

## TikTok for Recruiting? The Why's, The Do's, the Don'ts



Covid19's Impact on the Mental Wellness of the American Worker

The Core Components of a Brand Foundation

Need people? Here's 9 quick ways to get job candidates in the door.

Playing the Long Game

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# Letter From The Editor

With thousands changing jobs after their struggle with the differences of opinions dealing with virtual offices, zoom calls, and their immediate managers, recruiters are busier than ever. I guess you could say that's an understatement. How are you helping your clients find quality candidate to fill all those job orders? Using job boards for industry specific niches, might be the answer. But which one delivers the highest quality candidates?

One such job board, iHire has an unique approach with different sites for different niches. iHire has a mantra to deliver quality over quantity. Take a look at several of their most active sites: iHireVeterinary, iHireTechnology and iHireDental. Another niche area they serve is iHiresportsandrecreation.com. iHire's platform serves industry specific niches rather than one large site handling all sectors. It just might be worth checking into.

Also, check out Matt Lozar's guide on getting the best results from your postings on job boards in his article in this July issue of EMinfo.

How are you inspiring your team and keeping burnout to a minimum? In summer, making contact with candidates that are running out to vacation spots after a year of staying home, may make connects hard. Once you do get a candidate interviewing, how are you staying in touch? Preparing for counteroffers? Barb Bruno shares some ideas to help extend an offer that your candidate accepts.

Find ways to help your sales team surpass the blahs of underperforming to excel and connect with clients and convince candidates that you have their best interest and will deliver on promises. Michael Neidle has been serving the staffing industry with a program that concentrates on improving all areas of staffing companies. See his thoughts in his column on helping staffing companies grow.

Be sure to visit us at [eminfo.com](http://eminfo.com) often as we have added more to our site. Stay tuned and let us hear what topics you would like to read more on.

Have a safe and happy summer. Happy Recruiting!

*Pat Turner*

## DID YOU KNOW?

\* According to the Pew Research Center, the pandemic and the economic downturn it created resulted in unemployment numbers rising by more than 14 million, from 6.2 million in February to 20.5 million in May 2020. As a result, the U.S. unemployment rate shot up from 3.8% in February – among the lowest on record in the post-World War II era – to 13.0% in May. pg 6

\* In 2020, TikTok became the most downloaded app worldwide, overtaking Facebook, Instagram, and Zoom.<sup>1</sup> The App Annie [State of Mobile](#) report shows TikTok is currently on track to hit 1.2 billion active users in 2021. Demographic wise, 78% of TikTok users are under 39 with 30% falling between the ages of 20-29 based on a recent report published by Statista.<sup>2</sup> While the age group is younger, what is important to note is that Millennials and Gen Z's are becoming the largest demographic in the workforce as Baby Boomers retire. Millennials have already become the largest group of professionals in the U.S. Labor Force, making up 1/3 of employees. <sup>3</sup> pg 7

\* A tagline is a brief, memorable phrase that is used to support your brand throughout your marketing efforts. It should communicate the primary sentiment or feeling you would like people to associate with your company, brand or service. pg 10

\* Job candidates have been getting more exact when looking for work and have been using job boards that are more fine tuned to their profession, interests or even preferred social media types such as Twitter or Reddit. pg 13

\* The movement by numerous states (about 26 at the time of this writing) to stop participating in Federal supplemental unemployment plans and encourage people to go back to work continues in the face of some legal challenges. As the work disincentives are reduced and back-to-work incentives are applied, the volume of people reentering the work force will further increase. pg 16



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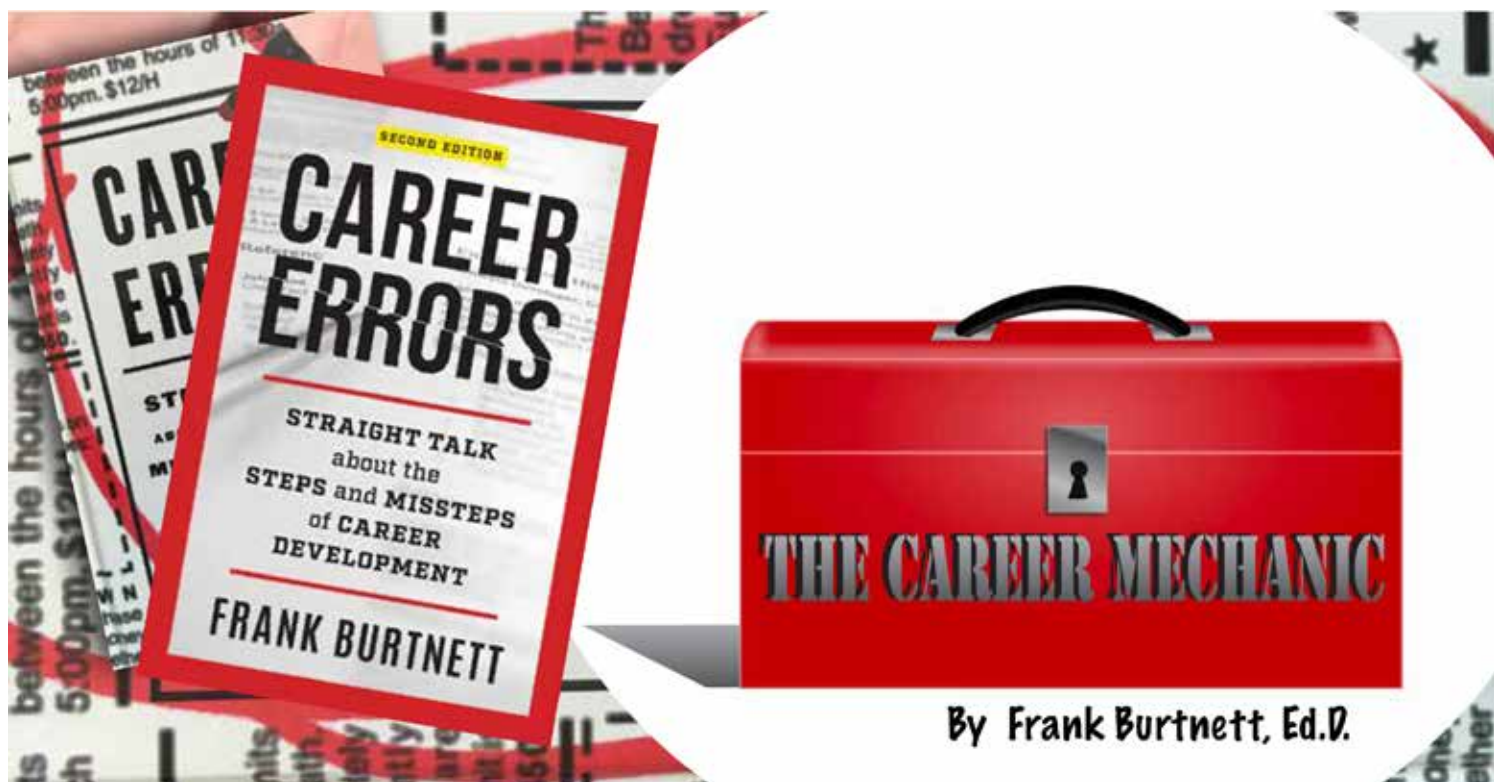
  

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# Covid19's Impact on the Mental Wellness of the American Worker

As the American workplace enters the second half of 2021, it has started to examine the coronavirus pandemic in the rear view mirror. This "return to normalcy" was reported by an Associated Press-NORC Center for Public Affairs Research poll that indicated a majority of Americans were returning to routines they practiced pre COVID19.

As those steps toward normalcy are taken, it is time for both employees and employers to perform a mental wellness check to determine what individual and group needs will require attention in a post COVID19 world. The annual Mind the Workplace report from Mental Health America (MHA) is an excellent place to begin that assessment as that organization has monitored the pandemic since day one in early 2020.

Using data from the World Health Survey, which measured the perceptions of more than 5,000 employees across 17 employment sectors, the 2021 report came to the following broad conclusions or "takeaways:"

- A majority of workers were experiencing symptoms of fatigue and burnout
- Stress management support is seriously lacking
- Workplace stress is affecting the workers' mental wellness
- Financial and economic security has risen to higher level of concern among workers

While COVID19 remains the "elephant in the room" in many work environments and decisions are being made about which COVID19 driven protocols and practices will remain a part of the "new normal" of the workplace. The Career Mechanic will dissect each of above "takeaways" and their implications for the workplace of tomorrow.

## Fatigue and Burnout

Before worker adjustment was fully achieved for all of the changes required of employers, signs of fatigue began to appear for the worker who often found the added attention to detail and demand to learn new protocols to be an unanticipated time consumer. Confident, productive employees were suddenly faced with time management tests and having to function in an environment often fraught with the interruptions of distractions that didn't exist in their usual place of work.

Making matters worse was that these signals were not being observed by managers and supervisor who were themselves

experiencing impactful modifications of their own. This fatigue sometimes affected personal wellness habits such as exercise, diet and sleep that upset performance and productivity for some and resulting for some in full-blown burnout for others.

Finally, some burnout grew out of the view that saw working remotely as working 24/7 instead of a defined shift or devoted (i.e. nine to five) time period. Modern technology intensified this quandary by enhancing and encouraging communications any time and from any location. The distance between work and life away from work had been dramatically reduced.

## Stress and Anxiety Leading to Wellness Concerns

Not only did COVID19 call for adjustments in where work would be performed, it also amended how it would be conducted. Comfortable work habits were abandoned and new protocols and conventions were established that required learning and relearning of a magnitude never before witnessed in the American workplace.

