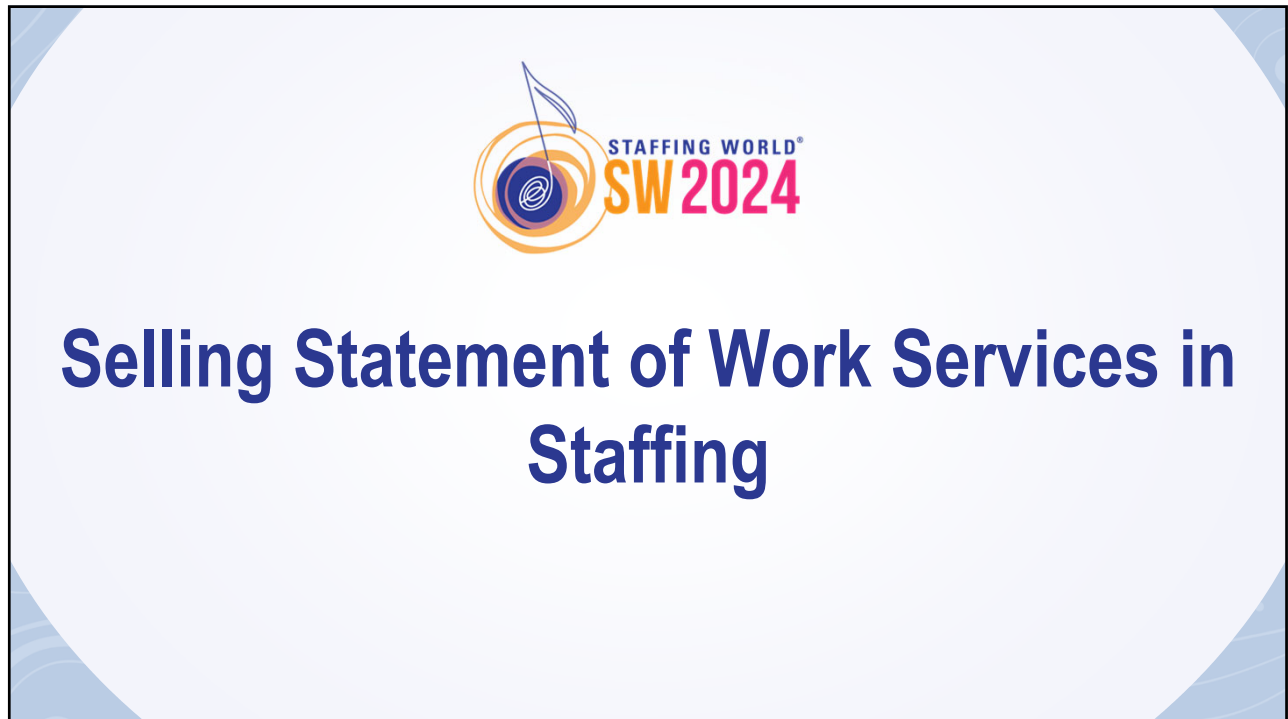




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Kim Henderson
Managing Director
Cobalt Compass Solutions

3

Welcome

Kim Henderson, Cobalt Compass
“Elevating Staffing Professionals Through Training”




COBALT COMPASS

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Who Am I?

- Decades of hands-on experience & executive leadership at a global/national staffing firm
- Organically grew a staffing company to \$100M with partners & sold to a global firm
- Expertise in acquiring & expanding Global and Strategic accounts, including Govt Solutions, MSP, and RPO
- Proven ability to train sales/recruiting teams, driving improvements in performance and GP results



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Have you sold SOW services?
What are your challenges?

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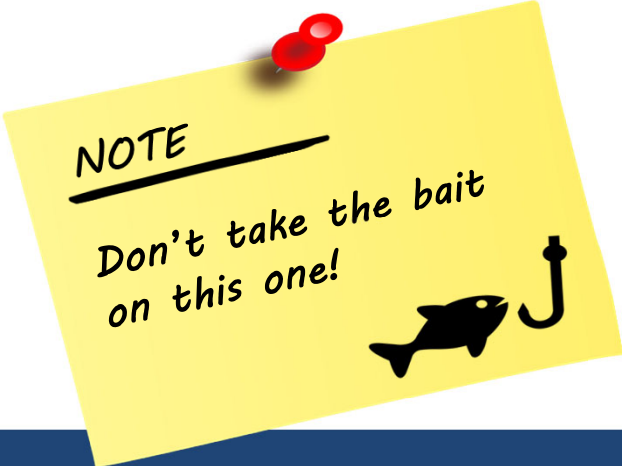
What is Statement of Work?

SOW is a form of time and material contract staffing used by companies. It is typically used to staff projects, streamline cumbersome processes, and to minimize budgetary constraints.

