

Engineering, IT, and Scientific Sector

Grow Your Business By Maximizing Client Relationships



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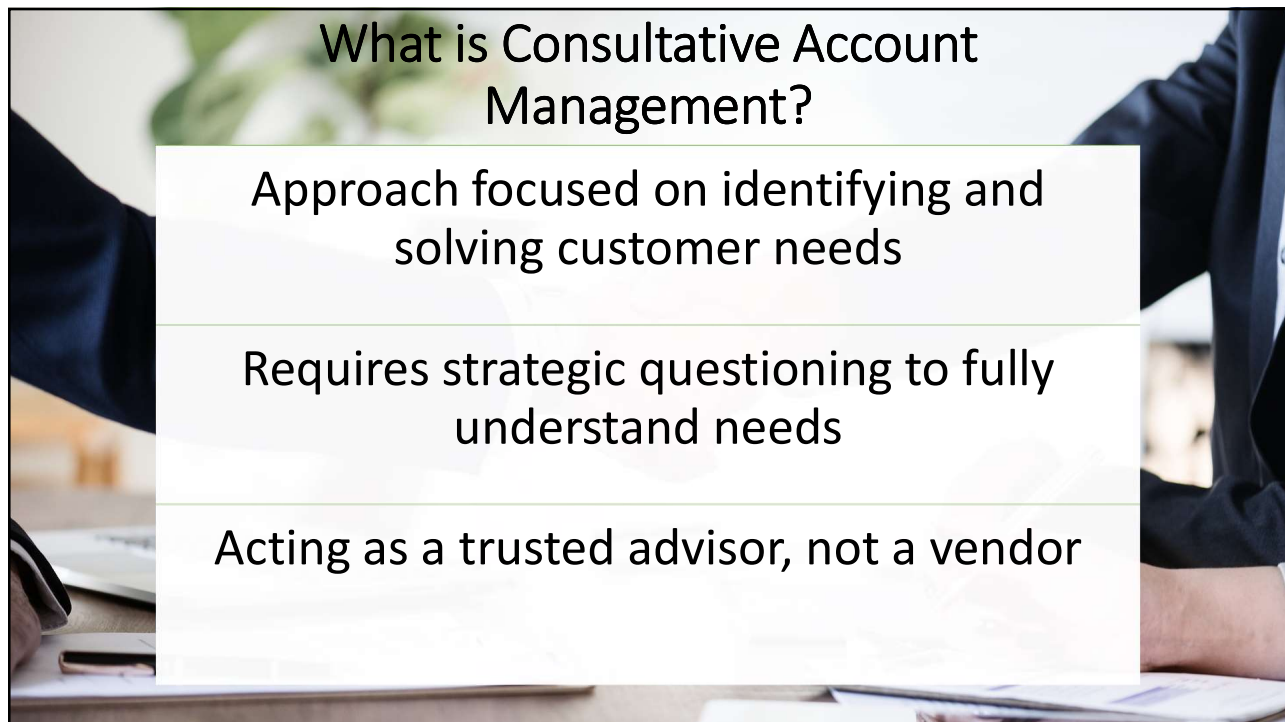
Tom Erb President

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What is Consultative Account Management?