All of these---all of which amendments in the way work had to be accomplished simultaneously to the ongoing operation of the business, firm, organization, agency or institution. Like repairing an aircraft in flight, workplaces across America underwent structural and operational changes that dictated greater efficiency and accountability. Often the result was belt- tightening or contraction that led from to reductions in staff all the way out to mergers and mission repurposing

Remote work also meant the disappearance of the



camaraderie and sharing of colleagues and managers/supervisors, and social and emotional supports they contributed to the wellbeing of the individual employee. Many employees never realized the degree they depended on this comradeship until it was gone and they were working alone.

While continuing education was already seen as a contemporary imperative for career growth and mobility, meeting that challenge within the COVID 19 context added a measure of anxiety and stress to the equation. Performing existing tasks in a remote, solitary environment, in and of itself, forced unwelcomed relearning and practice. While social distancing demands were being satisfied by a dispersed workforce, the ongoing personal, emotional and social needs of the individual employee were placed in unsolicited jeopardy.

Fortunately, most took these work, worker and workplace adjustments in stride or with little or limited difficulty and did what they had to keep their career development moving forward positively. Others, however, found these encounters daunting and began to display symptoms of stress, anxiety and then some of the more serious mental wellness challenges. The absence of the support of managers/supervisors and colleagues, a vital component that networking and teamwork, delivered to the "old normal," also proved problematic.

#### Feelings of Financial and Economic Insecurity

Anyone experiencing job termination, furloughing, interruption or forced change of their employment is likely find their personal financial and economic security at risk or in danger to reaching that state at some future point. This was certainly the case for those left unemployed or in a state of uncertainty by the coronavirus pandemic. According to the Pew Research Center, the pandemic and the economic downturn it created resulted in unemployment numbers rising by more than 14 million, from 6.2 million in February to 20.5 million in May 2020. As a result, the U.S.

unemployment rate shot up from 3.8% in February – among the lowest on record in the post-World War II era – to 13.0% in May.

The furloughed and terminated took the hardest hit. Many of those remaining, however, found themselves constantly looking in the email or mailbox for similar notifications. Throughout of the early pandemic, a sense of uncertainty emerged that left many employees in a state of fear and suspicion

The threat or reality of personal financial upheaval of this magnitude has also been found to bring out a range of emotions that includes anger, fear, apprehension, inconvenience, discomfort, and in some instances, paranoia. For individuals in the mid to latter stages of their careers, those emotions are typically more intense and intimidating. While emotions of this type can serve as the motivation for the individual taking control and correcting their uncomfortable circumstances or protecting themselves from its occurrence, it can concomitantly play havoc with their mental wellness.

#### Conclusion

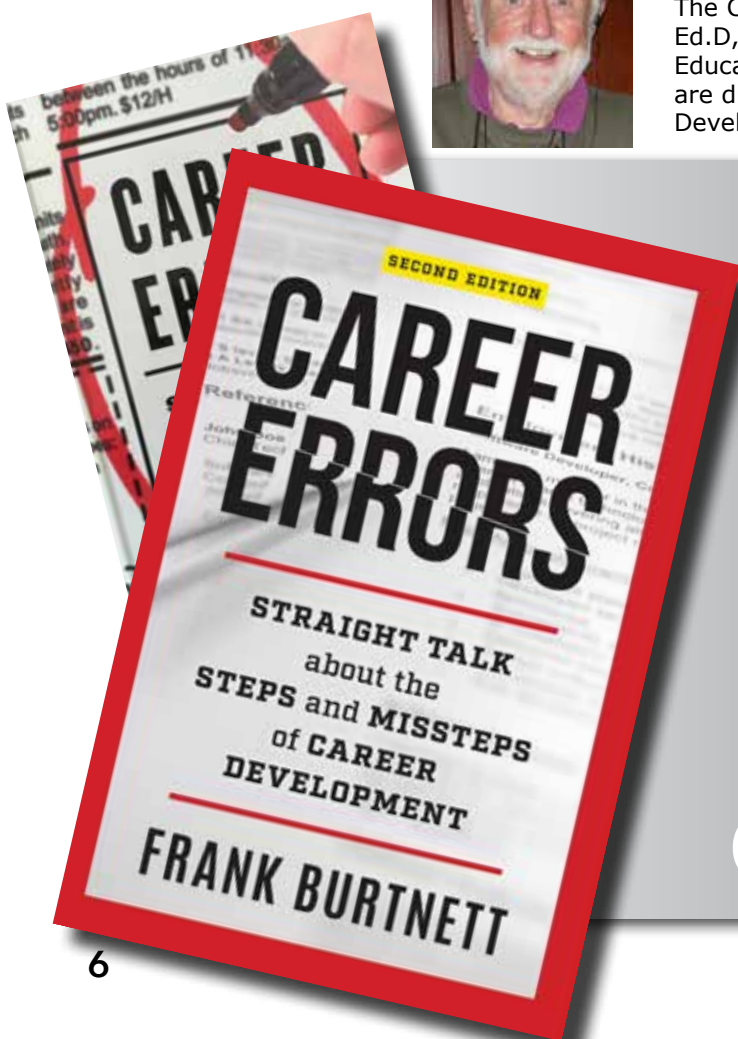
Recent circumstances and events have forever changed the American workplace. Those seeking to enter, grow and move about this new world of work are going to be expected to display an ability to adapt to change like that never required this in the past and it's unfortunate that it took a global tragedy to get to this end. In most occupational and work settings, this adaptability and flexibility has grown in importance as critical standard for hiring.

Current and future members of the workforce are going to ask that wellness concerns become a more integral component in their quest for life-work balance and expect employers to design and deliver services (i.e., EAPs) that result in that achievement. Employers who meet those demands are likely to reap the rewards in a heightened engagement and eventual retention of their strongest employees.



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The Career Mechanic is a treatment of a career development issue or problem by Frank Burtnekt, Ed.D, an educator, counselor, author, and consultant. Dr. Burtnekt has served as the Certification and Education Consultant to the National Association of Personnel Services (NAPS) since 1995. Topics are drawn from his popular book, *Career Errors: Straight Talk About the Steps and Missteps of Career Development*, Second Edition (2019). Publisher: Rowman & Littlefield



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EMINFO

# TikTok for Recruiting?

## The Why's, The Do's, the Don'ts

By Jennifer Roeslmeier

Okay, after hearing about all of the TikTok recruiting buzz, I thought it was finally time to take a deep dive into it. I am not a TikTok user (despite being a millennial), so I thought for the purpose of this blog, I must download the app! Upon login, I was immediately blasted with a video. It took a moment to orient myself as random videos flashed on my screen, but soon after I was swiftly navigating around the app. I checked out trending hashtags and videos, then unexpectedly, I found myself laughing aloud! From mending dramatic jumps off of ledges for pizza rolls waiting for them at home, to a woman recording a video about the co-worker you are annoyed with during Zoom meetings, I was easily (and quickly) entertained.

I then decided to get serious, and search for "career advice", since that was a recent hashtag trending on TikTok (and that is probably a bit more relevant for this blog than a video showing someone running home for pizza rolls.) What I thought would be a series of more serious videos, were actually more videos that made me laugh out loud! I wasn't expecting career advice to be both educational and entertaining! Could TikTok really be a good place for recruiters to dabble into, I thought?

In this blog, we will take a look at what TikTok could mean for recruiters: Is it really the right platform to be recruiting on? What are the benefits of using it? What kind of videos do you post on it? What are some things you need to consider before using it? We will look into all of these questions and even explore the rumored new job service that TikTok is currently piloting.

### First, what is TikTok?

Before downloading the app, I knew what TikTok was, but you never really know how it works until you use it first-hand. If you are very much not familiar with TikTok, it is a social media application that allows you to create short form videos. To your videos you can add effects, filters, increase speed, add a background, splice videos together, and more! If you are viewing videos, you can view by topic, trending hashtags, search for hashtags or topics, and even follow users. You will find all sorts of videos on the application from dancing videos, to pranks, to how to videos, to videos for just pure comedy. There is not one type of TikTok video out there!

### That's cool, but what's all the buzz about?

In 2020, TikTok became the most downloaded app worldwide, overtaking Facebook, Instagram, and Zoom.<sup>1</sup> The App Annie [State of Mobile](#) report shows TikTok is currently on track to hit 1.2 billion active users in 2021. Demographic wise, 78% of TikTok users are under 39 with 30% falling between the ages of 20-29 based on a recent report published by Statista.<sup>2</sup> While the age group is younger, what is important to note is that Millennials and Gen Z's are becoming the largest demographic in the workforce as Baby Boomers retire. Millennials have already become the largest group of professionals in the U.S. Labor Force, making up 1/3 of employees.<sup>3</sup>

If one thing is for certain from these stats, TikTok usage is rapidly on the rise, especially for younger generations. Companies want to be able to get in front of the right candidates for opportunities, which is why more staffing and recruiting companies have flocked to TikTok, where the largest demographic in the workforce is spending their time.

### How are companies using TikTok for recruitment?

Despite what the statistics show, TikTok can still seem like an unusual place to spend time recruiting candidates. How do you approach potential candidates on TikTok? What kind of videos should you post? Below are a few different video ideas that companies can try to attract talent:

#### Promote Jobs Using Hashtags

HBO promoted a job on TikTok using the hashtag #HBOMaxsummerintern and received 300 applications<sup>4</sup>. The clothing brand Hollister also experimented with TikTok to recruit job applicants. They created a promo video with singer Montana Tucker to encourage applications for a social media position. Job applicants were encouraged to use the hashtag #HCoHireMe and post a video that brings a t-shirt to life.

