



We help staffing firms grow.

Best Practices of High-Performance Staffing Firms

ASA 2018 Washington Staffing Symposium

Pathway to High-Performance

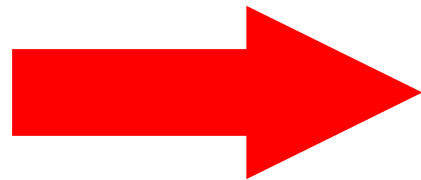


Highly Engaged Staff

+

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



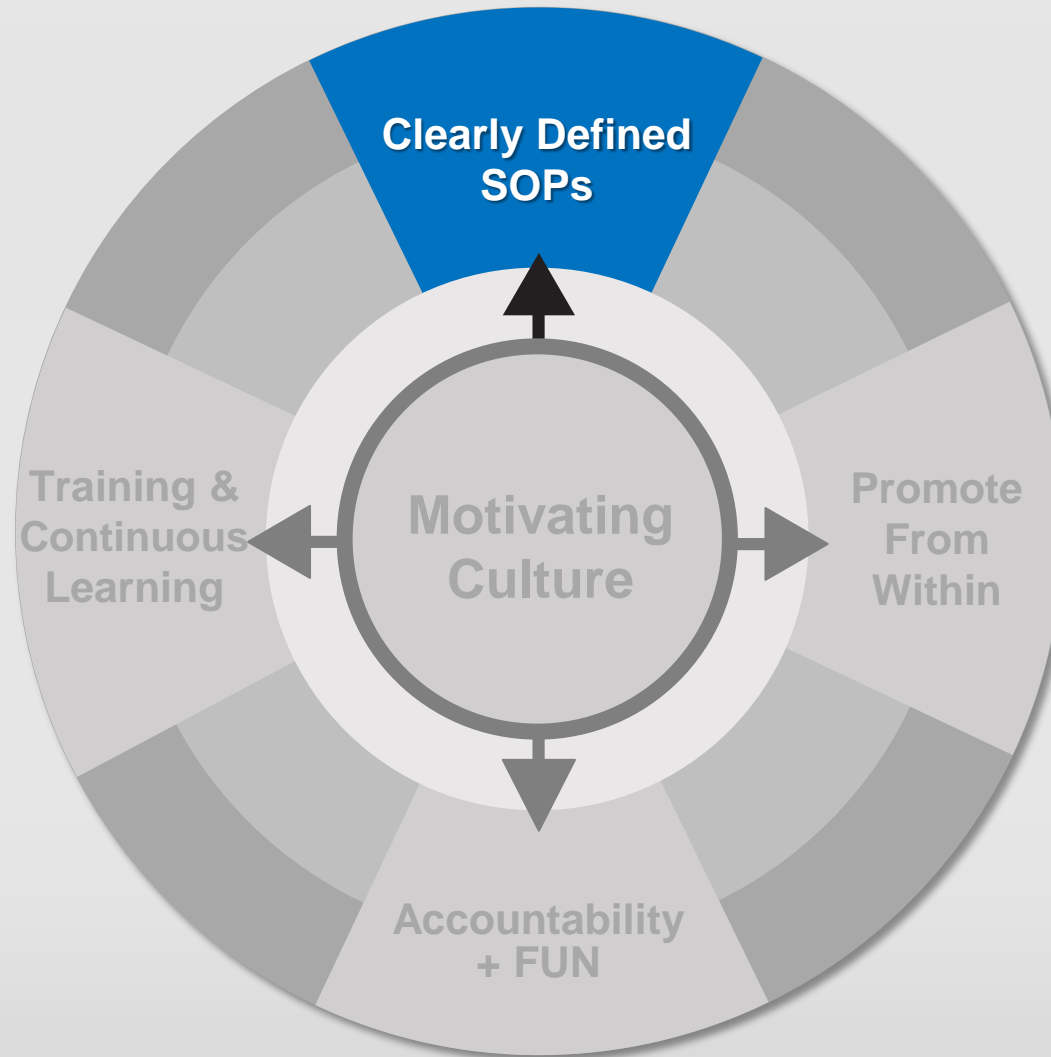
The Candidate

- 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





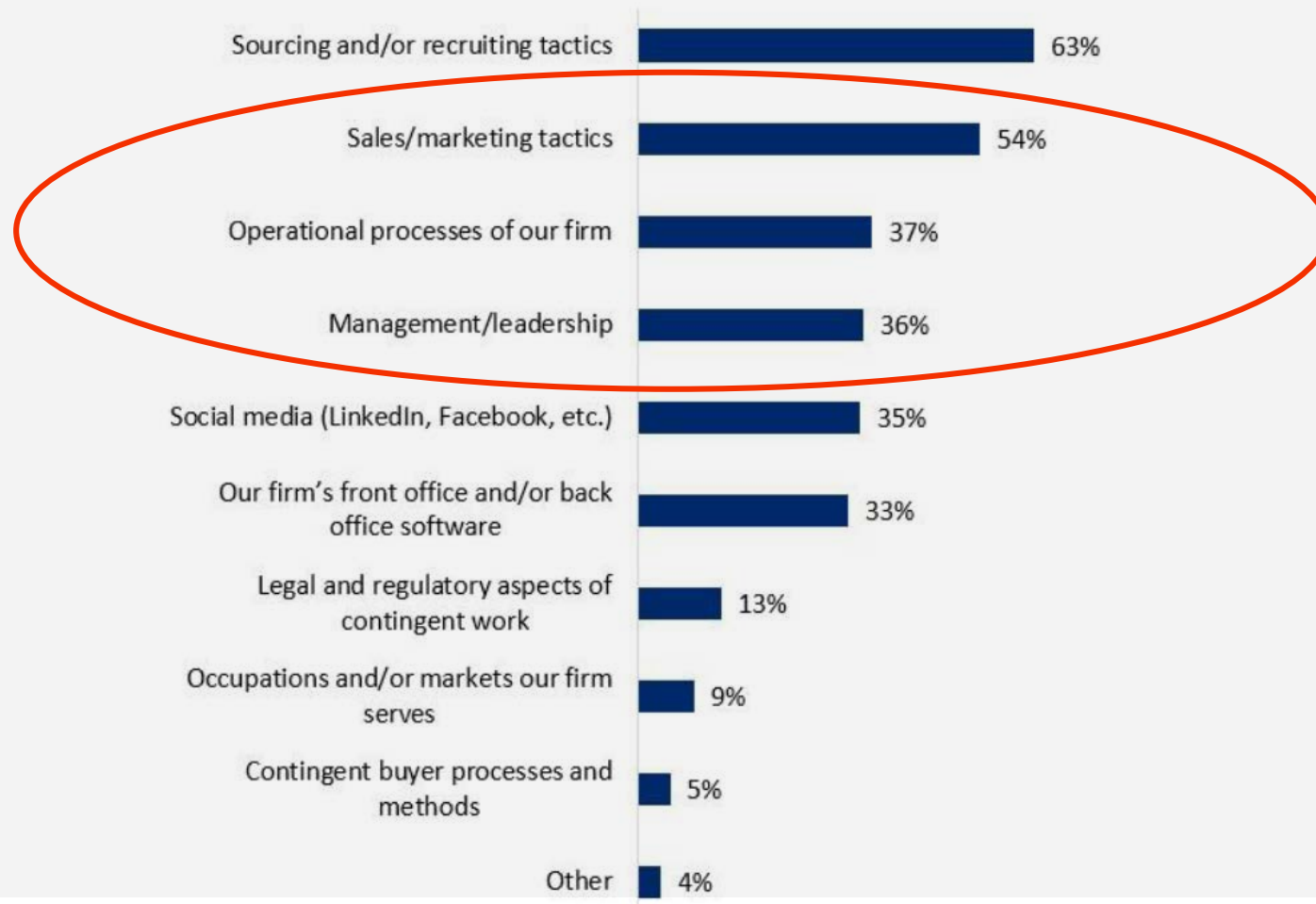
- “The Company Way”
- Recruiting SOPs drive efficiency
- Sales SOPs drive effectiveness

