

Increasing Bill Rates Using the Five Cs of Data Presentation

Previously The Demographic Drought: Bridging the Gap in Our Labor Force



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Access to Session Slides and Resources:

Staffing World App

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Agenda

1. The value of knowing reality
2. The 5 Cs of Data Presentation
3. Current economic picture
4. Example
5. Resources

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The value of knowing data

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Why do you need to know what is happening?

For yourself.

Avoiding unfillable reqs.

Knowing what markets to expand to and what verticals are the right place to target.

Pricing optimally

For your clients

Advising on how to make a req more “fillable.”

Showing the client how the market is changing and how they may want to adapt their hiring strategies

Paying optimally

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What do clients want?

Questions your clients want answered with data:

- What is happening in the market currently?
- Is this market capable of meeting my hiring needs now and into the future?
- Am I priced correctly? What happens if I increase my rates?
- What do I need to do/change to help this opening get filled?
- What are my competitors doing?
- How are YOU going to fill these openings?

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The 5 Cs of Data Presentation

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The first 4 Cs: How to show data

No matter the level of sophistication of your client, your data needs to have these 4 Cs:

Clear

Concise

Contextual

Comparative

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How to show data

4 Cs:

1. **Clear** – The data points have to inherently make sense. Easy to explain.
1. **Concise** – Only show data that directly matters to the key questions of fillability.
1. **Contextual** – Is this data point good or bad historically?
1. **Comparative** – Is the data good or bad compared to other markets/occupations



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The critical 5th C

5. Compassion

When staffing companies help their clients fill their reqs everyone wins. The client, the staffing company, and the worker.

The goal when using data is to get your client into a place where success can happen.



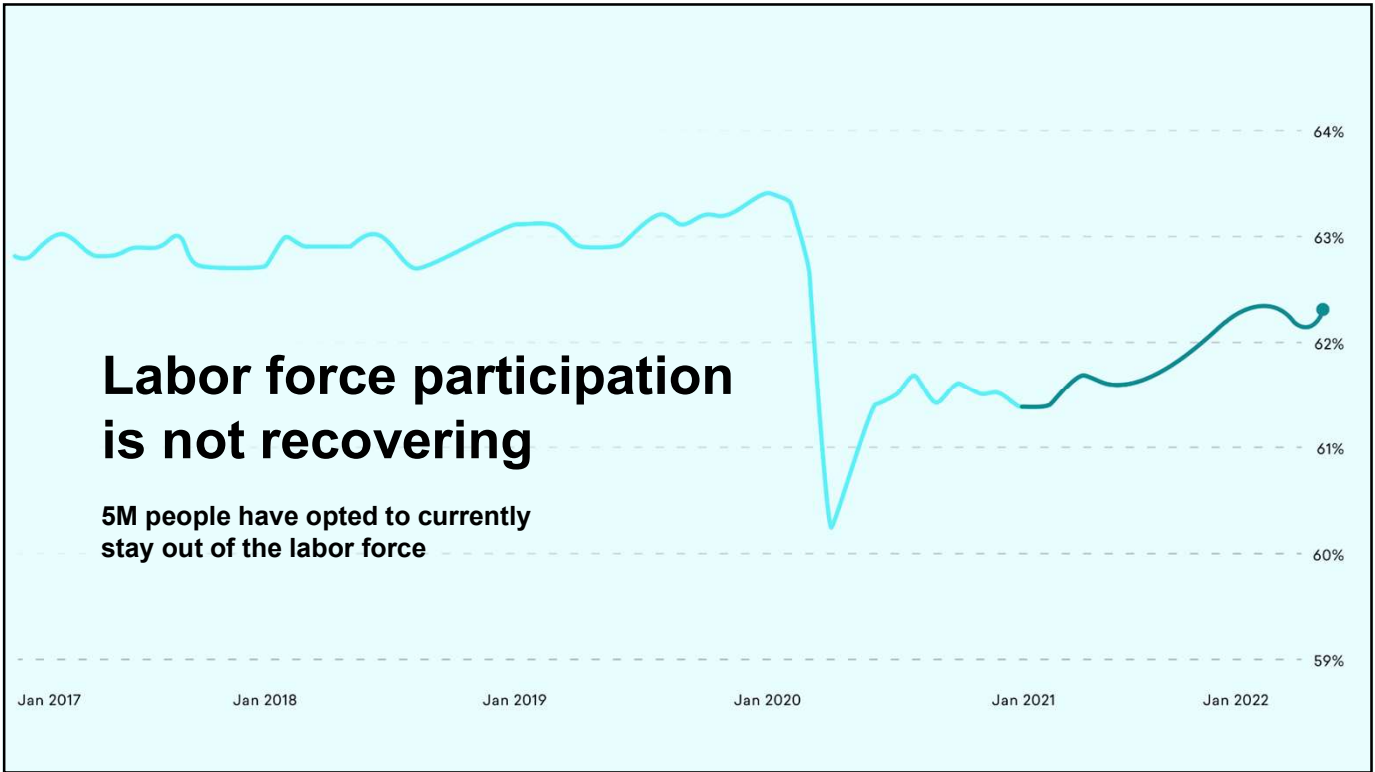
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Using Demographic Drought as an Illustration