A formal SOW document typically provides details and information about the work that will be performed along with activities and timelines.


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NOTE

Don't take the bait on this one!



Avoid fixed price projects and a SOW that is deliverable or milestone payment based.

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Why do we want SOW business?

-  Alternative to MSP/HR process
-  Better margins & payment terms/no MSP fees
-  Penetrate a client with greater speed
-  Different entry point
-  Hourly bill rate
-  Perceived as a solutions expert, not generalist
-  Uncover jobs/volume projects
-  Gain exclusive business
-  Long-term contracts
-  Direct manager contact
-  Learn about the company buying model

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Why do clients buy using a SOW model?

-  Streamline their process/onboard quickly
-  Circumvent MSP, HR, internal programs
-  One supplier for delivery
-  Greater provider accountability
-  Discretion in bill rates
-  Bypass contractor tenure rules
-  Different budgets
-  Internal approvals are faster
-  Value alternative to Integrators
-  Creative and volume pricing models

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Always Remember

- SOW is a value add service for staff augmentation. It is viewed as less of a commodity.
- It enables you to gain client share more quickly.
- Companies don't buy a SOW, they buy the services covered by the SOW.



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Always Remember

- A MSP or internal staffing program and SOW work can exist concurrently!
- Don't make assumptions that if there is a MSP or internal program, SOW work doesn't happen --- ASK!
- Direct/perm hiring can happen under a SOW.

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Identifying SOW Opportunities

- Clients hiring in an industry vertical with specific skill set challenges – healthcare, manufacturing, DOD, Telecom
- Companies hiring for specific certifications or licenses -- PE, CPA, PMP, RN
- In demand skills – AI, Data Science & Analytics, IT Security, DevOps
- Organizations with ongoing, high churn hiring needs -- IT Developers, IT Desktop Support, CPAs etc.

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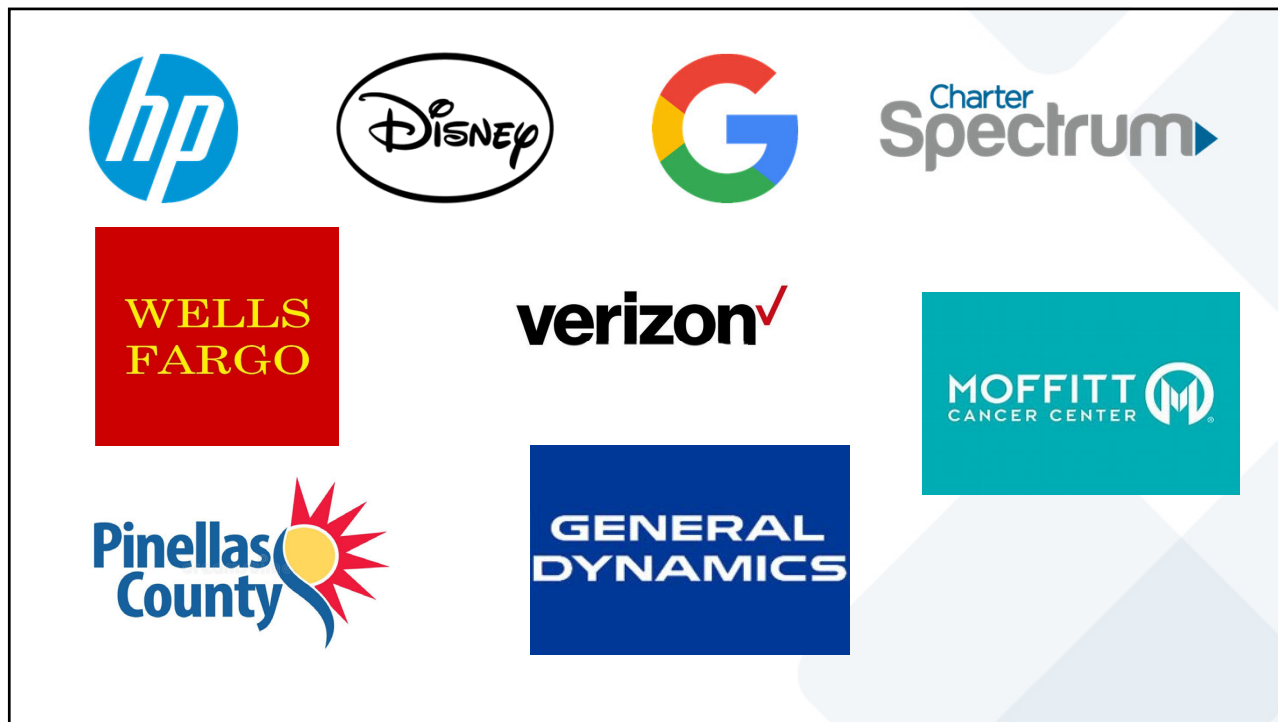
Identifying SOW Opportunities

- Companies with difficult geographic locations
- Companies with high volume or project hiring -- one supplier to fill all roles
- Clients challenged with process & delivery in HR, MSP, or internal recruiting
- Sr. leadership/economic buyers with business challenges -- CFO, CTO, VP of Engineering
- Companies hiring individual consultants
- Current clients



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Questions to Ask

- Do you or the organization bring in contractors outside the MSP, internal recruiting, or HR process?
- Do you bring in contractors through SOW, work orders, or POs?
- If yes, “Do you have an approved list of SOW suppliers?”
- Is it centrally managed?
- Who manages your SOW contracts and SOW list?
- Ask for an introduction.