While you may not be a large corporation like HBO or Hollister, these are good examples of some of the ways you can use hashtags on TikTok to either complement a video **you are posting about a job or encourage others to post a video using your hashtag.**



## Tips and Career Advice

Companies can also post videos offering job search tips and career advice. When I searched for “career advice” on TikTok, a whole plethora of videos popped up! The ones with the highest views though made the videos engaging. They don’t necessarily have to be comedic, but you want them to be fast-paced and captivating. Videos that are 60 seconds or less are ideal. TikTok videos can only be 15 seconds long (when recording on TikTok), but you can string 4 15 second videos together. You can make these videos interesting by adding text, filters, and backgrounds. If you are stringing 15 second videos together, you can even consider using different background or shooting them from different locations.

This was an entertaining video I came across featuring tips on rewriting a retail resume! It’s engaging, comedic, but also really informative and offers good advice on ways to improve a retail resume. Here is another video that is short, has a sense of humor, but also enlightening on how to answer, “What’s your biggest weakness?”

## Behind the Scenes/Day in the Life

Another kind of video that staffing and recruiting companies can record are “Behind the Scenes” or “Day in the Life” videos. These can be videos that either feature your company or a client you are looking to fill a position for. If you want to promote your company, you can feature recruiters as brand ambassadors discussing how the process works when candidates work with your company. You can even feature videos discussing the benefits of working with your company and how you can help them.

On the other side of things, staffing and recruiting companies can take videos for their clients about a job discussing the “day in the life” of that position and “behind the scenes” information on how it would be like working for that company.

Here is an example video from someone who works at TikTok and is recruiting for a Product Manager position. He discusses what a Product Manager’s role would be at TikTok.

## Brand Awareness and Challenges

Companies can also post videos for just pure brand awareness! Is there anything fun you are doing at your company that is different and would make you stand out from your competitors? Perhaps it’s celebrations you are having at your office that highlights your company culture. Or maybe there is a challenge you are having at your office that you want to extend to others. Chipotle was one of the first companies to attract talent by going viral. 5 The company posted a video that showed an employee landing a lid on a food container. This led to a lid-flip challenge that produced over 110,000 video submissions. Chipotle recognized TikTok’s impact on brand awareness and landed up creating a recruiting strategy just for TikTok.

TikTok is definitely a platform that allows you to get creative. Within your TikTok recruiting strategy, find ways to incorporate videos that sets your brand apart!

## What are the benefits of using TikTok?

So far, we explored a few different video strategies to experiment with on TikTok, but you may be wondering what are the benefits of using TikTok in comparison to other more traditional recruiting methods. Here are some benefits:

## Seeing and Hearing the Candidate

When you are surfing through a pile of resumes, you can’t tell the personality of each individual. Some may even blur together after awhile and it’s hard to tell apart one from the next. TikTok allows candidates to post videos about themselves, which really allows you to understand the personality of each candidate, see the person, and feel their excitement for the position.



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1. [Appfigures](#)
2. Stat appeared in [Rewire](#). Originally, came from the [Statista](#) report.
3. [Business News Daily](#)
4. [Washington Post](#)
5. [Staffing.com](#)
6. [FireFish Software](#)
7. [Tallo](#)



## Humanizing Your Company

Besides seeing and hearing the candidate, it also allows companies to humanize your brand. Candidates can see recruiters talking to them face to face about the job, which can be more appealing than if that candidate would just be on your website reading the job description. It also gives candidates the opportunity to see the recruiter they would be working with before applying for the job.

## Attracting Young Talent

TikTok is also a way for staffing and recruiting companies to reach a younger audience. If there is a certain industry that is struggling to attract young talent, TikTok could be a way to capture the attention of younger generations. As we know from the beginning of this article, over 78% of TikTok users are 39 and under, so it may be a sweet spot for companies to find those younger candidates. Contra, a job platform for freelance workers, said that between 80 and 90 percent of its Gen Z users arrived via its TikTok or Instagram Reels<sup>4</sup>.

## Paid ads

TikTok offers paid ads as well that allows you to target content based on gender, age, location, and interests. This gives you an opportunity to reach people that otherwise wouldn't have come across your brand. If your content is relevant and captivating they will come back to your brand and maybe even follow you!

What should you consider before using TikTok?

As with everything, there are some things you will want to consider before adding TikTok to your recruitment strategy. First and foremost, don't use the wrong emoji! Okay maybe that is something you don't need to seriously consider, but here is a funny video of someone using an emoji that makes them look old.

Okay, on to some more serious things to consider:

## Videos Might Not Be Seen

TikTok chooses videos "For You" based on videos that you have liked, shared, re-watched, or commented on. It also shows videos to people based on location, so using location-based hashtags can help get your videos in front of people based on locations you are looking to target. <sup>6</sup> This is good for the fact that you don't need TikTok users to follow your company in order to be seen, however, since the content is so niche and targeted it may not show up in front of candidates.

## Users Don't Use TikTok Necessarily to Look for Jobs

While some job seekers might use TikTok for career advice, most users aren't using TikTok with the intent of finding job opportunities. When someone uses LinkedIn or views a job board, they go there with the intention of looking for job opportunities. Some users may be turned off by job-oriented content. A survey conducted by Tallo found that 63% of surveyed high school and college students said they would prefer employers to contact them on a professional social media site, such as LinkedIn.<sup>7</sup> Some thought it was awkward to be messaged on TikTok about a job opportunity.

On the contrast, people have shown interest in content that focuses on career advice. This could be an area for companies to focus some of their content strategy on to

help get their name out there, in addition to, posting about job opportunities.

## Not Everyone is Creative or Videogenic

If you are looking for candidates to submit videos for job opportunities, you will want to remember that not everyone is "videogenic" or enjoys taking videos of themselves. This may deter great candidates from applying because they don't want to go through the process of creating a video. Also, it's important to note that not everyone is good at taking videos or has the creative talent for it! A qualified candidate may give off the wrong impression if they submit a bad video because they aren't used to talking on camera.

## For a Younger Audience

While one of the advantages is that TikTok could help target younger talent, you also want to remember that a downside is that it is meant for a younger audience. You won't be able to use TikTok to recruit for every position, especially if you are looking to recruit for a more senior level role. Some jobs may naturally be a better fit for an older demographic as well. Before advertising jobs on TikTok, you want to consider, if that opportunity is a good fit for a younger audience, otherwise it won't be worth your time promoting it on TikTok.

## TikTok's New Job Service

In addition to ways companies can currently use TikTok for recruitment, sources tell Axios, that TikTok is piloting a new tool for companies to recruit candidates on. The program would allow companies to easily connect with candidates and candidates can use it to help them find jobs. The program wouldn't be integrated within the TikTok app, but would instead be a separate webpage that can be accessed through TikTok. The service would allow candidates to post video resumes and give an elevator pitch, instead of submitting a traditional paper resume. The service is presently being tested by a beta group.

The idea for the job service was sparked by the hashtag #careeradvice, which gained strong momentum at the beginning of 2021 with more than 80 million views a day by the middle of February.<sup>4</sup> TikTok then realized that the platform is not just for entertainment, but can be used to learn something new or gain a new skill. Time will tell whether the service will be launched, but TikTok activity shows there could be a demand for a TikTok Job Service, which would give staffing and recruiting companies even more reason to use the app for recruitment.

## To use TikTok or not to use TikTok?

So, we come to the million-dollar question. Should TikTok be used for recruiting? The cliffhanger lies with you. As we can see there are both pros and cons of implementing TikTok into your recruiting strategy. If you want to experiment with it, I don't see how any harm could be done, with the exception of not being able to gain back valuable time if it is unsuccessful. Before using it though, remember the items to consider, and also think about the demographic you are recruiting for. If most of your recruits are over the age of 40, then it might not be the best platform to try out, however, if you also recruit younger generations, it may be something to look into.

I will leave you with one last TikTok video and that is from an expert TikTok user himself on "How to be TikTok Famous!" (if you so choose to want to be!)

# The Core Components of a Brand Foundation

By Tony Sorensen

We've all heard plenty of marketing jargon related to branding:

"That is so on-brand."

"Their branding is incredibly strong."

"I love their look and feel."

But what does it mean to actually be on-brand? How can you know whether your brand is clearly identified and boldly deployed? At Parqa, we like to say that marketing is how you *communicate* about your product or service. Branding, however, is how you make someone *feel* when they encounter your brand.

## Your Brand's Core Components

Whether you're a talented creative professional or someone who knows absolutely nothing about design (or even marketing in general!), this article will bring you the core framework that constitutes a brand.

## Your Brand Logo

This is the primary icon or symbol that represents your brand in the marketplace. Since your logo is the very first piece of your brand that a user will see, it is incredibly important to get it right. There are many different kinds of logos including:

- a. [Lettermark](#): This is exactly what it sounds like. The letters in the name make up the logo itself. (Think: HBO, IBM)
- b. [Wordmark](#): This is also fairly straight-forward: The entire word is the logo. (Think: Coca-Cola, Google)
- c. [Pictorial mark](#): This type of logo is a standalone icon without any words accompanying the logo design. (think: Apple, Target, Twitter)
- d. [Abstract mark](#): This is a specific type of pictorial logo, but instead of a recognizable object, it's more of an abstract, geometric shape or icon. (Think: Pepsi, BP)
- e. [Mascot logo](#): This is a type of logo where the mascot is the logo itself. (Think: KFC, Kool-Aid)
- f. [Combination Mark](#): This logo includes an image and the words in one combined graphic. (Think: MasterCard, Pizza Hut)
- g. [Emblem](#): This version is very similar to both the Pictorial and the Combination mark, but the unique difference is that the words fit inside of the emblem itself. (Think: Starbucks Coffee, Harley-Davidson Motorcycles)

## Your Tagline

A tagline is a brief, memorable phrase that is used to support your brand throughout your marketing efforts. It should communicate the primary sentiment or feeling you would like people to associate with your company, brand or service. Here are a few examples to get the creative juices flowing:

- a. "Have it your way."
- b. "Just do it."
- c. "Ace is the place with the helpful hardware folks."
- d. "I'm lovin' it."