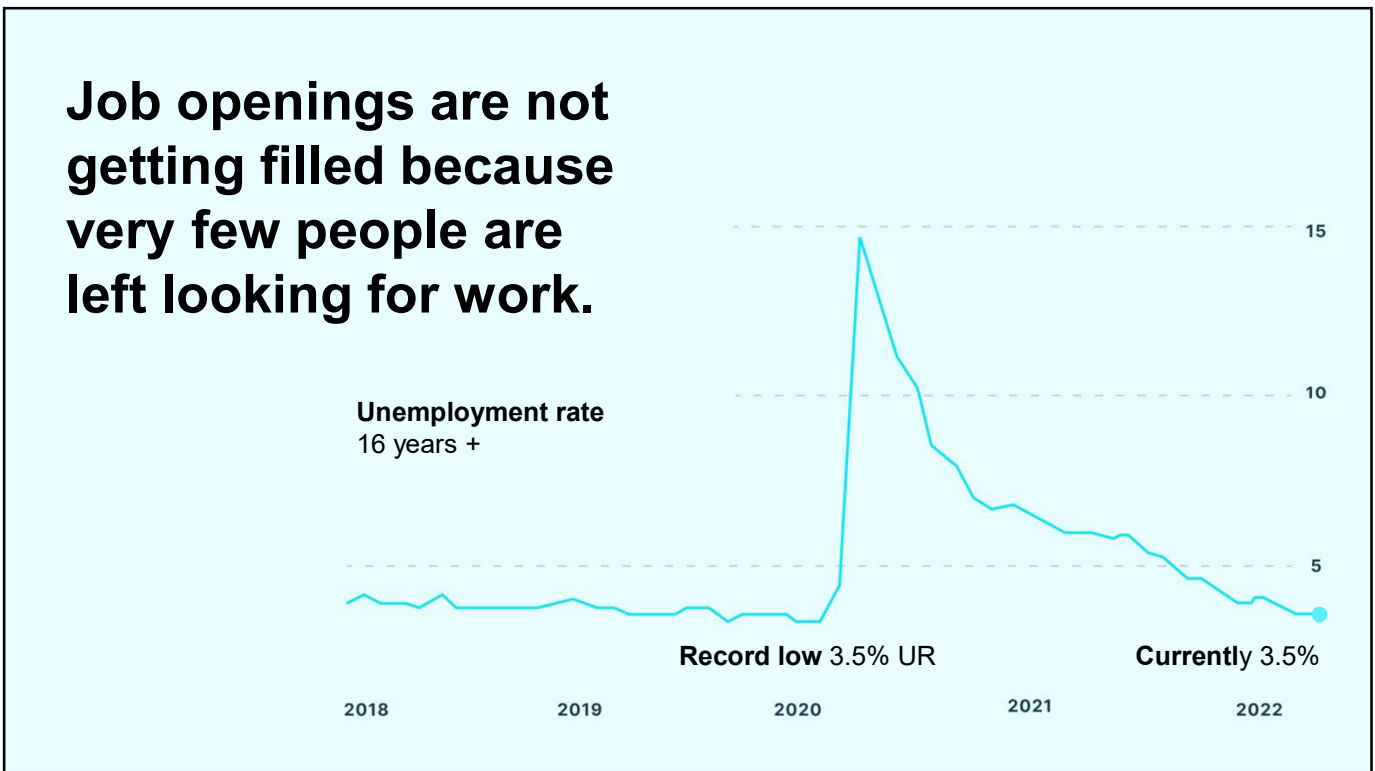
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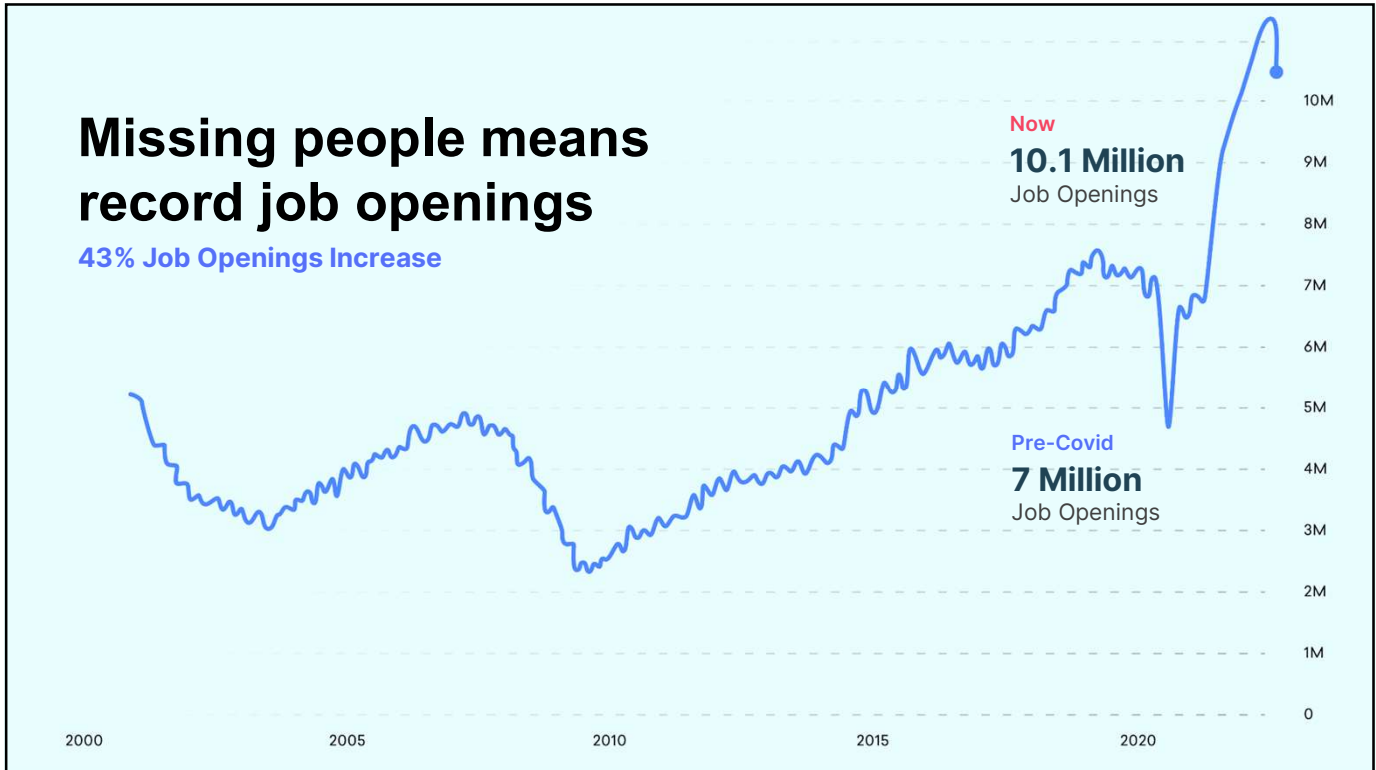
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