



Best Practices of High Performance Staffing Firms

ASA 2018 Staffing Symposium



bingham
CONSULTING

We help staffing firms grow.

Pathway to High-Performance



+

SOP

Standard Operating Procedures

Highly Engaged Staff

Sustainable
and profitable
revenue growth



3 High Performance Identifiers



1. Good Leadership
2. Sales Effectiveness
3. Recruiting Efficiency



Identifier #1

Good Leadership



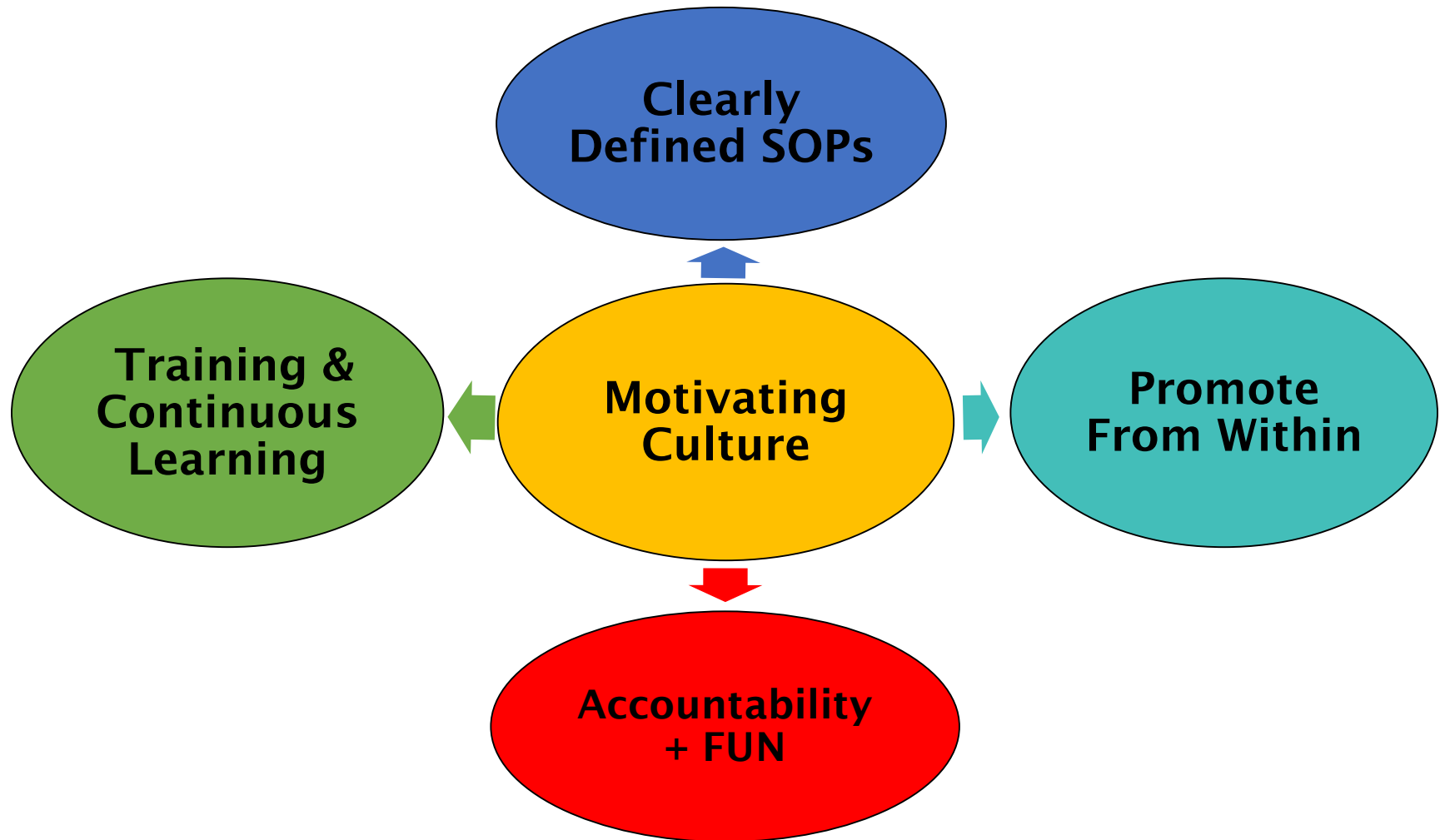
...Assumptions

Right Hires
Right Compensation Model





High-Performance Leadership



Leaders Create Culture



**Motivating
Culture**

...OR NOT



Leaders Drive Engagement



Engaged and satisfied employees increase your profitability by 100 to 189%

Disengaged employees can cost upwards of 20% of your total revenue.