## Your Mission & Values

Whether you want to categorize these as separate elements within the brand strategy, or group them into one, it is mission-critical to your brand that you have these elements clearly identified. Your mission statement is a brief 1-2 sentence statement about why you exist in the marketplace and what you aim to bring to the world through your product or service. Your



core values are the primary pillars that your business stands on, and that your employees and team members embody in the day-to-day. These help you create a culture and a driving force for what you truly stand for in the world.

## Color Palette

Every brand must have an approved color palette, as it is a crucial part of building a successful identity as a company. The colors, shades and hues you include should have a “[why](#)” behind them, as well as rules and guidelines for how they are deployed (Think: primary, secondary, tertiary, accent, etc.). You want to have a base color, an accent color, and a couple of neutral colors that encompass your color palette. See some examples here:



## Font Selection

There is no right or wrong answer when it comes to choosing fonts, but there are important guardrails and guidelines to help you pick one that will work for your brand. First and foremost, you’ll want to make sure you select a font that matches your brand’s personality. It should be unique and memorable, legible, and communicate your brand’s personality. [Serif fonts](#) are thought to be classical, traditional and trustworthy, while [sans-serif fonts](#) are more modern, clean and help create a minimalist look-and-feel. Whatever you do, choose one that makes sense with who you are as a company.



## Your Personality

Once you choose your brand personality, you may find many other components of your brand fall into place – like your brand colors, font and tagline. That is why establishing your brand’s personality should be one of the first steps you take in creating your brand.

The image is a digital marketing advertisement for PARQA, a staffing firm. It features a man and a woman in business attire looking at a tablet. The text on the left reads: 'PARQA', 'Grow Your STAFFING FIRM Through Digital Marketing', and 'Our "new normal" requires a new, digital approach to business. Discover how you can grow your staffing firm's ROI through digital marketing.' Below this is a button that says 'GET A FREE MARKETING CONSULTATION'. The background is dark with a cityscape silhouette.

Begin by choosing 3-5 character traits about your brand that clearly communicate who you are in the marketplace, what sets you apart, and what makes you, *you*. Here are a few personality clusters as examples. What most clearly resonates with your brand?

- a. Energetic, cutting-edge, passionate
- b. Calm, Approachable, helpful
- c. Formal, inclusive, trustworthy
- d. Cheerful, playful, sincere

## Your Brand's Voice & Tone

Your brand voice is the distinct personality your company or brand takes on in all of its communications. If voice is what you say, tone is how you say it. They should fall hand-in-hand with the Brand Personality you've identified (above).

## Graphics & Iconography

Graphic elements or iconography are the little details that help deploy a brand. These patterns, gradients, overlays and icons help to build an entire system within your brand that is consistent and clearly recognizable.

Your brand's graphics and Icons can be hand-drawn textures, line style treatments, background patterns, usage of white space and/or color blocks, or curated shapes. Are you a company that uses hard edges and geometric patterns to communicate innovation and modernism? Or are you wanting rounded edges that communicate synergistic, cause-and-effect relationships? There should be a *why* behind all the graphics and icons that are created or developed to visually express your brand.

## Brand Guide

Your brand guide should be an internal document that, while it is not a separate entity or component to your brand, is a holistic, all-inclusive guide that outlines exactly how your brand should and should not be deployed.

All of the above elements outlined in numbers 1-8 live inside this centralized document. Your brand guide should be shared with everyone that touches your marketing or branding materials of any kind – whether they're working on your website, your social media accounts, your event booths, fact sheets, or anything else in between. Think of this document as a how-to guide for your brand.

## Need Branding for Your Staffing & Recruiting Agency? We can Help!

Moral of the story? There are a lot of important factors that go into brand strategy, and it's incredibly important to get it right. If you're not sure where to start, reach out to me [personally on LinkedIn](#) or get in touch with the branding experts for staffing and recruiting companies at Parqa Marketing [here](#).



**Editor's Note:** Tony Sorensen is the CEO of Parqa Digital Marketing Agency and sister- company, Versique Executive Search & Consulting. With a career spanning 20 years in the recruiting industry, Tony founded Parqa with a passion to help staffing firms nationwide take their online presence to the next level. By investing in digital marketing efforts for his own recruiting company, Versique grew from \$0 - \$10M in just four years and now receives over 50% of revenue from marketing sources including SEO, pay-per-click, email marketing, and content marketing. Tony is one of the country's leading thought leaders on digital marketing for the recruiting industry and has contributed to organizations including NAPS, ERE, The Fordyce Letter, EMinfo, Star Tribune, & Monster.com.



# Need people? Here's 9 quick ways to get job candidates in the door.

By Lynn Connors

According to Monster, a well known job board, "**82% of employers say they plan to hire in 2021**, nearly 1/3 of employers agree that the skills gap has increased compared to a year ago and 70% of companies say their recruiting and onboarding is at least half virtual." These are all items to take into account when looking for effective ways to recruit candidates.

I reviewed several articles, was led to Pinterest, looked over reports by various associations and firms that cater to hiring and referred back to what worked best for Reliance Staffing to share some actual strategies recruiting companies can use to obtain applicants.

Staffing agencies, even after being in business for about 80 years, are still not clearly understood by many potential job candidates. How they work and what they do still needs consistent repeating and clarification.

*By the way, I looked up when the staffing industry began (for the 80 year reference) and was reminded it was in the 1940's. This was due to WWII when many employees' positions were vacated causing an extreme lack of talent resulting in many job openings and thus the birth of the staffing industry. Fascinating.*

So, **how can staffing companies think outside the box when finding job candidates** is at an all time, difficult high? Staffing companies don't have the luxury to establish large-scale recruiting campaigns and processes if they have a list of 50 open roles to fill. You need candidates now.

## Use Niche Networks

Job candidates have been getting more exact when looking for work and have been using job boards that are more fine tuned to their profession, interests or even preferred social media types such as Twitter or Reddit.

My 21 year old son moved to California for a job as an editor that he received from one video he created and posted on Reddit. He has been creating videos for years, but that one post landed him a remote interview from a company who knows where to look for creatives.



**Field specific job boards and organizations that support specific groups** that cater to recent college graduates, graphic design and creatives, veterans, women reentering the workforce, formerly incarcerated and diverse candidates, for example.

Some affiliate groups that potential job candidates participate in that commonly pertain to a staffing agency's open positions include the accounting and finance network, construction network, energy & engineering network, hospitality network, IT network, manufacturing and trade, sales & marketing and transportation and logistics network. Learning these niche networks and many of the participants' goals can lead you to perfect candidates.

## Recruit Students

Colleges and universities can be an excellent resource for job candidates. A simple way to start catering to students is to add a page to your website created exclusively for college students and recent graduates. **Use a**

**landing page for all social media and blog posts regarding hiring students.**

Liberty Staffing Services shared a blog post, noting that "*finding summer work as a student doesn't have to be a struggle. Sometimes, the key to improving the summer job search is to tackle the challenge from a different angle. Engaging recruitment agencies, for instance, is a particularly productive way to land opportunities that suit your work goals.*"

## Partner with businesses who value their employees and have a great company culture

In owning and managing Reliance Staffing for more than 30 years, we found the easiest job openings to recruit for were with quality client companies that job candidates knew we served. The applicants came to Reliance with a specific request to work for a specific client of ours. Some applied only with Reliance in order to obtain an opportunity to get their foot in the door with this specific firm. Those client companies that were well known as having a strong identity and culture dedicated to growth and employee appreciation, had access to candidates already interested in their firm.

They offered a good temporary pay rate and salary and benefit package upon permanent hire. Many applicants applied for the health benefits alone, with particular clients they knew we partnered with. Our employees had friends and family who found success in working for these valued clients and because of this we had a

consistent stream of interested applicants. **There was no better way to get employees in the door than to work with clients they wanted to be assigned to.** If you're lucky enough to service quality companies, make sure you promote that fact through your social media strategy, consistently.



#### **Develop a pipeline for talent and passive candidates**

Recruiting quality candidates has been difficult over the past several years and has been further heightened by the pandemic. This will continue to be an issue. Seriously focusing on creating a pipeline to fill future job openings from clients, is critical.

When you are recruiting and speaking with candidates about open roles now, simply noting and tracking those we aren't interested now but may be later, can fill this pipeline.

Quality candidates may be interested in hearing more about your staffing firm and your openings in the future and having an [ATS to track candidates](#) makes the process much easier. Being able to **quickly search for an employee you spoke with months ago to determine their**

**possible availability for the role you just got in that matches the job they want, is essential.**

#### **Mobile-friendly recruitment strategy**

Job seekers increasingly demand the ability to use their phone to find and apply for a job, especially millennials and Generation Y because both generations use their cell phone for everything. To reach these candidates your firm needs to have the **ability for them to apply in the manner they are used to, mobile first** over laptop or desktop.