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Questions to Ask

OR...

- Are you able to write your own SOW?
- It might **not be** centrally managed.
- The manager may have autonomy to write their own SOW and use any staffing provider.
- What is your SOW budget?

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Questions to Ask

ALSO ASK...

- › Do you perform SOW work through an Integrator?
- › The company may have outsourced a segment of business to Prof. Services firms (integrators) like IBM, PWC, Microsoft etc.
- › If yes, "Who is the Integrator?"

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Questions to Ask

- › Inform the client we can support the Integrator and find them talent.
- › Explain Integrators use staffing companies to fill roles for the end client.
- › Who should we contact at the Integrator to make them aware of us?
- › Ask for an intro.
- › Or, sell against the integrator offering better value.

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How do you Sell Against the Integrator?

- They don't have people with the right skills readily available.
- They typically mark up their resources with excessive rates.
- We can be a better value alternative to using the Integrators and find the same talent.

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Questions to Ask

- Do you or the organization bring in perm hires using SOW?
- If yes, "Do you have an approved list of SOW perm suppliers?"
- Is it centrally managed?
- Who manages this list?
- Ask for an intro.

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Questions to Expose Pain

- How is HR/MSP/Internal Recruiting performing overall?
- What are the difficulties, and what could they do better?
- What do you think of their speed of candidate delivery, quality, and overall process?
- What skills do you usually need?

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HR






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Questions to Expose Pain

- What has been deficient in the candidates you have seen?
- Do they specialize in specific skill sets, areas of expertise, or geography?
- What are your most difficult positions to fill?
- Are they effective at handling onboarding & post sales support?

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HR





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Questions to Expose Pain


- How well do they retain resources on contract?
- When they can't fill a job, what is the business impact and overall cost to have a job open?
- What is the personal impact to you and the team?
- How long are you willing to wait?
- What is your hiring plan for Q4?
- Show SOW results you delivered for other companies.



HR

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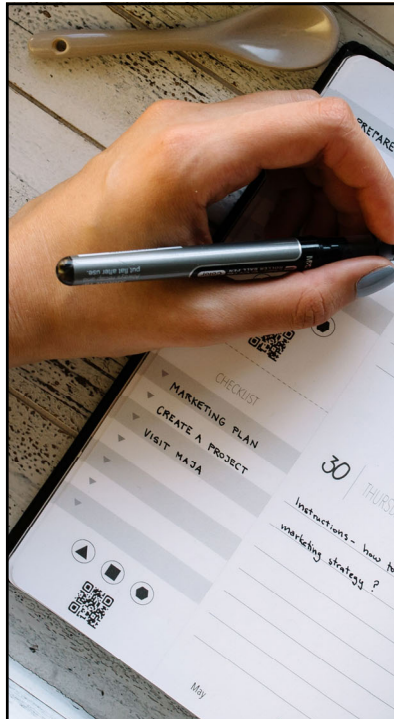


Understand the Process

- What is the process for the SOW hire from signing the SOW through to onboarding?
- Who is involved in the process?
- What is the typical duration of the process?
- Will the company give us the SOW contract, or do we need to provide one?
- Will there be a Work Order or PO?
- What is your SOW/PO approval limit?

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Your Internal Considerations

- Do you have the ability and resources to staff a volume project?
- Can you onboard quickly?
- Can you offer an onsite Resource Manager if asked?
- Are you prepared to offer consolidated, customized invoicing if needed?
- Can you produce customized reporting if requested?