Approach focused on identifying and solving customer needs

Requires strategic questioning to fully understand needs

Acting as a trusted advisor, not a vendor

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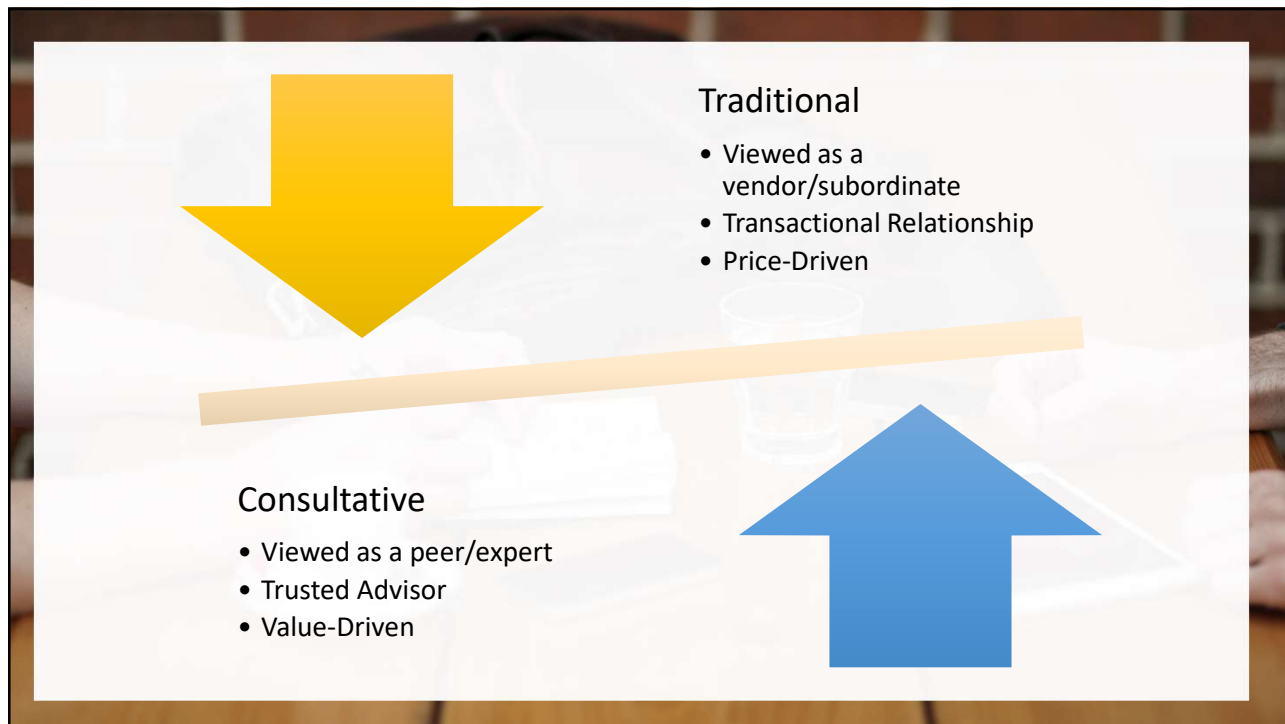


Focus on Client Influence

- Educate and coach our clients
- Position yourself as an expert, not just an order taker
- Provide incentives and deterrents to influence behavior
- Focus on the clients that make it easiest to help them

Client Control Is a Myth

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“This is a whole new ball game. Highly recommended.”
—DR. STEWART D. FRIEDMAN, WorkFamily Advisor to Jack Welch
and Former Vice President at GE

The 4-Hour Workweek

THE #1 NEW YORK TIMES BESTSELLER AND INTERNATIONAL PHENOMENON

ESCAPE 9-5, LIVE ANYWHERE,
AND JOIN THE NEW RICH

EXPANDED AND UPDATED

TIMOTHY FERRISS

“The so-called expert with the most credibility indicators, whether acronyms or affiliations, is often the most successful in the marketplace, even if other candidates have more in-depth knowledge.

This is a matter of superior positioning, not deception”

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Reinforce Your Value as a Trusted Partner

- Job Intake Call
- Development and approval of Ideal Candidate Profile
- Job Description review and recommendations
- Compensation market analysis and recommendations
- Online Reputation review and recommendations
- New Hire Onboarding review and recommendations
- Labor Market trends and resources

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Market Insight and Expertise

Role	Salary
Business Development Representative	\$12.80
Account Executive	\$12.47
Account Executive	\$12.75
Account Executive	\$13.00
Account Executive	\$13.50
Account Executive	\$13.75
Account Executive	\$13.75
Account Executive	\$14.00
Account Executive	\$14.50
Account Executive	\$14.50
Account Executive	\$13.81

THE DEMOGRAPHIC DROUGHT

How the approaching sansdemc™ will transform the labor market for the rest of our lives

*SANSDEMIC: sans-without, demc=people

Business Services

Where Are All the Workers? It May Not Be "Transitory"