If 90% of text messages are read within 3 minutes and time is critical in the staffing industry, mobile is not optional. According to Brendan McConnell of Recrutee, "That means this medium is the most effective way to reach candidates quickly. This, combined with an email to mobile, push notifications, and chat apps, help to improve your overall responsiveness to candidates. This also dramatically works to improve the overall candidate experience." Staffing firms should be able to [access all types of data on each of their job candidates](#) which automatically integrates with their applicant tracking system.



#### **Applicant Tracking System (ATS) - Get one, if you don't have one already**



Speaking of mobile friendly staffing firm technology, if you don't have an ATS, this should be high on your list in 2021. Your Recruiters need to be able to **access any data on any candidate or employee at any point** of their recruiting process.

McConnell said, "Your [ATS should act as the central platform](#) that guides your wider recruitment strategy and talent management programs. By funneling all applicant data through an ATS, recruiters are able to not only quickly push candidates through the funnel, but also pull insights from previous recruitment campaigns to guide future ones."



## Update your interviewing procedure



If you haven't reviewed how all of your Recruiters interview lately, now is a good time to do so. Many don't really update or look into the questions they ask every candidate when hiring for the same position openings for their clients.

You need a full, quick and better picture of the candidates you do get in the door. With limited applicants, it makes sense to

review where the candidate's skills lie and what they are most interested in. I understand many companies are desperate to fill roles, but long term success won't be found in placing an employee into a position they don't like. Make sure you are **asking the right questions** to make not only your client happy, but your job candidate as well.

## Recruiting Business Card

When you are at a retail store, restaurant, getting your taxes done or buying groceries, sometimes you receive exemplary service. This is when it's great to have a business card designed specifically to recruit quality employees you meet who service you well. Reliance utilized this one, it was a great conversation starter. Is the employee you are impressed by at Target happy with their career or possibly looking for something else? I loved sharing these cards with high performers. It was a **compliment for them to be noticed and a way for us to potentially gain a new applicant.**



## Highlight employee experiences in video



Isn't video the number one most effective post for social media right now? Finding a way to highlight your own temporary employees and review their client company experiences, assignments completed and temp to hire success stories in industries of all types would be a great method to not only recruit potential candidates but to explain the staffing industry.

I have more than one story with members of our family working for Reliance Staffing when we opened after 1983 in Chesapeake. My husband got his start in the electric motor and apparatus market as an outside sales Key Account Manager with his first temporary work assignment with Brownell Electro as a warehouse clerk in Norfolk, VA. He has been in the industry ever since. My cousin held a temporary assignment with the City of Suffolk as a GIS Analyst after graduating from JMU and remains in the same field today, several layers up. Can you imagine how effective a quick video from one of them would be?

A 30-60 second hand made video of **real results from real employees is a more effective recruiting tool than any ad or job post** could possibly be. I also believe in the social media world of perfectionism seen through Facebook and Instagram, people want real. Have employees record videos and send them to you for imperfect video, unrehearsed experiences and natural human conversation.



**COATS Staffing Software** began in the industry from our sister companies' need for software to run their staffing agency. We've been in the industry for years and understand your business. [Give us a call](#) if you need a **front to back end, all inclusive software package.**

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# Time Is Golden...With Temp And Contract Placements!

By Judy Collins

Your most valuable asset is your time. What you do today affects the results of tomorrow. Use your time in the most productive manner and you will make your life easier and improve your bottom line. Be aware of the trends cited below to make a big difference.

With the rapid state of flux we see in the job market, timeliness is critical to your success. Be the first to adapt to changes in the market and keep your clients happy. People are changing jobs at a high rate and this scenario presents opportunities for recruiters to increase their placements. So be aware of the trends and position yourself to take advantage and better serve your clients.

Remote working is one of the factors driving the workplace changes. This group of employees may not want to return to the office and may instead try to find a new position. For others, the workplace is an important center of social interaction and is preferable to remote working. This pool of employees may be looking to change jobs. A mix of remote and in-office work is likely to be offered by many employers. These various scenarios present the recruiter with the opportunity to make placements, whether direct, direct-to-hire, or contract.

With the chaos and flux in the job market, we are hearing more and more of the coming "Great Re-Hire" which promises an avalanche of hiring activity. Citing Rich Thompson, CEO of Xtra Point Group,

*"The result is an employee who has been forced into change and, in response, is considering opportunities for the future. That mobility is seen in our recent survey where only 35% of those currently employed feel confident they will be working for the same company in six months. That means they are open to a possible shift to a new company."*

Be alert to these trends in the workplace and be prepared to assist your clients with their employment needs, regardless of their policy on remote versus in-house working. Build up an inventory of candidates and understand their work preferences so that you can quickly match them to your client's needs.

The movement by numerous states (about 26 at the time of this writing) to stop participating in Federal supplemental unemployment plans and encourage people to go back to work continues in the face of some legal challenges. As the work disincentives are reduced and back-to-work incentives are applied, the volume of people reentering the work force will further increase. In many cases these people may not be able to return to their previous employer because their old job has been filled, or because the work does not meet their new expectations (remote vs. office). Some employers may prefer contract positions to minimize their risk in an uncertain market (read: possible new wave of shutdowns in the face of another Covid strain). Timely placement of contract workers who ultimately go direct is an excellent means for recruiters to build their business and to quickly meet employer's needs. You can earn an income stream while the employee is under contract and then collect a conversion fee when, or if, the employee is converted to direct hire. Your client will appreciate your timely assistance.



Judy Collins

Evergreen Contract Resources

713-297-5808 – Office

713-858-2677 – Cell

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## ASK COACH

# Mike

Michael Gionta



Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021?

Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

Visit [TheRecruiterU.com](https://www.therecruiteru.com) for our FREE video series, "How to Double Your Placements in 121 Days or Less".

Looking for help engineering your one to three year vision? Email me at [mikeg@therecruiteru.com](mailto:mikeg@therecruiteru.com) and we can have a quick chat to see if or how we can help.

**QUESTION:** Would you negotiate fees after a contract was signed, and now the client wants to hire three high-priced individuals? It is a \$17 million company, and it would be an investment. - Karen

**ANSWER:** I rarely negotiated a contract after the fact because when you negotiate after the fact, the client will expect you to always negotiate after the fact. What I have done in these instances, if the client hires three individuals, I will give them credit on the next search. When they give me another assignment, I want it on exclusive, and because we made three hires at \$25,000 a piece, I will provide them with a \$5,000 credit on the next two exclusive hires or a \$3,000 credit on the next two contingency hires. If they cancel the position or fill it internally, the credit is waived just like a retainer would be absorbed to execute the search.

**You may be faced with some push back when you approach the request.** From the client's perspective, hiring three individuals is no more work than hiring one. The amount of work I had to do to find one, two, three, or more qualified candidates is not relevant.

Your client may say that they are a small company, and we want to partner with somebody, which is where I reinforce the fact that credit on the next search is actually about having a partnership. That credit is your investment in creating and fostering that partnership. They may counter that they need help now, not in the future; it is effortless to begin defending your decisions, abilities, or processes. **To remain in trusted advisor status, you need to avoid defending.**

It goes down to avoid defending. It is all about having a conversation with your client about their perspective. It is about asking and confirming with your client that they are a company that honors their agreements and asking what has changed. Directing the conversation in this manner keeps you from defending, but forces the client to defend their situation.

**When it came to people wanting to change fees, I stayed in attorney mode by asking them how I have not delivered on my promise.** If I have honored my commitment, counter by asking if their clients would prefer that they do work for free. By staying away from defending your position and merely continuing to ask questions, your client will begin to understand your perspective.

Ask again and again for the client to help you understand where you did not deliver on the fee. In my experience, most clients will say that I cannot be flexible here and work with us; we are not going to work with you anymore.

When this happens, my exact response is: "What I am hearing, Mr./Ms. Client is telling me that you are not going to work with me and that my choice is to work with a company where the contract only works when it serves them, and it is meaningless; it can be changed on a whim by you. That is not the type of business I work in. If that is what the business conditions are going forward, I am not sure that we are a good match.

Often, the client will say no; this is a one-time situation where renegotiation will ensure a future relationship. **They implore you to trust them on their word, which is where I acknowledge that I trusted them during the initial negotiation and signing of the contract.** I also recognize that a continued relationship is contingent upon you being of a service-oriented mind to pay me whatever they feel is appropriate and mine is, I have to honor the contract. If that is my choice, pay me what you owe me now, and we will part friends.

Coach Mike



# Playing the Long Game

By Chris Heinz

Recruiting is not a one-call close...

Recruiting is not a short sales cycle...

There is a very simple reason for both of these statements: we are dealing with people. Human beings have the ability to think about their decisions, to decide what they want or don't want, and ultimately to determine what is best for them.

This holds true for both the humans we work with on the client-side and on the candidate side of the spectrum.

It's exactly for this reason that I recommend playing the long game. What does this mean? While always trying to be persistent and have urgency, don't try to force things. If they are meant to be, they will happen. By trying to force things, you may very well make a transactional placement, you will rarely build a relationship that can turn into many placements.

## **From the Client Side**

I don't know about you, but I have been in many situations over my 24 years in this business where I had the ability to slide a placement together that probably wasn't the right fit. Maybe you received a less-than-stellar reference ... Perhaps you come to find out a candidate had additional jobs than were listed on their resumes and their tenure became less-than-ideal ... Sure, you can make the placement and take the money and run, but are you serving your client best? Are you serving your long-term career in recruiting best? While it might be tempting to let information slide under the rug, it will rarely serve your client well, therefore won't serve your relationship well.