Source: Letters to a CEO, John Spence

3 Indicators of High Engagement



1. Fierce loyalty
2. Get they have 2 customers
3. Give discretionary effort



What Fierce Loyalty Looks Like



“We’re a family”

Authentic with each other

Tenure not churn

“I would do anything for...”

Above and beyond isn’t above and beyond

Employees are invested in the business

What “Customer” Treatment Looks Like



The Candidate

Respect for them...even when it's hard

Advocate for them

Evidence: they work for us over and over again

The Client

We do what we say we'll do

We recover quickly after a service hiccup

Evidence: they order and over again

EXIT 1

Minimum Effort St
Ordinary Returns

1 MILE



EXIT 2

More Effort Rd
Greater Returns

2 MILES



I take it upon myself
I do it because I want to



Leaders Drive Process



2. Clearly Defined SOPs

“The Company Way”

Recruiting SOPs drive **efficiency**

Sales SOPs drive **effectiveness**





Leaders Invest in Their People



3. Training & Continuous Learning

Sales & Recruiter Training
Lunch 'N Learns
Leadership Development
Conferences / Reward & Recognition



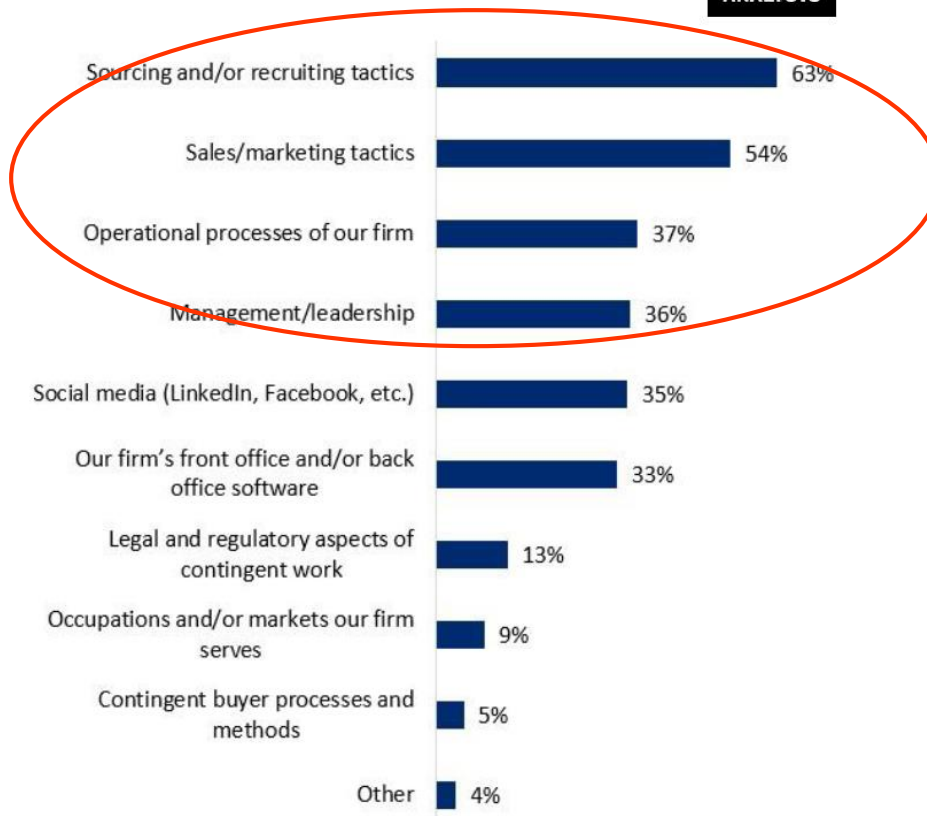


Training and ROI



STAFFING
INDUSTRY
ANALYSTS

Of the training you have offered internal staff, which type would you say had the highest bang-to-buck return on spend/effort?



