



We help staffing firms grow.

# Best Practices of High Performance Staffing Firms

## ASA 2018 Staffing Symposium

# Pathway to High-Performance

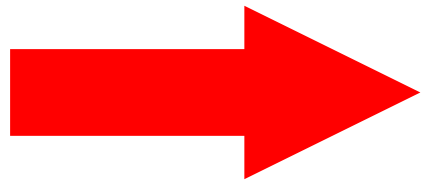


Highly Engaged Staff

+

# SOP

Standard Operating Producers



Sustainable  
and profitable  
revenue growth



# ...BIG Assumptions

Right Hires

Right Compensation Model

# 3 High Performance Identifiers



1

Good  
Leadership

2

Sales  
Effectiveness

3

Recruiting  
Efficiency



# Identifier #1: Good Leadership

# Leaders Own Engagement

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



Source: *Letters to a CEO, John Spence*

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









1. We're fiercely loyal
2. We get we have 2 customers
3. We 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**



## 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 over and over again



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

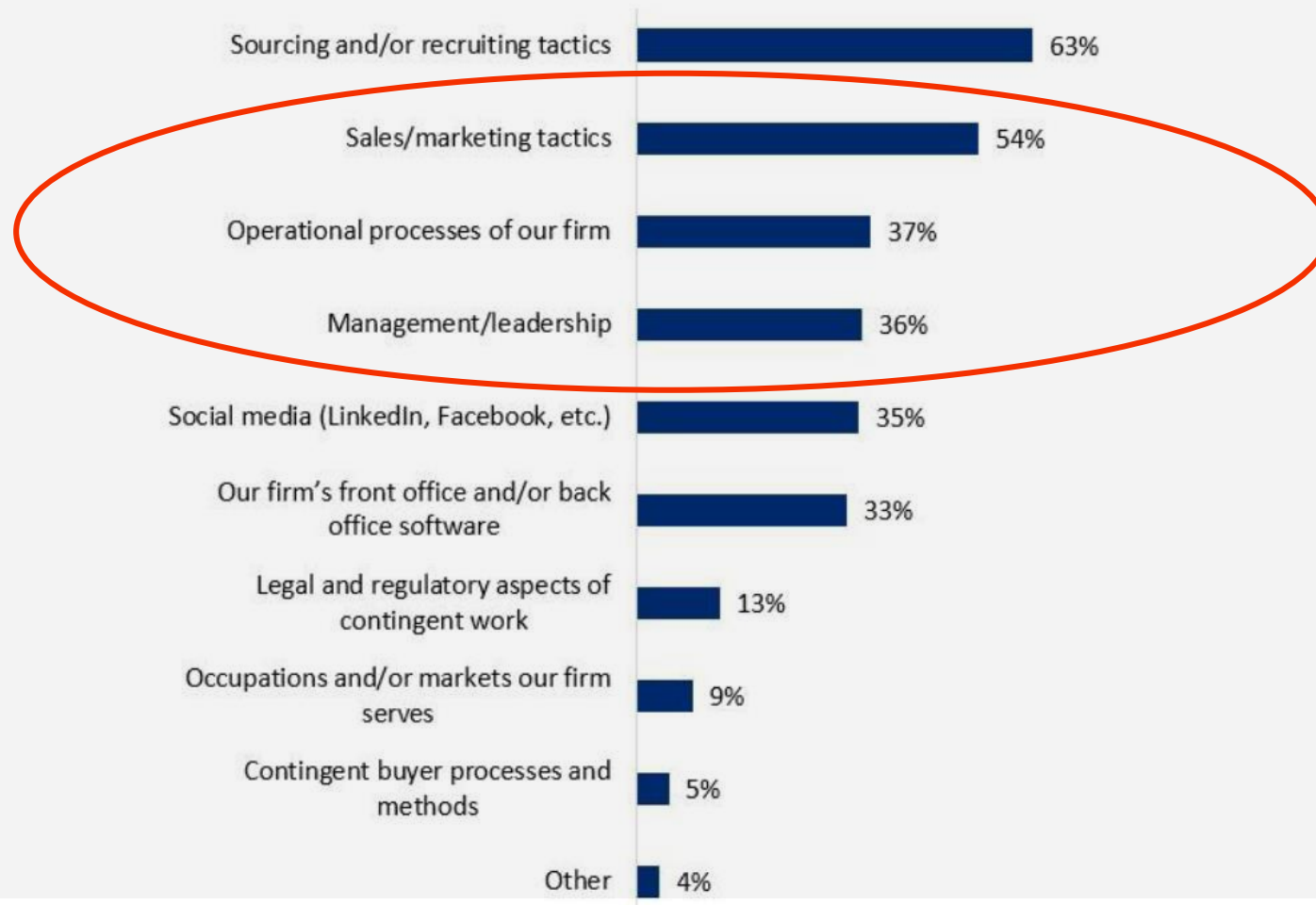


- “The Company Way”
- Recruiting SOPs drive efficiency
- Sales SOPs drive effectiveness