If you share the appropriate information with your client (a human being), you are illustrating your professionalism and you almost immediately move beyond being 'just' a recruiter and into a consultant role. You will be remembered for this. People want to work with people they trust. Yes, it matters that you can deliver talent. But, if you can deliver talent, they like you and most importantly they trust you, you might just earn the keys to the kingdom!

I remember a situation in my early days in the business. I'm talking the 20th Century, folks! I was working a search to identify a company leader. I found 3 highly qualified candidates whom I vetted and the hiring manager conducted an in-depth interview with each. After the interview, they indicated who their top choice was and wanted to fly them in. I was in the middle of conducting reference checks on all three so I suggested that I finish these and then make the arrangements. Well...the references on the top candidate did not come back well. While I can't give all the details, let's just say that a federal organization that ends in "Bureau of Investigation" and the word that ends with --bezzlement were part of the issue... This was 'their' guy...This was a \$35,000 fee. While I could have swept it under the rug and let the process continue, my gut wouldn't let me. Once I let the hiring manager know, our relationship changed significantly. He asked for my advice on many situations well beyond the scope of an opening. I instantly built trust.

This trust holds true beyond just the company where your hiring manager works. Statistically, that hiring manager will move on to another company (unless they're the owner). When they do, you have the opportunity to have this trust chain carried into the new company. But, the same holds true if you do something unethical or semi-sleazy. Remember that!

## **From the Candidate Side**

If we do our job right, we will only get a candidate one offer. They accept it and stay with their new company until they retire. Sorry, I had to knock myself back into reality for a moment. While this is the goal of the client, we know that people eventually move on. They shouldn't move on because of our doing, but they eventually move on. Sometimes it is to a lateral position with a different company that provides the growth they want. Other times it is for a long-sought promotion. That's right folks. They become a hiring manager!

This is only one small part of the reason you should play the long game and always do the right thing for your candidates. Don't try to force them into the wrong position or

company just to make a placement. Don't tell them lies so that they take the job. Don't tell them a promotion is imminent if they take the job if it isn't.

I completely understand that part of our role is that of a salesperson. Convincing and persuading is part of the gig. Helping someone over the fear of change hump is part of the gig. Helping someone realize that a \$10k increase is still fair in these times is something we do. Educating someone on the real possibility that this position might be the stepping stone they need for their next position is part of the process. These are all part of closing. But, call me crazy, but I don't believe lying is part of closing.

You can work with professionals within your industry for many years. Just because you don't have the right opportunity for them today does not mean you are done with them. If you do things right, you will be a network of contacts that you can call on for referrals, ideas and then maybe, just maybe eventually the right position for them.

I recently wrapped up a placement with a candidate that I had my first recruiting conversation in November 2019. I remember talking with him one evening sitting on my lounge chair and knowing after the first 5 minutes that the role we were discussing wasn't right for him. But, I didn't stop the conversation and say "you aren't a fit, bye-bye." I learned more about him and what he would be looking for in a future role. 518 days later, he said yes to an offer with a dream job in the right location at the right compensation level! I presented him the offer sitting on that very same lounge chair. I'm sure many of you reading this have similar stories like this (maybe excluding the lounge chair part).

What's the point of this article? Play the long game with all of your relationships, both the hiring managers and the candidates. Don't force things for the sake of your sales ability. Don't burn bridges (that's an article in itself). Do the right thing... always!

When you play the long game, good things will happen!

Chris Heinz is a Managing Partner with Westport One. With more than 23 years in the recruiting industry, he has become a thought leader in both recruiting and the healthcare industry. Chris is an avid endurance athlete where he has turned that passion into good by raising thousands of dollars for several charities.



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# Owner's Outlook



Barb is recognized internationally as one of the top experts in the Staffing and Recruiting Profession.

She has addressed audiences in North America, Asia, Africa and Europe. Barb has developed web based training programs that are distributed in several countries, she writes for numerous publications & authors one of the most widely read online publications, The No BS Newsletter. She has authored several books, created mobile apps & is often quoted as an industry expert.

Barb became a trainer to promote responsible recruiting & to allow owners, managers & recruiters to make more money. 100% of Barb's Top Producer Tutor clients have increased their sales & profits.

Barb also developed Happy Candidates to allow Staffing & Recruiting Firms to focus on the 5% of candidate flow they place, but also provide an amazing resource for the other 95%. The resource has provided many benefits for owners which include: increased referrals, elimination of the greatest time waster (time spent on candidates you won't place) increased sales and dramatically improved word-of-mouth advertising. Barb has been, is & always will be defined by making a difference in the lives of others including the candidates we can't place on an assignment, contract or job.

Most recently Barb created & launched an easy to use Metric Tool called The Sales Performance Indicator which includes the proven 140 point system. This tool alleviates inconsistent production, helps prioritize activities & predicts trends.

Barb speaks at conferences, conducts webinars & provides in-house training & offers consulting. Her ideas are easy to implement and participants realize a strong return on their investment of time & money.

Bottom Line: Her enthusiasm and passion for this Profession are contagious!

## Extend Job Offers That Will Be Accepted

by Barbara Bruno, CPC, CTS

According to 2020 Glassdoor data, in the United States 17.3 percent of job offers, over 1 in 6 are rejected, reflecting a steady increase in offer rejection rates over the last few years at a time of growing competition for talent. Imagine how your profits would improve if all the offers your team extended, were accepted!

According to a Robert Half survey conducted in February 2021, 28% of candidates backed out after receiving a job offer because they accepted a better offer (44%), received a counteroffer from their current employer (27%), or heard bad things about the company (19%).

Once a candidate begins the interview process with you, it is quite common for them to reach out to their network and learn of other job opportunities. As a result, it is not unusual for them to receive more than one job offer, and often a counteroffer from their current employer. This can happen before, during, or even after you extend a job offer. Often candidates will continue to interview during their two-week notice, even after they've accepted your offer. If they receive another job offer and feel it is more aligned with what's important to them, your offer is declined.

Here are a few suggestions to help you stay informed and prepare your team for offers from competitors or a counteroffer from their current employer.

### Know if your candidate is interviewing elsewhere.

Be sure you know if your candidate is actively interviewing. Most candidates will schedule interviews for other positions but will not inform you unless you ask. If candidates seem reluctant to respond to your queries, explain how it benefits them to tell you what other jobs they are considering. You might say, *"I don't want to duplicate any of your efforts to find a job. When I'm aware your other interviews, it helps me fine tune my efforts on your behalf."* Knowing whether your candidates are interviewing elsewhere helps you prepare yourself, and the hiring authority to either figure out a strategy for effectively selling against the other offers or eliminating this candidate from consideration.

### Prepare yourself for a counteroffer from their current employer.

There are two questions you should ask during your interviews, to prevent your candidate from accepting a counteroffer. When you ask your candidate if they will accept a counteroffer and they say *"I won't receive one"* or *"I would never accept a counteroffer"* that isn't enough information for you to sell against a counteroffer. Ask your candidate, *"Why?"* Then write their answer down verbatim and read it back to them. Explain that when they receive a counteroffer, you are going to remind them of what they just said to you. Make sure the reasons they provide are not just money and advancement because that describes a counteroffer. The other reasons they provide will not be solved by a promotion and raise.

Changing jobs is an emotional decision that takes most candidates out of their comfort zone and the entire process is not easy. Their current employer knows them better than you do and also knows what buttons to push to make them feel guilty or indispensable. When your candidate obtains the counteroffer, which represents their next promotion



and raise, they may become tempted to accept it. The best way to sell against a counteroffer is to read back what they said to you, which is why they would never accept a counteroffer. Their own words are much more powerful than anything you could say.

In addition, always ask candidates to list the five things they'd change about their current job if they were their boss. These reveal the real reason they are looking for another job, because they list things that are out of their control. When you also remind them of these five things it solidifies their reasoning for accepting your offer and turning down the counteroffer.

**Continue to clarify priorities with your candidate and quantify their answers.**

You are working with people on both sides of your recruiting process. As a result, life happens which often changes the priorities and timing of your candidate. During every conversation continue to make sure nothing has changed. The simple question, "*Has anything changed since the last time we talked?*" is an easy way to start uncovering changes. Also quantify your candidate's level of interest on a scale of 1 to 10. If the answer is anything but 10, ask what would make their answer a 10. If your candidate's level of interest is low, it's better to pull them from the interviewing process before they receive a job offer.

When you implement the solutions to challenges that occur when extending an offer, consistently ask if anything has changed since your last conversation, the offers extended will be accepted.



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## WHY CHOOSE AN END-TO-END STAFFING SOLUTION?

Are you in the process of bringing new technology to your staffing company or upgrading your existing platform?

When searching for a new staffing system of record, you want to make sure you find a provider that offers the following:

- A TRUE end-to-end staffing solution
- Proven track record of success
- Powerful platform integrations



Are you in the process of bringing new technology to your staffing company or upgrading your existing platform? Then before you pull the trigger, wait a second. Making the almost-right decision here can be the difference between gaining a competitive advantage in your market and fading into irrelevance.

When searching for a new staffing system of record, you want to make sure you find a provider that offers the following:

- A TRUE end-to-end staffing solution
- Proven track record of success
- Powerful platform integrations

## A True End-to-End Staffing Solution?

A true end-to-end solution—one that encompasses all your workflows from [winning new clients](#) to managing back office operations—can provide a differentiated, positive experience for your team members, your talent and your customers.

For example, with all your data housed in a single, secure location, the different arms of your business can easily share information and insights. At Avionté, our clients love the fact that:

- Recruiters and sales share a single system and can finally align on pipeline and talent needs.
- Operations can map the talent journey from application to payroll and work with relevant teams to optimize the process, minimize cost, and improve ROI.
- Back office teams can quickly access robust integrated data sets to drive informed business decisions.