Key Points

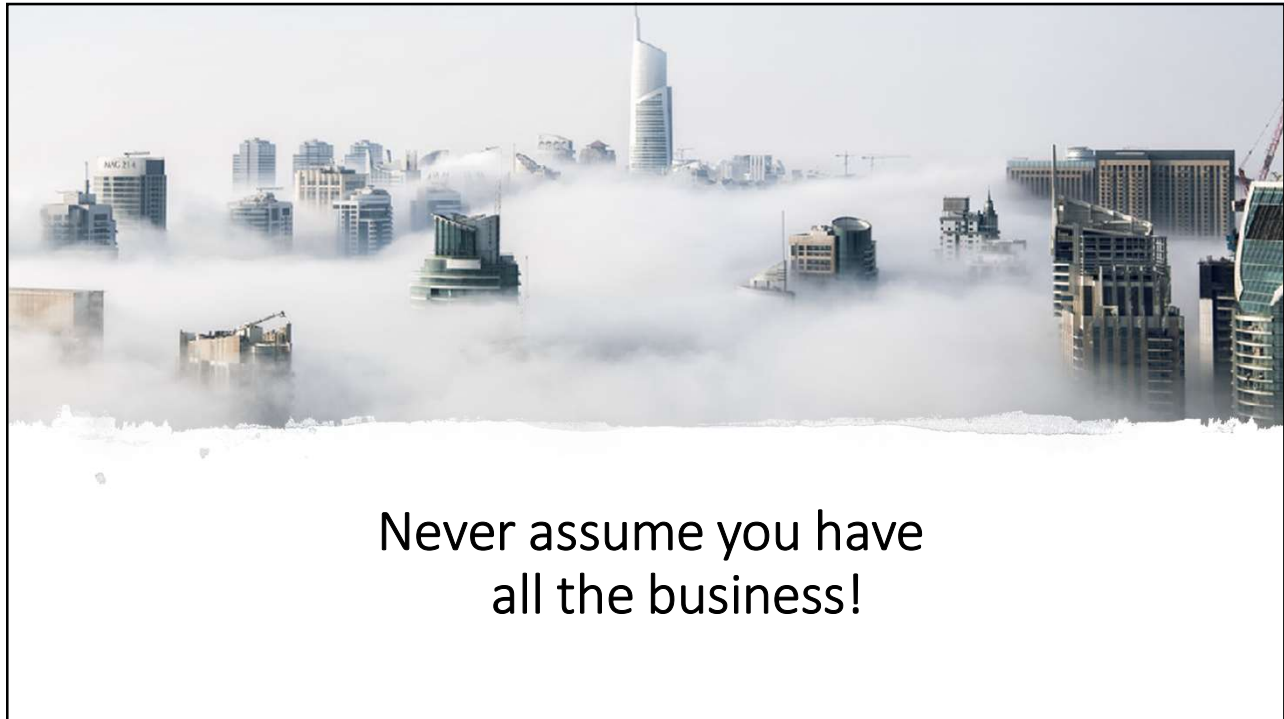
Individuals in the business services sector are being displaced by automation, not just by the loss of jobs but by the loss of the skills needed to do those jobs. The industry is being disrupted by automation, not just by the loss of jobs but by the loss of the skills needed to do those jobs. The industry is being disrupted by automation, not just by the loss of jobs but by the loss of the skills needed to do those jobs.

Capital Markets

Jobless in Labor

Jobless in Labor

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Why Companies will
give you more of
their business

- There is perceived extra value in having you as sole provider
 - Volume Pricing
 - Managed Service Provider
 - Reporting
 - Value Adds
- You negotiate it
- They trust you
- You deliver consistently
- They perceive you are the best

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They don't have confidence you can handle it

