



Industrial Sector: Finding and Tracking Models and Metrics: Roundtable Discussion



This Staffing World breakout session is brought to you by the



Industrial Section
Sponsored by





Tom Kosnik
President
Visus Group



Maggie Williams
VP, Operations
WorkForce Unlimited



Frank Auriemma
CEO
Summit Staffing



Will Graham, TSC, CSP
VP, COO
Graham Personnel Services



Michelle Harbarcuk
EVP, Service Delivery
TERRA Staffing Group



Rachel Modrak
Vice President, Operations Excellence
Employbridge



This Staffing World breakout session is brought to you by the



Industrial Section
Sponsored by



VISUS
GROUP

I n d u s t r i a l S e c t o r :
F i n d i n g a n d T r a c k i n g
M o d e l s a n d M e t r i c s

STAFFING WORLD 2023

OCTOBER 5, 2023

Agenda



Setting the stage
with Models &
Metrics



Panelist Questions



Round Table
Discussion Questions

Setting the Stage with Models & Metrics



Model: BRICK & MORTAR

Physical office location with 3 to 5 internal employees.

1,000 to 2,000 square feet.

Store front location versus a high rise.

WHY? We need to have an office where we can easily recruit.

Model: VIRTUAL

Either no office location, or a very small office where recruiters rotate in office work hours. Sales Reps never come to the office.

Attempt to conduct most of the recruiting and on-boarding work on-line or virtual.

Perceived as a little more advanced with technology.

WHY? To reduce general & administrative costs. To attract a wider pool of internal employees.

Sometimes, an account that is serviced by an office outside of the area.

Note: for LI, this is the model that is the most risky of the three.

Model: CENTRALIZED

Payroll & back office + HR + Legal + Marketing + IT + Corporate all conducted out of a centralized location.

Very small recruiting locations.

Sometimes, a 100% on-site business model.

Sometimes, a Hub Branch (a Super Branch) in a geographical area supporting multiple smaller geographical markets around the Hub Branch.

WHY? Control general & administrative costs. It's all about keeping the office focused on recruiting.



Metrics : BRICK & MORTAR

Revenue Expectation? 3mm to 5mm in annual revenue.

80% of the revenue is generated from 3 to 5 clients. The rest of the revenue comes from small annual users.

A little bit of direct hire work, but not the focus.

\$5k to \$10k a week in gross profit production per recruiter.

SG&A: 15% of revenue (40% for Sales & Rec / 60% for Mgt + G&A).

Net Income of 5% of revenue.

4% to 5% Corporate allocation.

Order fill rates: 70%.

Metrics: VIRTUAL

The metrics do not change for this model from the brick & mortar model.

Metrics : CENTRALIZED

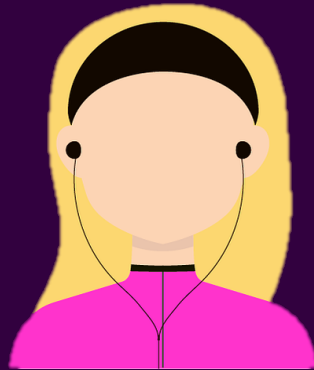
Revenue Expectation: 25mm to 30mm.

SG&A: 15% of revenue.

Net Income: 5% of revenue.

We have savings on office expenses, but additional staff is needed in the Hub Branch.

Panelist Introductions



Rachel Modrak, Vice President, Operations Excellence



Will Graham, VP, COO



Michelle Harbarcuk, EVP, Service Delivery



Frank Auriemma, CEO



Panelist Questions



RoundTable Questions & Discussion



Models:

What are you hearing from your customers? Do they care if you have an office location near their facility?

What are you hearing from your candidates? What do they prefer, interviewing face-to-face or a zoom interview?

What are you hearing from your internal employees and interviews? They want flexible work schedules and remote work options.

KPIs/ Metrics:

What are the top three financial metrics every staffing business needs to track?

What are the top three operational metrics every staffing business needs to track?

Do you utilize scorecards? If “yes,” tell us about it.

How are you utilizing automation and technology to increase gross profit production per recruiter and/or sales rep?

Thank you to our Panelists
and to You for joining us!



Rate This Breakout Session

Each rating you submit counts
toward a donation to **Jobs for
America's Graduates**

JAG