- 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?



Source: SIA 2017 Staffing Company Survey





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



- Know the culture
- Work harder
- Career path in view
- Retention

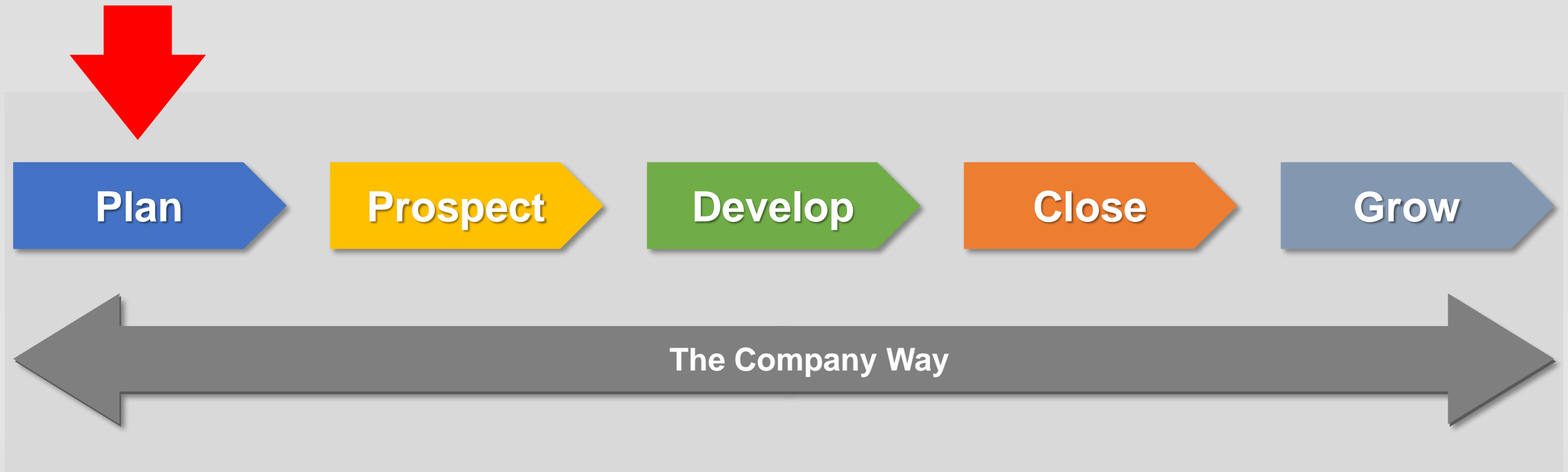
# Identifier #2: Sales Effectiveness

# #1 Goal: New Business Focus

- Has a plan & works the plan
- Knows it's a numbers game
- Networks anytime, everywhere
- Authentic
- Pleasantly persistent
- Stays close to the recruiters



# Sales SOP Model





Specific Industries / Skills Targeted

List kept fresh from networking + leads from Recruiters

Phone time blocks ensure calls happen

Broke in, got a job order,  
submitted candidates...

---

**CAN'T. GET. FEEDBACK!!!!**



Hiring Managers review 40 resumes per opening  
and they spend 12 minutes looking at each one  
**= ONE DAY!**

They interview 7 people for every open position

They spend 41 minutes with each candidate

*Source: RHI 2018 Hiring Manager Survey – 300 Senior Managers at Companies >20 Employees*

When taking every job order...

