Best Practices of High Performance Staffing Firms

ASA 2018 Staffing Symposium
Pathway to High-Performance

Highly Engaged Staff + SOP = 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

- Clearly Defined SOPs
- Promote From Within
- Motivating Culture
- Training & Continuous Learning
- Accountability + FUN
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
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
Of the training you have offered internal staff, which type would you say had the highest bang-to-buck return on spend/effort?

- Sourcing and/or recruiting tactics: 63%
- Sales/marketing tactics: 54%
- Operational processes of our firm: 37%
- Management/leadership: 36%
- Social media (LinkedIn, Facebook, etc.): 35%
- Our firm’s front office and/or back office software: 33%
- Legal and regulatory aspects of contingent work: 13%
- Occupations and/or markets our firm serves: 9%
- Contingent buyer processes and methods: 5%
- Other: 4%

Sources: Staffing Company Survey 2017
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

Plan → Prospect → Develop → Close → Grow

The Company Way
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

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<tr>
<th>Recruiting KPIs</th>
<th>Indicator of Speed</th>
<th>Indicator of Quality</th>
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<td>Time from Submittal to Interview</td>
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<td>Time from Client Interview to Hire</td>
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<td># &amp; % CTH Converted to Client’s Payroll</td>
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Danger zones
Recruiting SOP Model

Source → Screen → Select → Place → Manage

The Company Way
Best Ways to Source

**TOP CANDIDATE SOURCES:**

*Percentage Ranked in Top Three*

- **62%**
  - Referrals from successful placements

- **58%**
  - Existing candidates from your ATS and/or CRM

- **58%**
  - Social media (LinkedIn, Twitter, Facebook)

*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
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!
We help staffing firms grow.

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#WEMAKEGREATLEADERS