STAFFING INDUSTRY ANALYSTS
C CORPORATE
MEMBERSHIP

MONSTER
FIND BETTER

Sources: Staffing Company Survey 2017

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Leaders Blend Accountability With Fun



**Accountability
+ FUN**

Metrics Management
Daily Stand-Ups
Weekly Pipeline Calls & 1/1s
Contests
Community Events





Leaders Promote From Within



5. Promote From Within

Know the culture
Work harder
Career path in view
Retention



Identifier #2

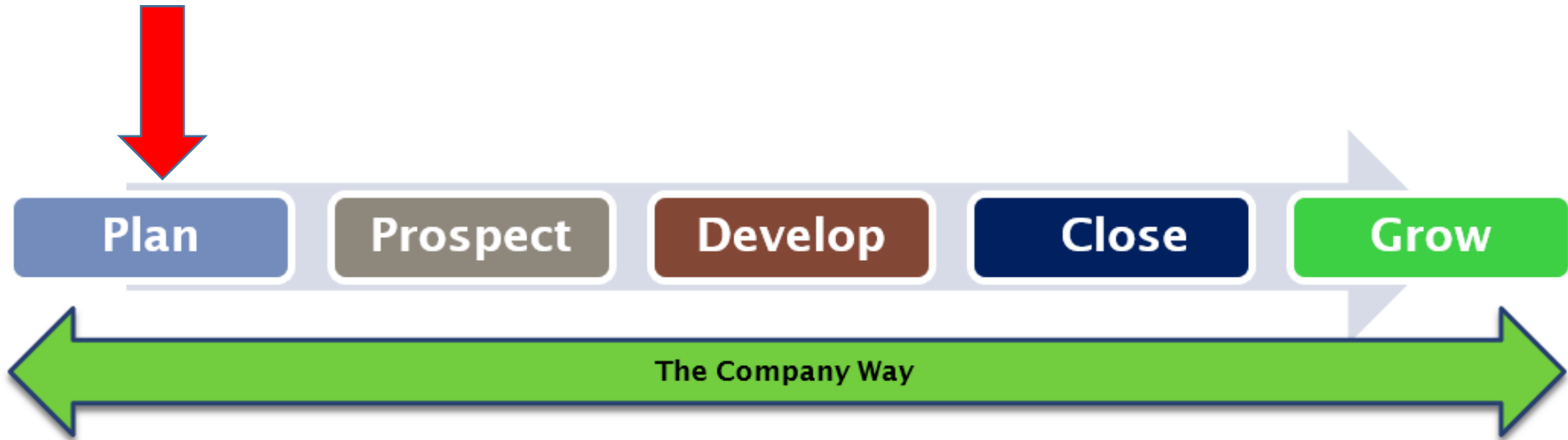
Sales Effectiveness



#1 Goal: Close Business



Sales SOP Model





A Good Sales Plan



Specific Industries / Skills Targeted

List kept fresh from networking + leads
from Recruiters

Phone time blocks ensure calls happen



#1 Constraint to Success Today



CAN'T. GET. FEEDBACK!!





TIP of the Day – SOP Must!



When taking every job order...

Schedule “Resume Review Time” – 15 minutes, send a calendar invitation to confirm



“High-Performance” Sales Rep



Has a plan & works the plan
Knows it's a numbers game
Networks like crazy
Authentic
Pleasantly persistent
Stays close to the recruiters