If you don't invest in an end-to-end staffing or recruiting solution, then you'll need to rely on a host of best-of-breed point solutions to build your workflows.

At the bare minimum you'd need:

- Applicant tracking system (ATS)
- Client relationship management tool (CRM)
- Interviewing tool
- Onboarding platform
- Employee engagement system
- Time and attendance tracker
- Payroll platform
- Billing and AR system
- Business intelligence or reporting tool

Each of those platforms comes with individual contracts, bills, support teams, and logins that all need to be managed and maintained by your team on a regular basis.

What's worse, if you can't connect these systems together, then your teams will not only need to learn separate systems, but manually re-enter information in each of these systems, which wastes time and impairs data integrity and security.

At the end of the day, it's hard to scale your staffing business with inefficient teams and inaccurate data. An end-to-end staffing solution will help unify your data, your operations, and your talent/ client experience so you can grow with confidence.

## Proven Track Record of Success

Staffing is a complex industry. Don't waste time working with a vendor that doesn't understand it. Look for a solution that provides a proven technology—one that many staffing firms before you have used to grow their businesses. Only a vendor who understands the industry can address the unique needs of your teams, your clients, and your talent.

As an added bonus, a trusted [staffing technology provider](#) will have a firm financial foundation and will likely be around to support your business far into the future. This stability allows them to focus on nurturing their relationship with you and boosting your long-term success.

## Powerful Platform Integrations

While an end-to-end solution provides a solid foundation for success, teams may need to utilize a custom tech stack or best-of-breed point solutions to maximize workflows and maintain a competitive advantage. That's why you want a system that offers powerful platform integrations geared towards growing and scaling your business while improving the staffing/ talent/ client experience without having to leave the core system of record.

Your vendor should also thoroughly [vet all their technology partners and ensure security protocols](#)—so your data is kept safe and you can meet compliance standards.

## What's the best end-to-end staffing and recruiting platform on the market?

That depends on your business. But a smart choice for clerical, light industrial, IT, and professional staffing is Avionté. Avionté offers a true [end-to-end platform](#) that drives efficiency, maximizes profitability, and boosts productivity for nearly 1,000 staffing agencies throughout North America.

The core platform offers:

- Advanced candidate search and next-level sourcing
- Text recruiting and video interviewing
- Personalized job boards
- Task and activity tracking
- Paperless process from talent apply to payroll
- The ability to analyze data for a 360-degree view of your business

But staffing is a complex business with needs that extend beyond your core front and back-office solution. That's why Avionté also offers powerful platform integrations through the [Avionté+](#) program.

If you're ready to unify your data, streamline your tech stack, and build the ultimate staffing experience, then [schedule a demo with Avionté today](#).



The advertisement consists of a pink rectangular graphic on the left and a photograph of a man on the right. The man is middle-aged with grey hair, wearing glasses and a grey suit jacket over a blue shirt. He is smiling broadly and adjusting his glasses with his right hand. The pink graphic contains the Avionté logo (a stylized 'A' inside a circle) at the top left, followed by the word 'AVIONTÉ' in white capital letters. Below this, the words 'TECHNOLOGY' and 'BUILT FOR PEOPLE' are written in large, bold, white capital letters. At the bottom of the pink graphic is a white rounded rectangle containing the text 'LEARN MORE' in blue capital letters.



# MID SIZED RECRUITING Growing Companies STAFFING SMALL

Improving Sales Reps Performance

By Michael Neidle



Selling is not for everyone and for some sales reps they reach a point where they are not effective, have become burnt out or complacent. The problem is that most everything starts with sales. No sales, no production, no jobs for others in the organization and eventually no company. So what does one do to restart the sales engine? The answer is to first go back to basics, what did under-performers do when they were highly productive, but are not any longer (let's call this is Group I). In Group II, are those who never got up to speed, assuming they were given enough time and training. Then there are those who were and are still doing well (Group III) and finally there is Group IV where almost everyone is doing poorly. There should be different prescriptions for each of these groups.

First validate that those in Group I have the same types of clients, market, niche, management, etc., as those in the other groups. This will verify that it's these people who are doing poorly and is not due to environmental factors (the market, economy, changes in their level of support within the company. etc.), which explains the problem, not the sales reps per se, which involves a whole different level of introspection. If you are satisfied that it's the people in Groups I's problem after validating your assumptions, ask these people if you have missed, such as illnesses, the change in decision makers or sales parameters at their client companies, etc. Otherwise give them notice that their performance is poor and a given date you expect a specific level of improvement. If not this may result in moving them into another position or possible termination. If all Groups are experiencing the same thing other than Group III (the exceptional sales reps,) can prosper, some other elements in the environment may be the problem.

Then there is the situation with Group II, if they have not been properly trained determine where they are weak and focus on fixing those items. After sufficient time they should be able to meet their goals assuming these are not unreasonable and it's not environmental.

Focusing in Group III, find out what is making them successful compared with everyone else. Are they gifted, creative, well connected, or possess skills that can't be replicated with the others? Are they thinking out of the box or swimming against whatever tide there is? Can this situation be either replicated or does the company need to find new markets, reinvent itself from what Group III has done to survive? Or perhaps has this group just been lucky so far and the erosion in sales has not yet caught up with them or perhaps your company is in serious need of change? Explore the elements of sales productivity and efficiency compared to the other groups to determine where the keys to successful are; the metrics will be easy to find, others factors are qualitative and will take a deeper dive to extract.

The metrics approach tracks calls resulting in a conversation made, be they telemarketing, sales, plus lots more.

## **The first is elements are productivity**

- Are sales calls to prospects or long term clients? If Group III make twice the number of calls as the other groups, or these calls are with those where they have are to long term relationships will be a critical factor.

- Is there a personal reference, or insider who will vouch for you and your ability as the intangible to success.

**The next series of elements are broadly known as efficiency**

- If Groups III makes half the calls as the others this translate into the quality not the number of calls.
- Is their script to tap into a person's hot buttons and are they doing their homework before making contact. A knowledge of the prospects needs and one's ability to meet them is critical, particularly on cold calls and being able to do that quickly and effectively. Cost, quality, timeliness or other factor can also be the key to success.
- What is the conversion of JO per conversion of these calls and how does this vary based on the above factors?
- Then comes the fill ratio JO? This will vary based on support team of the organization engineers for a product
- Next, is the price and margin rate relative to your competitors and can you prove that you are worth it?
- Do you stand behind your sales, are there performance guarantees, volume discounts if needed, perks, etc.

**The above can be converted to a sales profitability algorithm, standards, a time series to track trends, etc.**

Improving a sales rep performance involves dissecting each element of their work and zeroing in on areas under par, also known as management by exception.



Mike Neidle is President of Optimal Management Inc. started in 1994 see ([www.optimal-mgt.com](http://www.optimal-mgt.com), LinkedIn Michael Neidle or call 650-655-2190, mentoring staffing owners and managers to maximize sales, profits and company value. He was Senior, Executive VP for 2 national staffing firms; CEO, CFO, Director of Planning/M&A and Marketing Director from start-ups to Fortune 500 Corporations. He has an MBA and an engineering undergraduate.

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# Four Ways to Get More ROI from Job Board Spend

By Matt Lozar

## Want your recruitment advertising to deliver better results?

In this quick [Snack Time video](#), Director of Recruitment Marketing Matt Lozar shares four proven ways to better manage your job board spend - and improve the ROI of your recruitment advertising:



*(click image above to watch the video)*

## What can your staffing agency do to get better results from your job board spend?

### **The 1st way: Eliminate year-long job board contracts.**

Why? 2020. Need I say more? First of all, annual job board contracts aren't required. Job board performance changes. That job board that worked really well in March might not work well in October. We need to have the control on our side to allocate the money to where your company is getting the best results.

What's more, your job orders could fluctuate in March. You might have had 100 job orders in October, and then in December, it could jump up to 200. Can you quickly increase and decrease your budget to match those job orders to deliver the quality and quantity of candidates you need?

### **We want to pay for performance, not just for presence.**

The job slots model has strengths; it has benefits. One of its weaknesses? You're paying for just the presence of your jobs. If you receive one application or 10,000 applications, the same cost is there for you every month. We want to pay for the performance and pay by the application to make sure you keep control, the budget on your end.

### **The 2nd way: Stop manual posting.**

Is your team manually posting and taking down jobs from one job board to multiple job boards? We need to eliminate that. Find ways to automate the technology that can help here, by sending a feed of your jobs or sending up a scrape of your jobs to the job board you want to sponsor on, or to the multiple job boards where you have sponsorship, allocating those jobs into campaigns or buckets based on job priority.



### **The 3rd way: Eliminate wasted job board spend.**

Every staffing firm has “runaway jobs” that receive way too many applications and just eat up budget disproportionately, while many other jobs desperately need more applications.

With programmatic technology, we can automate a turn-off switch when applications hit a certain level, to eliminate wasted spend on jobs that receive too many applications.

Then, programmatic can automatically kick-start poor-performing jobs. For example, a job might not have many applications after a day or two; let the software, the technology, automate to read that real-time data to increase the money allocated to those poor-performing jobs. By using programmatic data and technology to your advantage, you can make data-driven decisions: diverting job board spend that would’ve been wasted to boost applications for under-performing job postings.

### **The 4th way: Stop the posting and praying.**

Here’s an example: Job board A has \$2 an application, job board B has \$5 an application.