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



# Identifier #3: Recruiting Efficiency



# #1 Goal: Reduce Cycle Time

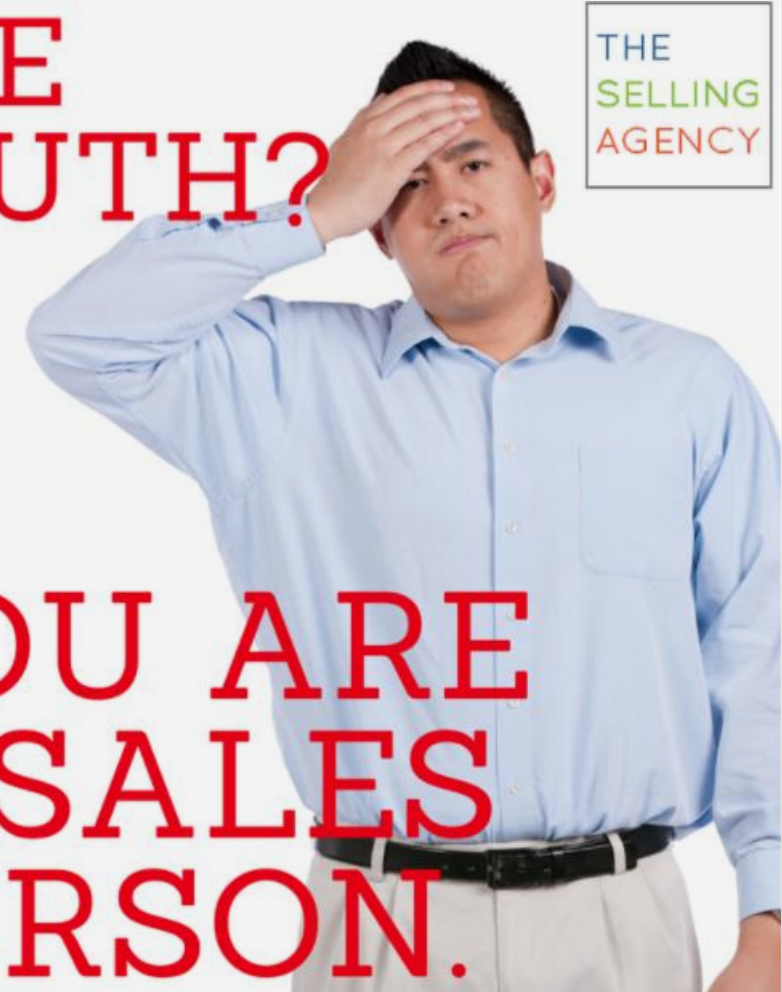
# “High-Performance” Recruiter



- 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.

