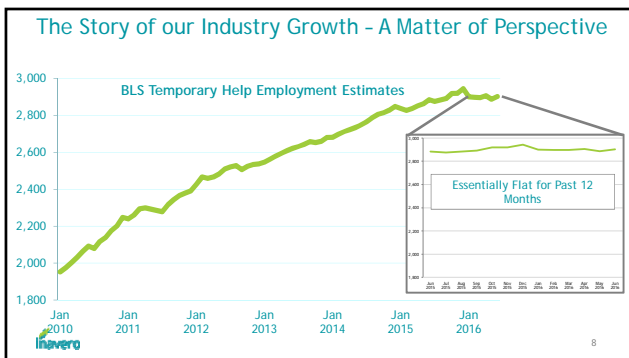
8 Trends Affecting Our Industry in 2017 and Beyond...

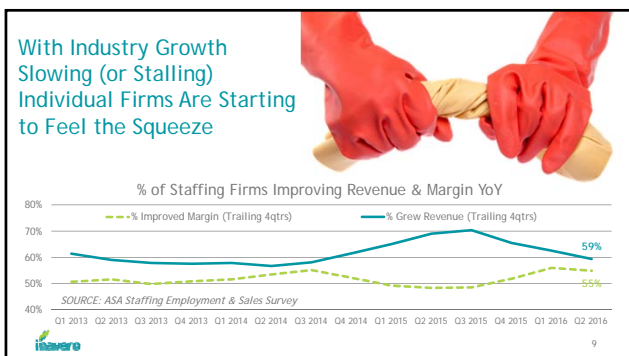
1. COMPETITION PRESSURE REACHING PEAK FOR THE INDUSTRY
2. TECHNOLOGY INVESTMENT EXPECTED TO INCREASE
3. VMS IS HERE TO STAY - AND LIKELY TO GROW
4. DATA IS THE MOST EFFECTIVE SALES WEAPON
5. FIRMS ARE MAXIMIZING THEIR SALES FUNNEL EFFECTIVENESS
6. TURNOVER OF FIELD STAFF IS REACHING A CRITICAL POINT
7. SERVICE TRANSPARENCY WILL BE DEMANDED BY CLIENTS & TALENT
8. FIRMS ARE REFOCUSING ON RETENTION AND ACCOUNT GROWTH

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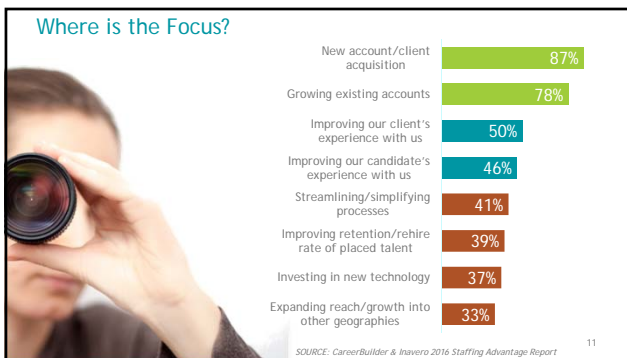
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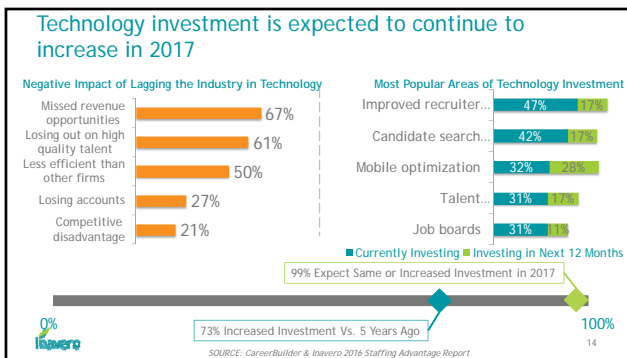