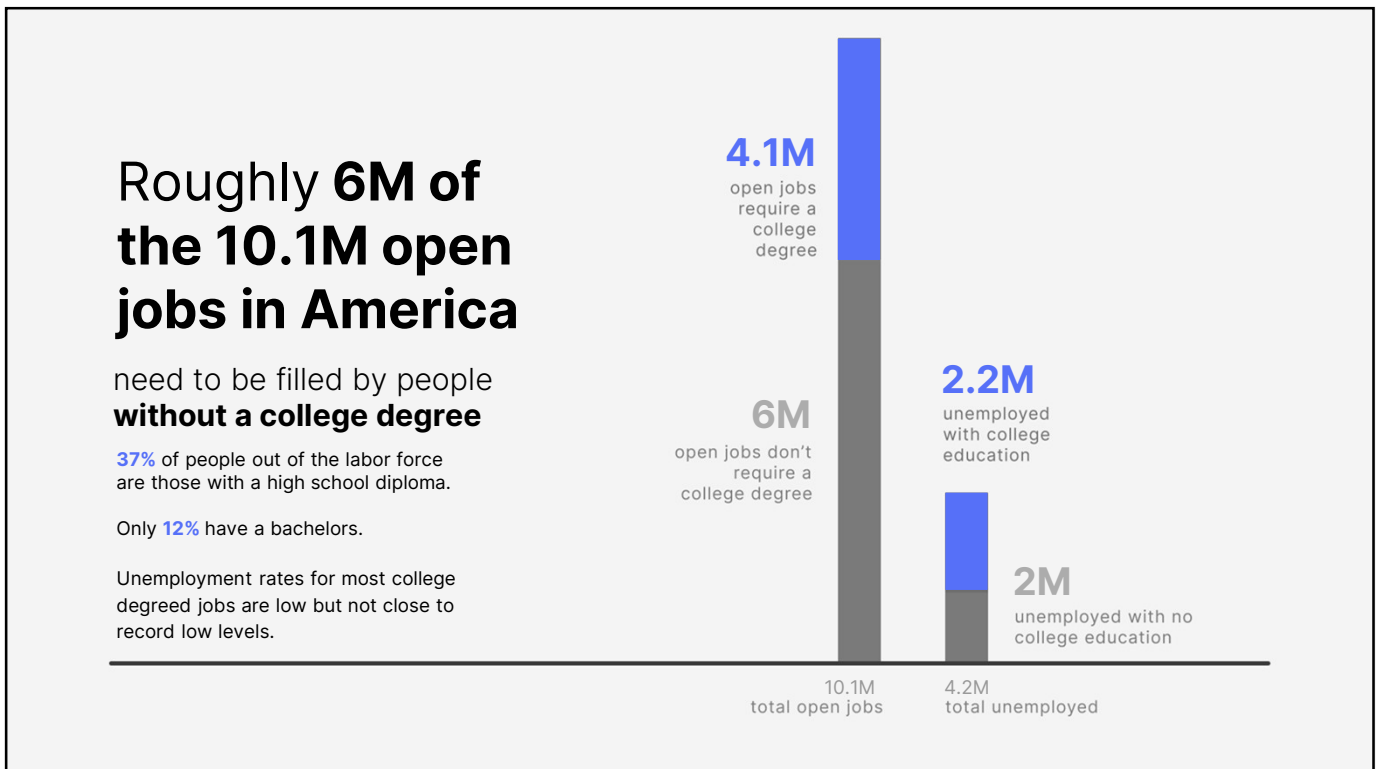
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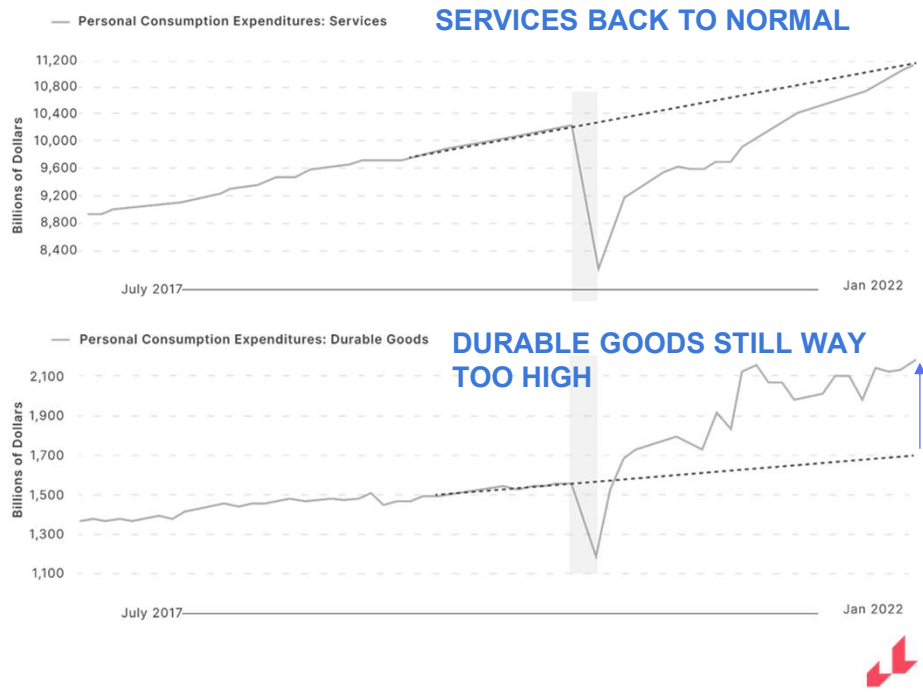