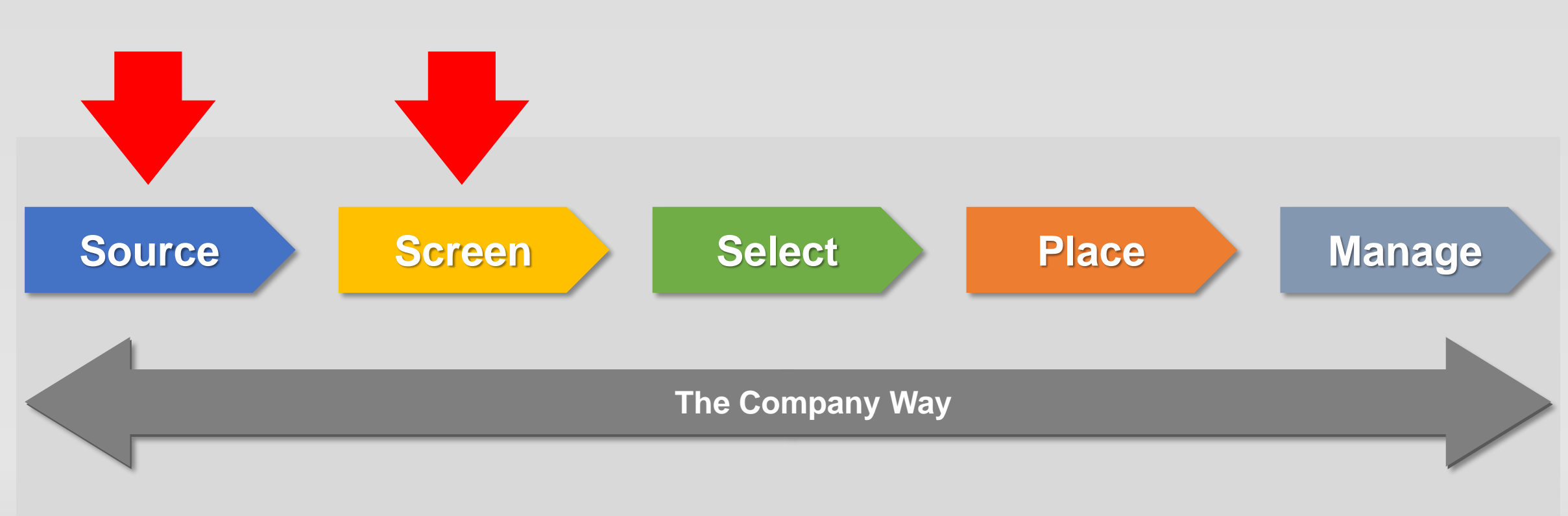


# It's a Game of Speed & Quality

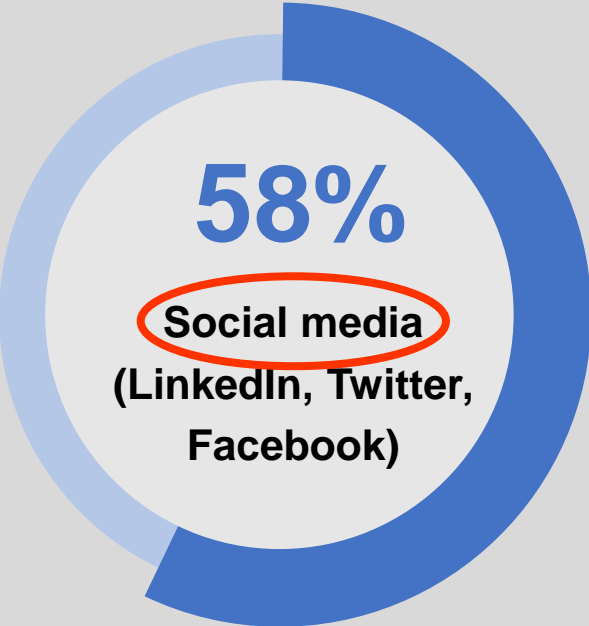
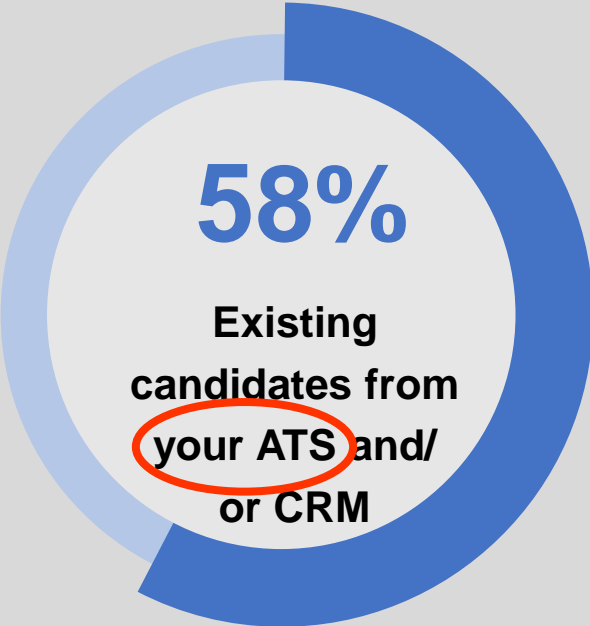


Recruiting KPIs	Indicator of Speed	Indicator of Quality
<b>Time from JO to Submittal</b>	X	
<b>Time from Submittal to Interview</b>	X	X
<b>Time from Client Interview to Hire</b>	X	X
% Submittal to Interview		X
% Interview to Offer		X
% Offer to Hire		X
% Offers to Rejected Offers	X	X
% Total Reqs Filled	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





**Top Candidate Sources:**  
*Percentage Ranked in Top Three*



Source: Bullhorn 2018 Trends Survey

You can still “meet” your candidates

Virtual Video (Skype, Zoom, FaceTime)

No more than :15 Interviews  
for LI candidates



1

Validate skills  
are present

2

Describe the job:  
Position  
requirements,  
pay, location

3

Confirm  
**GENUINE** Interest  
*“If we were to place you  
in this position, what  
could make you leave it?”*

4

Inform of  
next steps

## 3 things to get out of every call:

1

Candidate for  
now OR future

2

Referral

3

Lead

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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