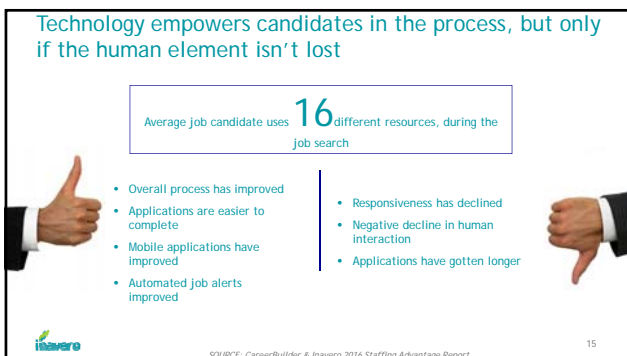




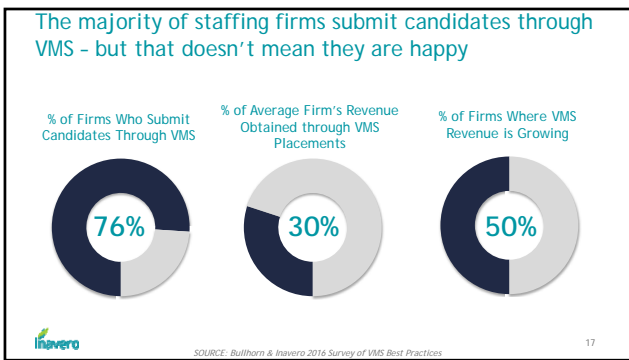


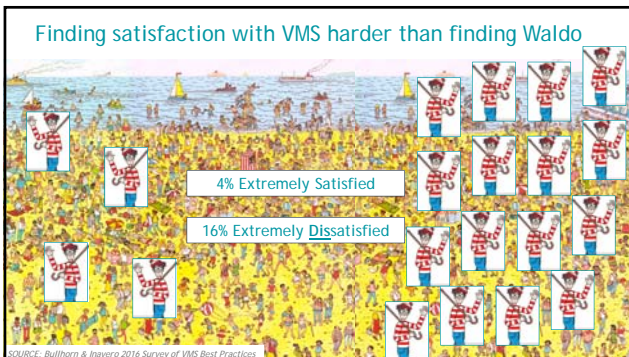






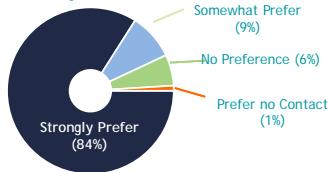






Lack of hiring manager contact drives dissatisfaction with VMS

Percentage of staffing professionals who prefer hiring manager contact



93%
of staffing professionals prefer direct contact with hiring managers



SOURCE: Bullhorn & Inavero 2016 Survey of VMS Best Practices

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Focus on what is in your control - the process



Source & screen (48%)

Asking job order clarifying questions(10%)

Receiving/routing orders (9%)

Entering Details in ATS(9%)

Formatting candidate submissions(9%)

Submitting candidates to VMS (9%)

Tracking VMS Metrics(6%)

42%



SOURCE: Bullhorn & Inavero 2016 Survey of VMS Best Practices

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A bad prediction...

"If excessive smoking actually plays a role in the production of lung cancer, it seems to be a minor one."

W.C. Heuper, National Cancer Institute 1954

A (hopefully) better prediction...

"Data and educational content will be the most important weapon in a staffing sales person's arsenal."

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"Data is the new oil...."

Clive Humby, Mathematician and architect of Tesco's Clubcard 2006

"....It's valuable, but if unrefined it cannot really be used. It has to be changed into gas, plastic, chemicals, etc to create a valuable entity that drives profitable activity; so must data be broken down, analyzed for it to have value."

If you aren't using data to help sell, you are falling behind

Thought Leadership Most Utilized by Staffing Firms

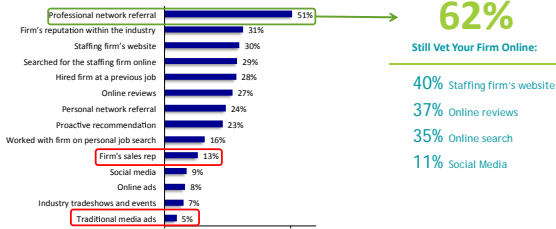
| | |
|---|-----|
| Supply/demand data on market | 59% |
| Salary/data guides | 59% |
| emails/newsletters with current market trends | 48% |
| Market trends shared by social media | 45% |
| Thought leadership research | 39% |
| Webinars on market trends/conditions | 26% |

SOURCE: CareerBuilder & Inavero 2016 Staffing Advantage Report

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Referrals are king for client acquisition - but is your online reputation helping or hurting you?

Resources Used to Find and Select Primary Staffing Firm



62%

Still Vet Your Firm Online:

40% Staffing firm's website
37% Online reviews
35% Online search
11% Social Media