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The economy is shifting, are you ready for it?



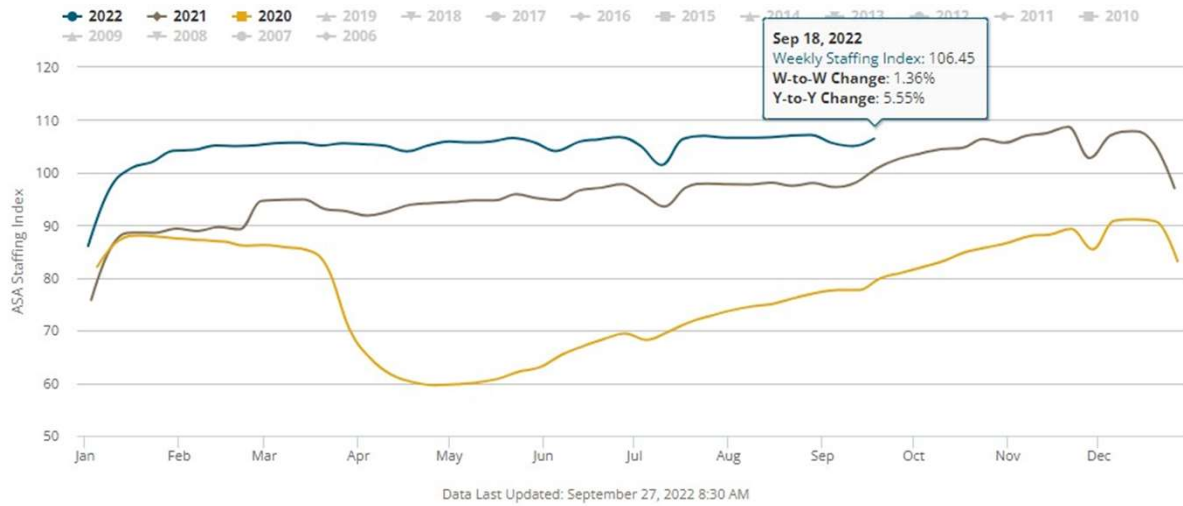
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Using ASA Data as an Illustration