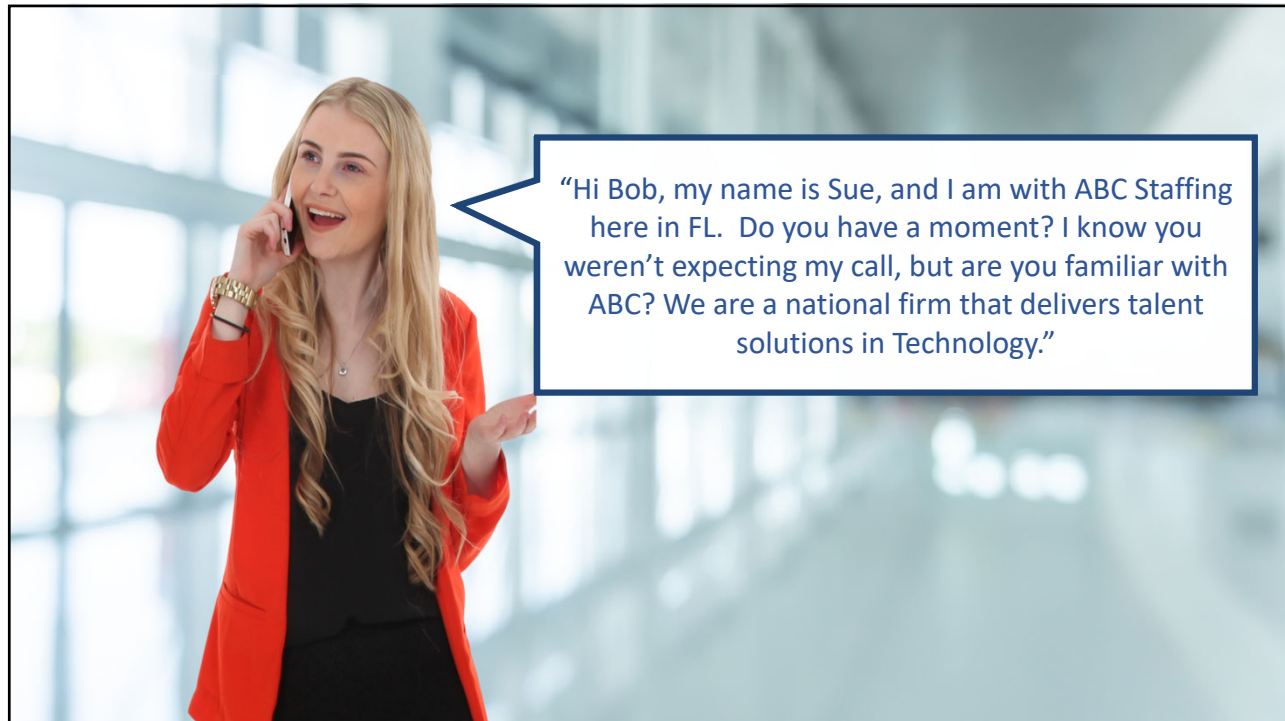
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CAN DO	CAN'T DO
<ul style="list-style-type: none"> x SOW/Work Order written as time and material staff augmentation. x Every hour worked is billed and paid at the agreed upon bill rate. x Client approves weekly timesheets as normal. x Deliverable language may be present to describe the general work, but should not have timelines or dollar amounts attached to it. 	<ul style="list-style-type: none"> x Don't manage the project or the contractors. x Don't do projects where payment is based off of milestones or deliverables. x Don't write work instructions. x Don't do wide scale analysis and recommendations. x Don't do fixed price projects. x Don't accept pay when paid by their client. x Don't do warranties or guarantees on the work. x Don't repeat work free of charge or return fees already paid for work. x Don't pay a contractor if we can't bill the client (no bench).

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If yes,

- Do you have an approved list of SOW suppliers?
- Is it centrally managed?
- Who manages your SOW contracts and list?
- We support many DOD companies with their SOW staffing. Here are a few examples.....
- Here are the results we delivered.....
- I'd like to have an introduction to _____. We can be an option as you bring on staff.

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Or if not centrally managed,

- Are you able to write your own SOW?
- What is your SOW budget?
- What process do you use to write a SOW?
- In addition to your own SOW work, do you perform SOW through an Integrator?
- Who are they?
- It is great to know you use X. We can support them by finding the talent they need. Integrators use staffing companies to fill jobs for their end client.
- Who should we contact there to make them aware of us?
- I'd like to have an introduction to _____. We can be a resource for them.

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You could sell against the integrator.....

- In addition to your own SOW work, do you perform SOW through an Integrator?
- Who are they?
- It is good to know you use X. Integrators use staffing companies to fill jobs for their end client.
- They typically mark up their resources with excessive rates. We can be a better value alternative to using them and find the same talent.
- We can be a secondary resource for you.

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Educate them that a SOW is form of staff augmentation to identify specialized talent, streamline the hiring process, and complete a project.

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What current customers can you approach today about SOW business?

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Selling Statement of Work (SOW)

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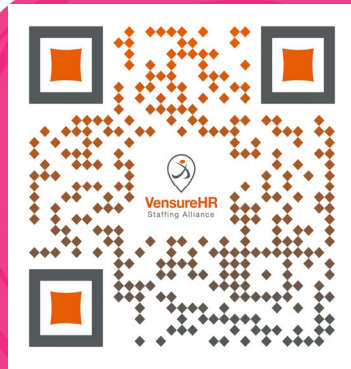


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