Leaders Invest in Their People



- 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

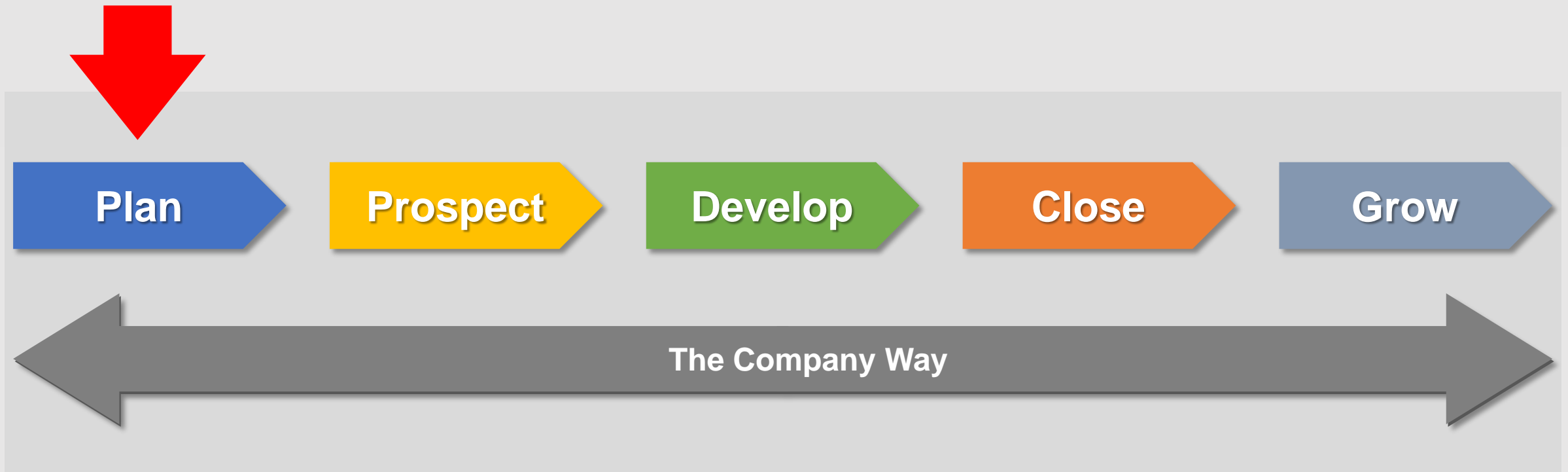
Identifier #2: Sales Effectiveness

#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

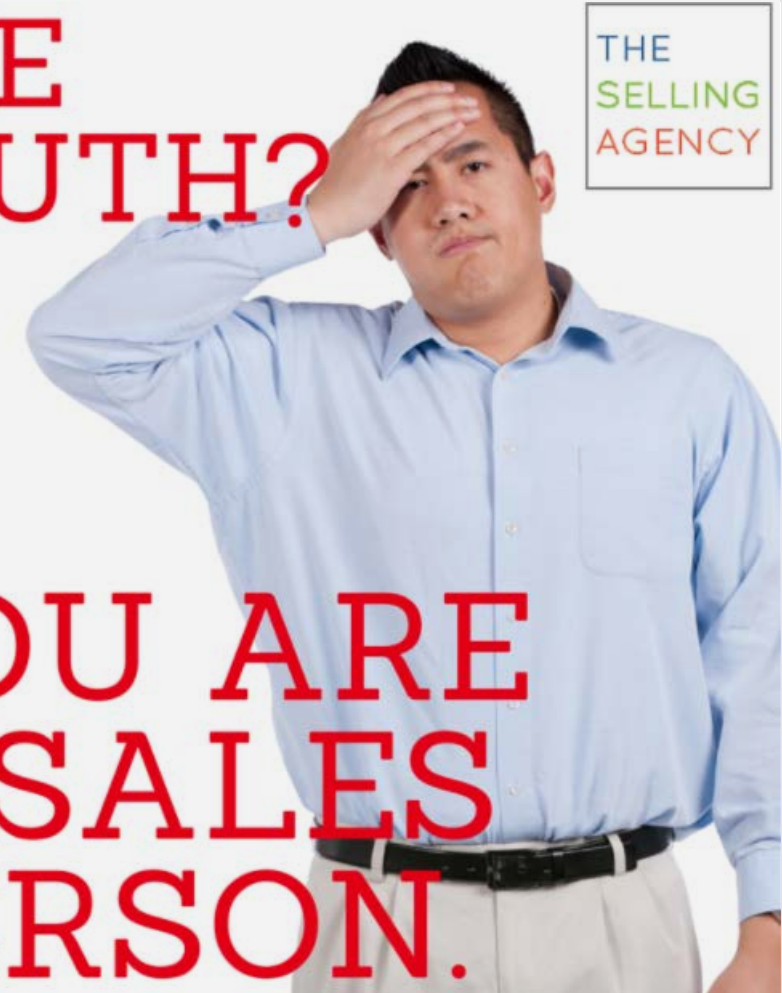
“High-Performance” Recruiter



- 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.