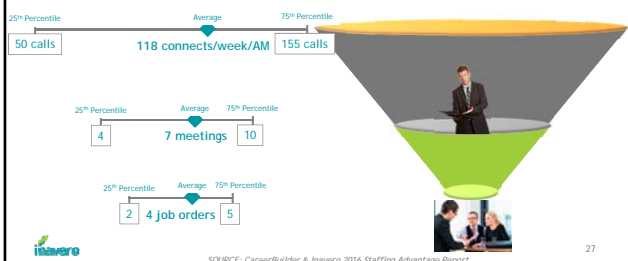


SOURCE: CareerBuilder & Inavero 2016 Staffing Advantage Report

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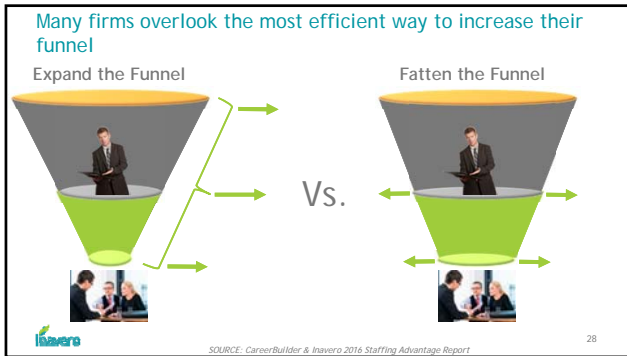


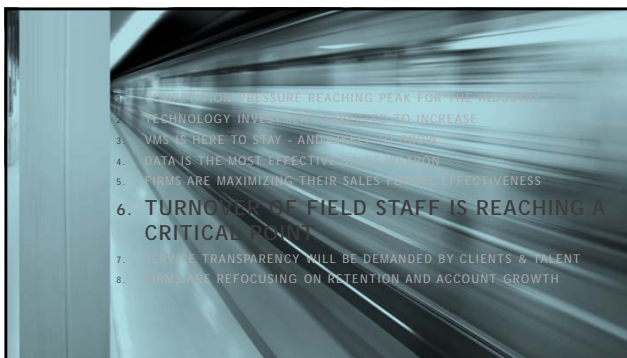
The sales funnel for staffing firms



SOURCE: CareerBuilder & Inavero 2016 Staffing Advantage Report

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But this is Your Brand

This is Your Logo

BlendIT STAFFING

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There is a direct line between tenure and service.




TENURE

7 YRS (Avg)

10 YRS (Avg)

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SOURCE: ASA Staffing Operations Benchmark Survey



1. RETENTION PRESSURE REACHING PEAK FOR THE INDUSTRY
2. TECHNOLOGY INVESTMENT CONTINUES TO INCREASE
3. VMS IS HERE TO STAY - AND GROWING RAPIDLY
4. DATA IS THE MOST EFFECTIVE DIFFERENTIATOR
5. FIRMS ARE MAXIMIZING THEIR SALES FORCE EFFECTIVENESS
6. TURNOVER OF FIELD STAFF IS REACHING A CRITICAL POINT
7. SERVICE TRANSPARENCY WILL BE DEMANDED BY CLIENTS & TALENT
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A bad prediction...

"I think there is a world market for maybe five computers."
Thomas Watson, IBM 1943

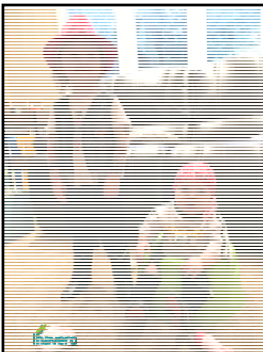




A (hopefully) better prediction...


"Within 5 years, reviews will be the currency with which we prove our trustworthiness and the skill of the talent we place."

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Times are changing. Are you?

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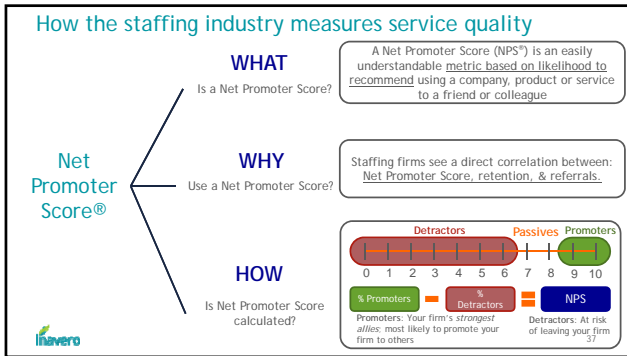
Gartner 89% of executives believe their primary basis of competition is customer experience.

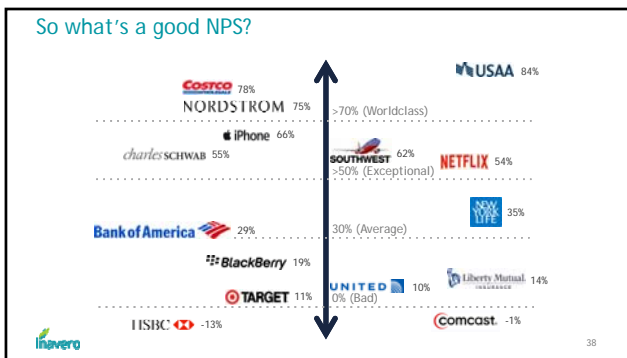
BAIN 80% of companies surveyed said that they offer superior customer service, but only 8% of their customers agreed with them.