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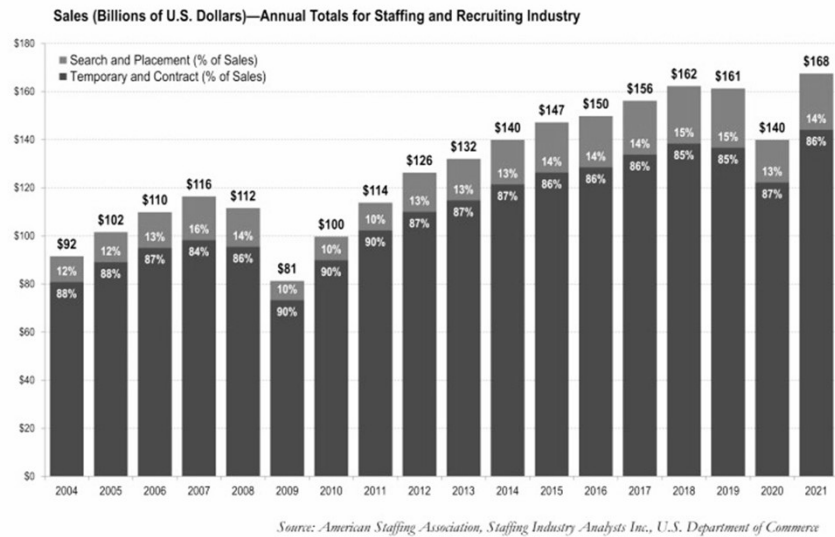
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Staffing Index



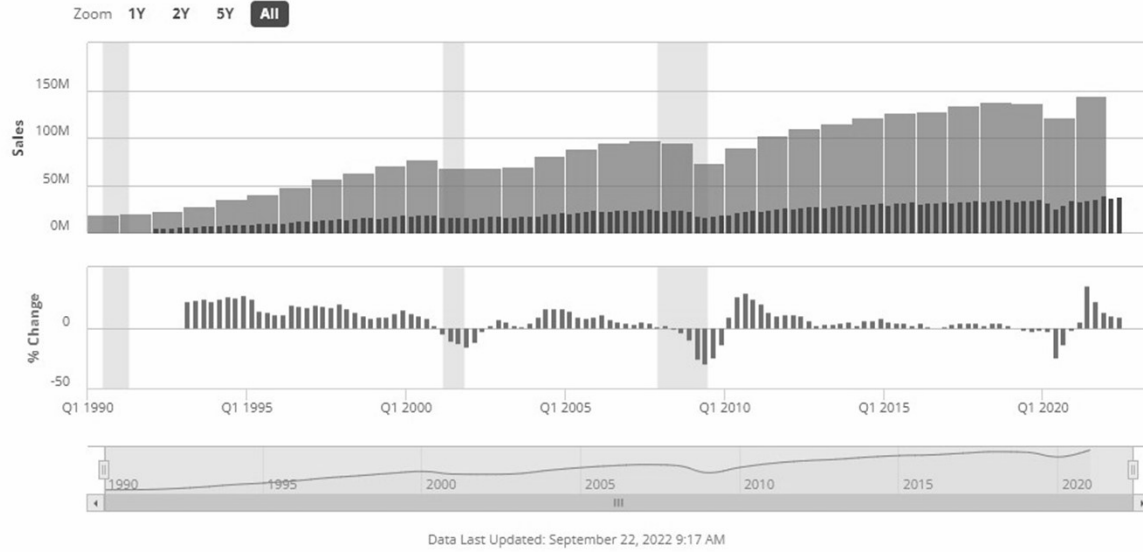
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Staffing Sales



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Staffing Sales Trends



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Using a staffing requisition as an example

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You may only have one chance to place your candidate

You must get the best price you can to secure your best gross profit AND pay the worker a wage that will keep them from quitting.