Identifier #3

Recruiting Efficiency



#1 Goal: Reduce Cycle Time



It's a Game of Speed & Quality

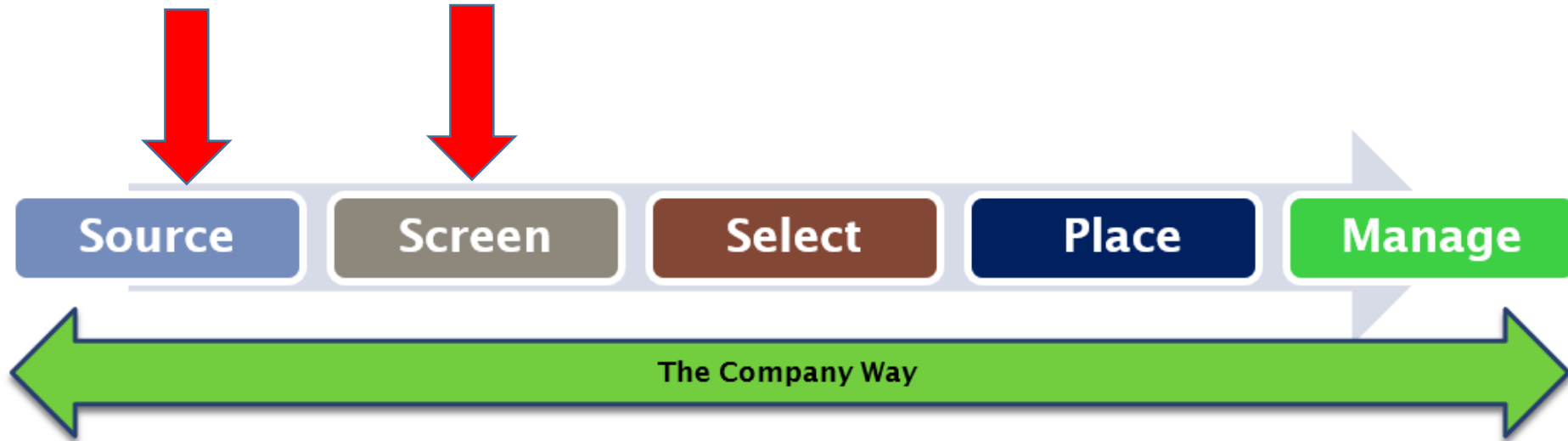


Recruiting KPIs	Indicator of Speed	Indicator of Quality
Time from JO to Submittal	X	
Time from Submittal to Interview	X	X
Time from Client Interview to Hire	X	
% Submittal to Interview		X
% Interview to Offer		X
% Offer to Hire		X
% Offers to Rejected Offers	X	X
% Total Reqs Filled	X	X
% Hot Reqs Filled	X	X
% Qualified Contractors Unassigned		X
% Contractors Completed Assignment		X
# & % Contractors Lost to Negative Attrition		X
# & % CTH Converted to Client's Payroll		X

Danger
zones



Recruiting SOP Model



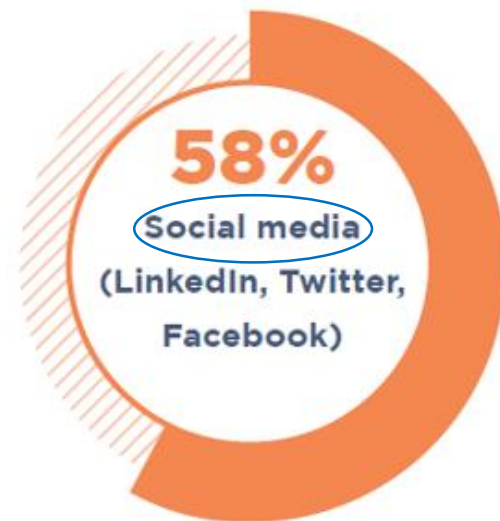


Best Ways to Source



TOP CANDIDATE SOURCES:

Percentage Ranked in Top Three



Source: Bullhorn 2018 Trends Survey





Efficient Screening a Must



You can still “meet” your candidates

Virtual / Video (Skype, Zoom)

:15 Interviews for
Temps/Contractors





TIP of the Day – SOP Must!



3 things to get out of every call:

1. Candidate for now **OR** future
2. Referral
3. Lead



“High-Performance” Recruiter



Knows the database is gold

Works his/her network

Consults

Sells the job...or not

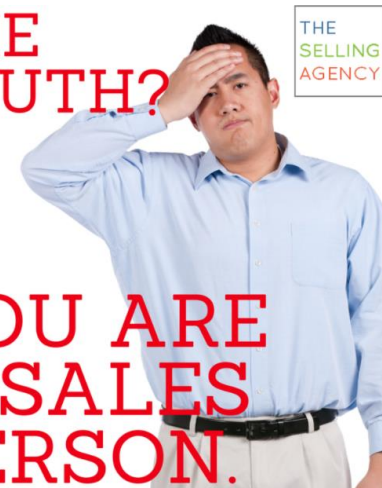
Knows “A” candidates don’t wait

Pleasantly persistent

Never forgets a candidate is 50% of a deal

THE
TRUTH?

YOU ARE
A SALES
PERSON.



Summary



High-performance requires **engaged employees and SOPs**

Identifiers: Good Leadership, Sales Effectiveness,
Recruiting Efficiency

Actions from Today's Session

- Identify areas to improve in 2018
- Get some help addressing them
- Institutionalize new best practice behaviors – the hard part!



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We help staffing firms grow.



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MENTORS**
PROGRAM

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