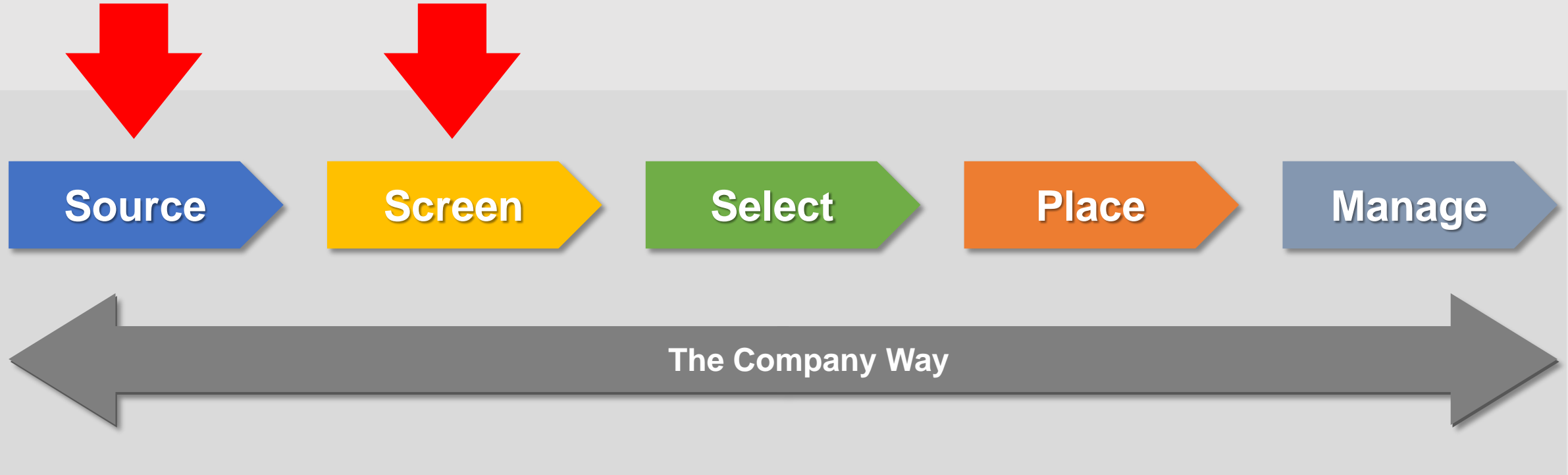


It's a Game of Speed & Quality

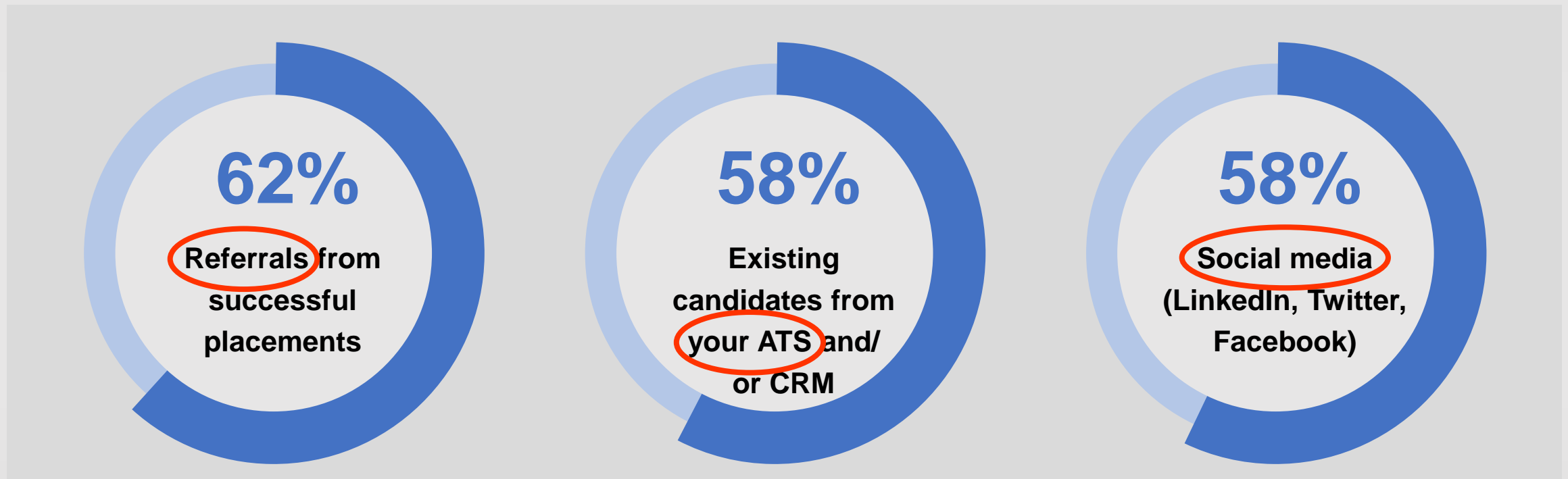


Recruiting KPIs	Indicator of Speed	Indicator of Quality
Time from JO to Submittal	X	
Time from Submittal to Interview	X	X
Time from Client Interview to Hire	X	X
% Submittal to Interview		X
% Interview to Offer		X
% Offer to Hire		X
% Offers to Rejected Offers	X	X
% Total Reqs Filled	X	X
% Hot Reqs Filled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