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What data points you will need:

ESSENTIAL

Market: Overall conditions

Occupation: Supply, Demand, and Price

Occupational Sector: Similar occupational demand and price

SECONDARY

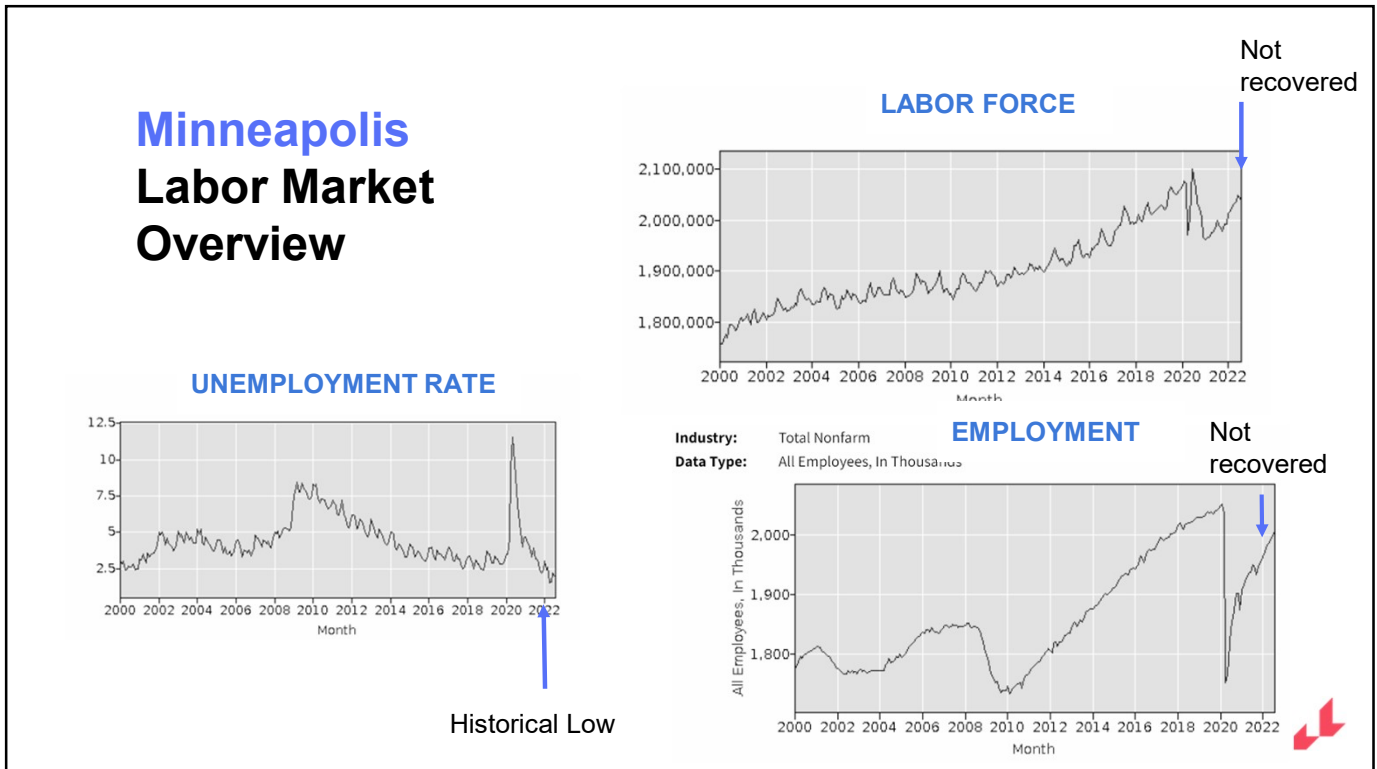
Commercial Sector: Related occupational demand

Competitors: Who is the client up against?

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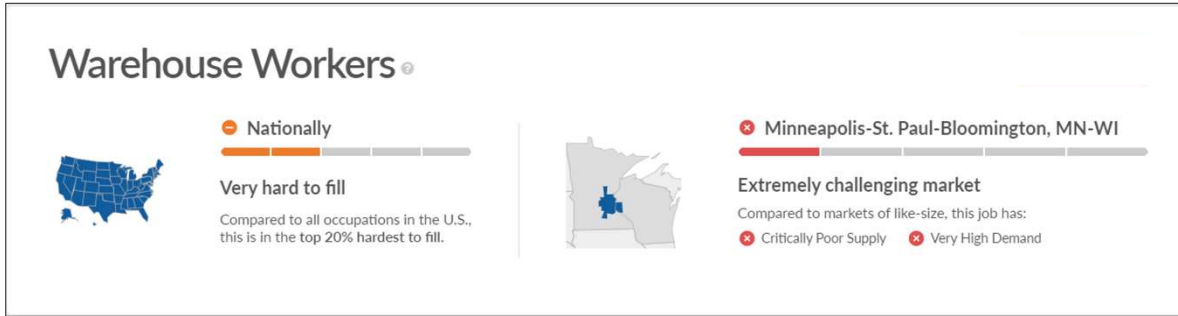
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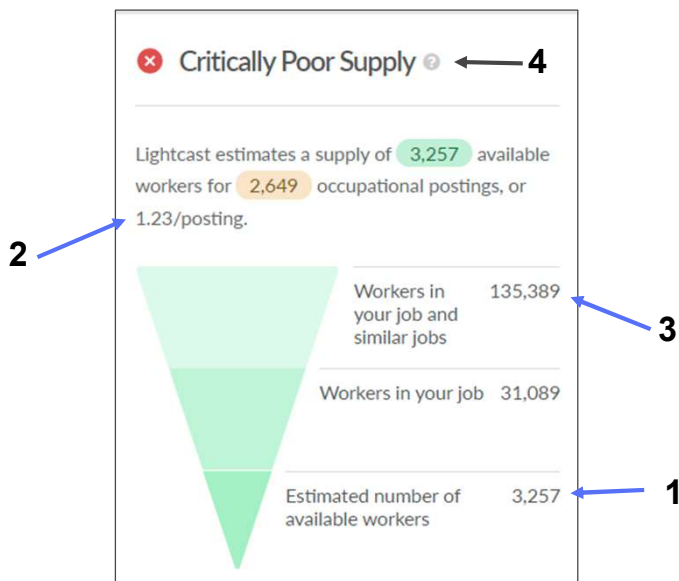
Occupational view:

3 Warehouse Workers in Minneapolis



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Supply:



1. How many workers in this occupation that would realistically consider a new job at this time.
2. How many potentially available workers are there vs the number of job postings looking for them.
3. How many potential workers are there employed in all jobs strongly related to warehouse workers.
4. Compared to markets of similar size to Minneapolis, how good is the potential supply vs the number of openings.



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Demand:



1. Current trend of unique new postings.
2. Active postings as of today for this market for these workers.
3. Active competitors
4. Trend in postings current 90 days vs prior 90 days. Gives a comparative market intensity for demand.



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Wage/Price:



1. Current trend of advertised wages in the market.
2. Current advertised median wage.
3. Incumbent wage (what existing workers are being paid)
4. The client's wage compared to where the market is trending.
5. Degree of inflation that has occurred vs the prior year's price.



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Resources

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ASA Wage Tool

American Staffing Association Temporary Help Wage Tool							
OCCUPATION	All Occupations (Multiple Items) ← Choose occupation. SELECT A SINGLE VALUE ONLY. For overall view, select "All Occupations."						
STATE	← Choose state or states. BE SURE "U.S." IS SELECTED TO DISPLAY NATIONAL NUMBERS.						
Area/Industry	Total jobs	Mean	10th percentile	25th percentile	Median	75th percentile	90th percentile
U.S.							
U.S.							
All Industries	140,886,310	\$28.01	\$11.53	\$14.40	\$22.00	\$32.98	\$49.43
Temporary Help Services	2,849,700	\$21.13	\$11.37	\$13.94	\$15.37	\$22.42	\$37.20
State/Territory							
California							
All Industries	16,529,810	\$32.94	\$14.32	\$16.96	\$23.04	\$38.53	\$62.71
Temporary Help Services	376,380	\$22.56	\$14.36	\$14.63	\$17.71	\$22.83	\$37.13
Metropolitan Statistical Area							
Los Angeles-Long Beach-							
All Industries	310,640	\$26.24	\$14.00	\$14.27	\$18.04	\$29.79	\$47.97
Chico, CA							
All Industries	74,500	\$26.58	\$14.00	\$14.34	\$18.45	\$29.75	\$47.41
El Centro, CA							
All Industries	58,660	\$25.07	\$14.00	\$14.24	\$17.64	\$29.39	\$47.33
Fresno, CA							
All Industries	375,130	\$25.90	\$14.00	\$14.27	\$18.02	\$29.17	\$47.50
Hanford-Corcoran, CA							
All Industries	42,740	\$26.55	\$14.17	\$14.40	\$19.33	\$32.11	\$47.59
Los Angeles-Long Beach-							
Anaheim, CA							
All Industries	5,719,620	\$31.70	\$14.33	\$15.12	\$22.87	\$37.81	\$61.39
Madera, CA							
All Industries	47,760	\$25.32	\$14.00	\$14.22	\$17.84	\$29.34	\$47.01
Merced, CA							
All Industries	71,910	\$24.47	\$14.00	\$14.27	\$17.74	\$28.50	\$46.05
Modesto, CA							
All Industries	180,830	\$26.65	\$14.07	\$14.43	\$18.71	\$29.59	\$48.06
Napa, CA							
All Industries	68,920	\$30.74	\$15.42	\$17.27	\$22.82	\$36.82	\$57.84
Oxnard-Thousand Oaks-							
Ventura, CA							
All Industries	296,670	\$29.59	\$14.30	\$14.80	\$22.35	\$36.79	\$58.60
Redding, CA							

Instructions:

- Select occupation using the drop down filter in cell B2. (Select a single value only. Choose "All Occupations" for overall industry view.)
- Select one or more states in cell B3. (Be sure "U.S." is selected to view national-level figures.)