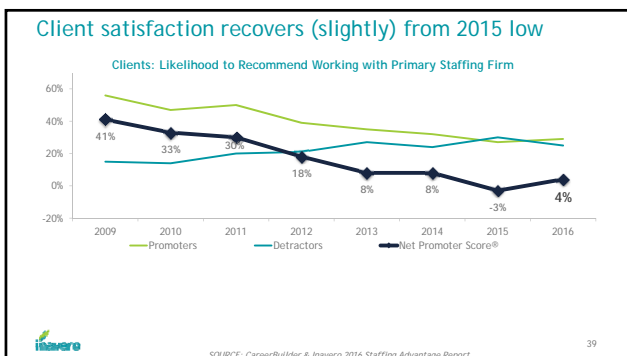
Harvard Business Review A 5% increase in retention rate, can increase profit by 25% to 95%.

FORRESTER [In the age of customer obsession], companies will shift from focusing on acquisition to obsessing about lost customers.

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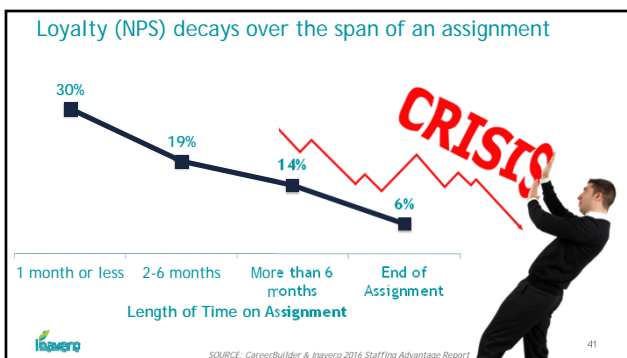




The candidate experience remains steady, with very slight declines



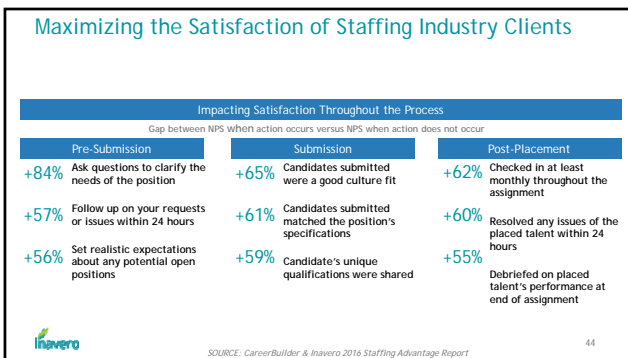
Loyalty (NPS) decays over the span of an assignment



Building trust is key to attracting talent to your firm









Share of Wallet - The Untapped Growth Engine for Your Firm



Top Reasons for Working with More than One Firm

- 59% Better access to qualified talent
- 59% If one firm can't fill order, another probably can
- 45% Broader industry experience



SOURCE: CareerBuilder & iLevero 2016 Staffing Advantage Report

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Stop flushing money down the toilet with your placed talent



74% aren't rehired post-assignment end.



Nearly 20% have an issue while on assignment.

Top Issues Talent Have While on Assignment

- Assignment misrepresented 45%
- Assignment ended unexpectedly 39%
- Mistreated by company where... 25%
- Company wasn't ready for me... 20%
- Was paid the incorrect amount 14%
- Check was late 14%

SOURCE: CareerBuilder & iLevero 2016 Staffing Advantage Report

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Mistakes aren't the issue - it's the recovery (or lack thereof)!



SOURCE: CareerBuilder & iLevero 2016 Staffing Advantage Report

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Speed and Outcome are of Equal Importance

Customer By Web Form
 Hi -
 I'm a U.S. Citizen from Portland, OR in Niagara Falls (Canadian side) for a conference - forgot my passport (I'm a dummy). I was able to get into Canada with my driver's license, but I worried about travel back to the U.S. Is there anything I can do (show my passport scanned and emailed to me, etc.) that can help the process of returning on Thursday of this week?
 I realize its possible that this is a clever way to weed out the less intelligent U.S. citizens, but would desperately love to re-enter the country on Thursday :)
 Thanks.
 Eric

Response Via Email (CIC CSR Spanish)
 Thank you for contacting the U.S. Customs Border Protection (CBP) Information Center (CIC).
 Due to the extremely high volume of emails, we have been unable to provide you with a timely response as we would have preferred.
 We realize your concern has likely been resolved at this time. However, if you still need assistance, please respond to this email and you will be given priority in receiving a response.
 U.S. Customs and Border Protection
 CBP Information Center

4/27/2016

8/3/2016
(98 days later)

QUESTIONS?

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Thank You for Attending



Eric A. Gregg
Chief Executive Officer
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