While at first glance it seems like we want to put our money on job board A because of the cheaper applications, it turns out that the candidate quality is much worse on job board A. So, we need to get 20 applications to receive a placement or a quality application from job board A, but we only need 4 applications from job board B to find a great candidate.

That’s twice the cost of the job board with the lower cost application. That’s really hurting us.

### **We need to put the money into the job board with the lowest cost per quality application.**

In this example, the data shows us we need to put the money onto job board B. The problem with all this? It takes technology, it takes expertise, to really get as much ROI out of the recruitment budget as possible.

### **Tired of annual job board contracts and job slots?**

We can show you a better way to get better results from your job spend. Schedule a [free consultation with a recruitment marketing expert](#) today!

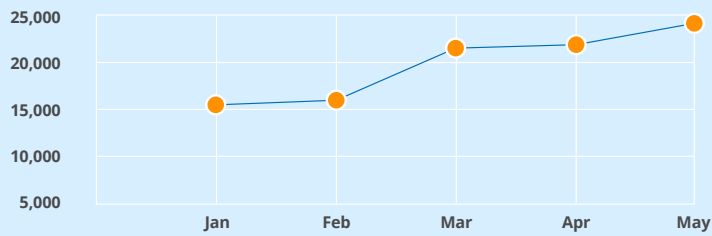
## Veterinary Industry Recruiting Snapshot

JANUARY 1 – JUNE 1, 2021

Insights Brought to You By  iHireVeterinary



### Jobs Added to iHireVeterinary by Month



### Top 10 Veterinary Career Titles



### Most Desired Candidate Skills



### Job Posting Trends

3,247

Average Characters in  
Vet Job Descriptions

38

Average Duration of  
Vet Job Postings

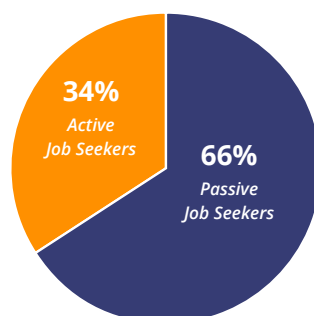
### Veterinary Job Seekers

576,500

Veterinary Candidates  
on iHireVeterinary

17.8%

of Candidates are  
Willing to Relocate



# TRENDS

Data derives from iHireVeterinary's job and job seeker databases.

 iHireVeterinary

[www.iHireVeterinary.com](http://www.iHireVeterinary.com)

Trends

## iHire Launches Enhanced WorkInSports Job Search Experience

Now part of the iHire family of 57 industry-focused talent communities, WorkInSports.com offers

new tools and features for sports-minded job seekers and employers

iHire and WorkInSports have completed their post-acquisition platform integration, bringing a new WorkInSports.com site experience and enhanced solutions to job seekers and employers in the sports industry. WorkInSports became the 57th industry-focused talent community in the iHire network when the companies merged in April.

WorkInSports job seekers can now access iHire-powered tools and features designed to help them find the right employment opportunities and grow their careers in the sports sector. Along with a new look and feel, WorkInSports' site offers members the ability to score their resumes against specific job postings with iScore Resume Match, work with a dedicated career advisor, take advantage of resume and cover letter writing templates, and get even more relevant, verified jobs matched to their qualifications and preferences.

WorkInSports job seekers will continue to receive access to WorkInSports' Podcast and career resources, sport management degree directory, and Sports Career Game Plan course. In addition, job seekers from iHire's other 56 talent communities can join WorkInSports to access over 20,000 sports employment opportunities.

For employers, the new WorkInSports offers iHire's full suite of recruitment marketing solutions – recruitment advertising, talent sourcing, and employer branding tools – built to connect them with sports-minded candidates fast. Plus, current iHire employers can tap into the WorkInSports talent pool – 47.4% of whom have direct sports industry job experience.

"We are confident that job seekers and employers will find the new, iHire-powered WorkInSports to be a gamechanger for how they search for employment and discover top talent in the sports industry," said Steve Flook, iHire's President and CEO. "We cannot wait to see what the future brings for our combined brands and for our customers as the sports world rehires and rebuilds, post COVID-19."

Job seekers and employers can experience the enhanced WorkInSports platform by visiting [www.WorkInSports.com](http://www.WorkInSports.com).

Need more WorkInSports? Sign up for free to attend the inaugural Job Recovery Summit, presented by WorkInSports and part of the multi-day Hashtag Sports 2021 annual conference, June 15-17: <https://hashtagsports.com/virtual/#hs21-reg>.

### About iHire

iHire is a leading career-oriented platform that powers a family of 57 industry-focused talent networks, including WorkInSports, iHireVeterinary, iHireDental, iHireConstruction, and iHireChefs. For more than 20 years, iHire has combined advanced job matching technology with our expertise in the talent acquisition space to connect job seekers with employers in their desired sector. With an industry-specific, candidate-centric, and data-driven approach to recruitment, iHire helps candidates find meaningful work, and employers find unique, high-quality talent – faster, easier, and more effectively than a general job board. Visit [www.iHire.com](http://www.iHire.com) for more information.

### About WorkInSport

Since 2000, Phoenix-based WorkInSports has been widely recognized as the #1 source for jobs in the sports industry. With over 8,000 sports employers nationwide actively posting their latest openings, WorkInSports has helped thousands of job seekers follow their passion and discover their dream career in sports – while providing them with resume-matching technology, a sport management degree directory, and valuable career advice articles and podcasts. Visit [www.WorkInSports.com](http://www.WorkInSports.com) for more information.

## NPAworldwide Adds 14 Recruitment Firms Globally

NPAworldwide is pleased to announce the addition of 14 new recruitment firms in the USA, Australia, Ireland, Spain, and India. NPAworldwide is the only recruitment network owned by recruiters.

Platinum Executive Group Pty Ltd ([www.platinumpeople.solutions](http://www.platinumpeople.solutions)), Melbourne, Victoria, Australia. Areas of focus include construction & engineering, accounting & finance, information technology & telecommunications, and sales & marketing

Supply Chain People ([supplychainpeople.com.au](http://supplychainpeople.com.au)), Brisbane, Queensland, Australia. Specializes exclusively in supply chain and logistics recruitment

Placement Experts ([www.placementexpertsusa.com](http://www.placementexpertsusa.com)), St. Louis, Missouri, USA and Pune, India. Primarily information technology recruitment with some focus on administrative, sales, and accounting roles

Ainsley Reid International ([ainsleyreid.com](http://ainsleyreid.com)), Dublin, Ireland. Specific expertise in aerospace, technology and financial services recruitment

The Panel ([www.thepanel.com](http://www.thepanel.com)), Dublin, Ireland. Specialists in executive, banking & treasury, legal & HR, funds & investment management, accountancy & tax, IT & business transformation

LS International ([ls-international.com](http://ls-international.com)), Barcelona, Spain. International executive search firm specializing in the consumer domain: CPG/FMCG, retail, e-commerce, fashion, luxury and consumer healthcare

JN Adams & Associates, Inc. ([jnadams.com](http://jnadams.com)), New Haven, Connecticut, USA. Executive placement firm specializing in the nationwide recruitment of top professionals in the areas of quality, engineering, and manufacturing

J. Patrick & Associates, Inc. ([www.jpattick.com](http://www.jpattick.com)), Kingston, New York, USA. Specialists in executive search for various technology industries, primarily sales, marketing and technical

Prime Source Recruiting, Inc. ([www.primesourcerecruiting.com](http://www.primesourcerecruiting.com)), Los Angeles, California, USA. Specific focus on sourcing quality physical therapists, occupational therapists, speech therapists, and medical device professionals nationwide

The Gallagher Search Group, Inc. ([www.gallaghergroup.us](http://www.gallaghergroup.us)), Allentown, Pennsylvania, USA. Recruitment services in the areas of accounting/finance, technology, staffing, healthcare, manufacturing & distribution management, engineering, HVAC, corporate training, company services, business solutions, and marketing

PLLT Virtual Consultants LLC ([www.plltvc.com](http://www.plltvc.com)), Dallas, Texas, USA. Recruitment specialties include accounting / financial services, cybersecurity, healthcare and technology

Illumin Advisors ([www.illuminadvisors.com](http://www.illuminadvisors.com)), New Orleans, Louisiana, USA. Focus is placing senior IT leaders and professionals along with business executives in the U.S. Gulf Coast market

Experigence Staffing Solutions ([www.experigence.net](http://www.experigence.net)), Las Vegas, Nevada, USA. Areas of focus include banking, engineering, operations, manufacturing and healthcare

"Congratulations to each of these recruitment firms," said Dave Nerz, president of NPAworldwide. "By joining our network, these firms are invested as owners. Our continued membership growth allows independent recruitment firms to more effectively serve their clients and candidates by adding or increasing split placements."

NPAworldwide membership is offered on a selective basis to independently-owned recruitment firms who meet the network's enrollment criteria and have a strategic interest in making split placements.

About NPAworldwide. NPAworldwide is a global recruitment network facilitating placements between its members. The network has more than 550 member offices across 6 continents. For more information, please visit [www.npaworldwide.com](http://www.npaworldwide.com) or [www.npaworldwideworks.com](http://www.npaworldwideworks.com).





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Editor: Pat Turner  
Art Director: Tiffany Turner  
Advertising : Rick Turner



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The background of the advertisement is a large, scenic photograph of a golf course. It features a lush green fairway, a sand trap, and a dense line of tall pine trees under a blue sky with scattered clouds. In the foreground, a calm lake reflects the surrounding trees and the setting or rising sun, creating a serene and picturesque view.

Dreaming of this view from your window?

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