Definitions:

MEAN (AVERAGE): sum of all values divided by number of values; tends to be higher than median due to higher wages bringing the average up

10TH PERCENTILE: lowest end of the range; someone being paid this amount in a given occupation is making more than 10% of others in the field

25TH PERCENTILE: below average; greater than 25% of wages for the occupation

MEDIAN: middle, or 50th percentile; greater than 50% of wages for the occupation

75TH PERCENTILE: above average; greater than 75% of wages for the occupation

90TH PERCENTILE: highest end of the scale; greater than 90% of wages for the occupation

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Sources

BUREAU OF LABOR STATISTICS

Current Population Survey (Household) (<https://www.bls.gov/cps/>) , Current Employment Statistics (Payroll) Survey, JOLTS, Occupational Employment Statistics (OES)

CENSUS

Annual Data Tables by Establishment Industry
<https://www.census.gov/data/tables/2019/econ/susb/2019-susb-annual.html>,

JOB BOARDS

AGGREGATOR TOOLS

YOUR OWN DATA Includes both internal data and anecdotes. Remember this. **There is little value in anecdotal information BUT, anecdotes that breathe life into hard data are invaluable.**



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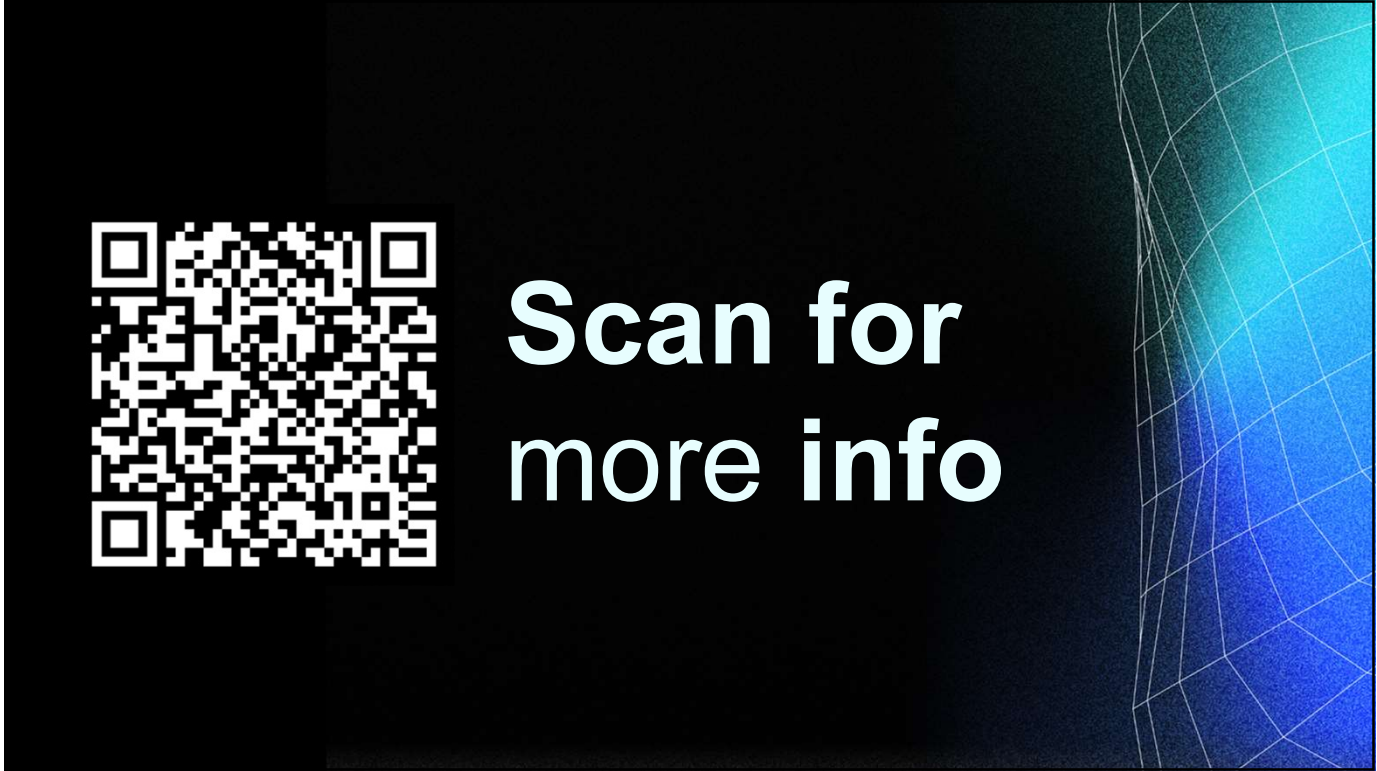
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