They don't know that you provide that service or skillset

You haven't differentiated yourself from the other providers

They don't see the benefit of one provider

They've been burned before

They like the other provider

They believe benefits of competition outweigh benefits of one provider

Why Companies *won't* give you more business

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Keep them Educated

Consistently Fill Positions

Solve Their Problems

Focus on Building Rapport

Share Your Successes

Provide Testimonials & Case Studies

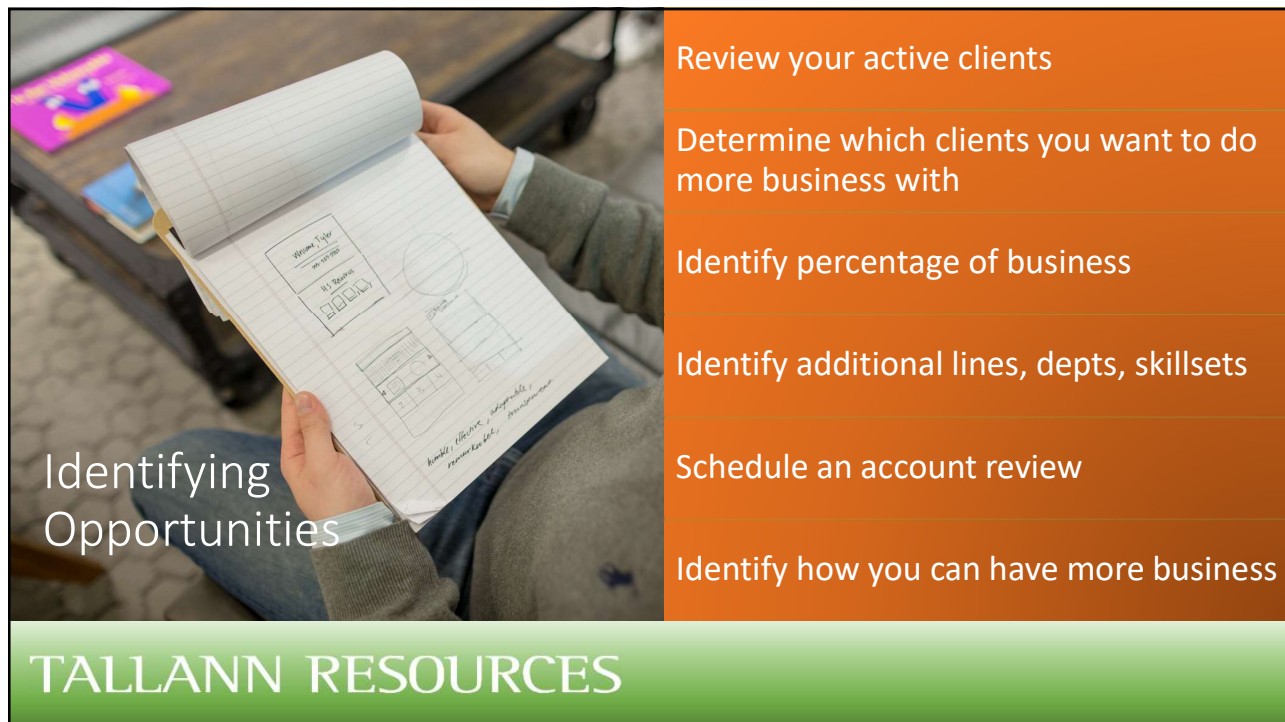
Research Your Competition - Do what they don't

Schedule Regular Account Reviews

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How to Get More Business

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Identifying Opportunities

- Review your active clients
- Determine which clients you want to do more business with
- Identify percentage of business
- Identify additional lines, depts, skillsets
- Schedule an account review
- Identify how you can have more business

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Symptoms of a
bigger problem

Lack of understanding or willingness
to accept we are in a
candidate-driven market

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- How many others are working on the position(s)?
- Has the prospect or another firm worked on the position at all? How much have they already saturated the market?
- Does the prospect have reasonable expectations for the skills and experience they are looking for?
- Is the skill set a core competency for us?
- Is their compensation competitive or above market?
- Is the company/position attractive and sellable?
- Is the prospect responsive to candidate submissions and scheduling interviews?
- Does the prospect provide immediate feedback on submissions and interviews?
- What are our terms (pricing, conversion hours and fees, etc)?
- How much additional opportunity is there with this company?

Take Action

- Categorize each prospect/client/ order as A, B, or C
- Give priority to A's
- Coach the B's
- Give C's specific actions to raise to a B or A
- Replace C's with new clients

Evaluating Clients,
Prospects and Orders

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Tough Conversations with Clients & Prospects

Refer to your Expertise

Provide Examples of Similar Situations

Reinforce with Data

Examples

- Not Market Competitive
- Bad Reputation
- Unreasonable Expectations
- Legal Issues

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Approaching New Departments

Identify opportunities

Leverage existing relationships

Corporate Mandate

Peer referral

Reference/Testimonial

Show successes in other depts.

Consider incentives for both

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Skill Marketing



Identifying and presenting top talent to prospects and clients without an order

- Easiest way to grow an account - Presenting a candidate of value to a prospect or client
- Additional revenue stream
- Expands your service offerings and skill sets
- Elevates your reputation as an expert in identifying and attracting top talent
- Fulfills our mission of helping clients optimize their talent

Other terms:

- Most Placeable Candidate (MPC)
- Star Candidate
- Sell a Skill

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In Closing

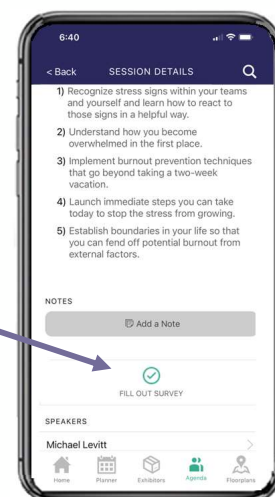
- Grade your client relationship
- Identify the clients you want to do more business with
- Develop a strategy to get more business
- Leverage your existing relationships
- Use Skill Marketing as a tool

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