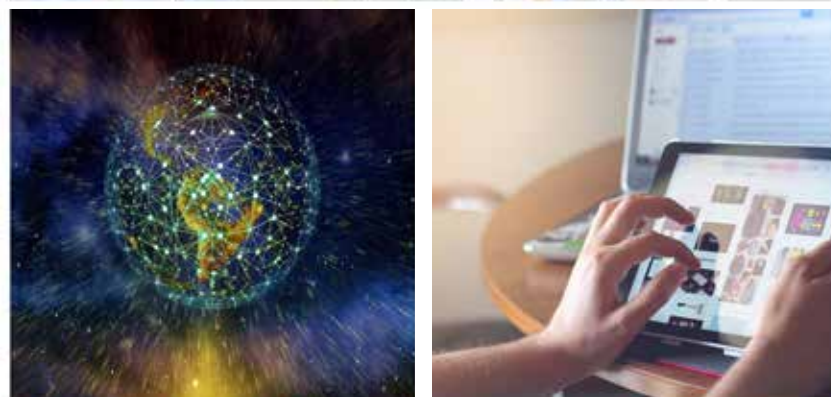


Relationships Are No. 1 ... With Temp And Contract Placements!



A Match Not Made in
Heaven: The Disconnect
Between Job Seekers
and Companies Hiring

Show or Tell – Let Your
Expertise Shine!

And NOT Or...

Candidate Quantity or
Quality? Why Less Is
More

*Check out our
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Letter From The Editor

I don't need to be redundant by saying these are historical times and are things ever changing. There I said it now, let's move on. Opportunities are abundant. More people are expected to change jobs than ever! Are you taking advantage of these unprecedented times?

Don't become a single minded LinkedIn recruiter. Read the advice experts are sharing in this issue with lots of tips and social media ideas. Find ways to stand out and attract the clients thru dedication and good client development. Attract those passive candidates by having a well defined plan that attracts those interested and have the skill sets you are looking for.

Michael Neidle's latest advice is don't get caught in the minutiae or he actually uses the word, imbroglio, referring to the complicated world of COVID including the politically confused. Stay professional and do the work you are meant to do and good things will come your way. If you are only in Direct Hire, consider adding Temp/Contracting to make your company worth more should you decide to sell. He gives examples of what happens during the economic downturns that happen about every 10 years and suggests creating market value in staffing.

As the schools start back up, hopefully in school and not home school, kids and adults will be able to perform better and interact with their peers. Learning good things from each other, including getting along and listen better will come out as we get back to meeting face-to-face. Good has come out of this and we are better people for it. Embrace the new world and find ways to recruit, staff and overall run a better business.

Happy Recruiting....

Pat Turner

DID YOU KNOW?

*...a new survey published by [FlexJobs](#) that revealed 48% of unemployed job seekers are frustrated in their job search because they are not finding the right jobs to apply to. That survey also showed that 47% are actively looking outside their current career to find employment, 85% are willing to take a pay cut in order to secure a job, and 40% have applied to jobs they think they're overqualified for. pg 5

* Reviews and testimonials are the physical evidence of your industry expertise. Publishing your feedback from clients and employees to your website is a key strategy to adding their powerful endorsement directly to your site. pg 9

* When everyone is busy, good customer service and communication skills can save time and make your organization more efficient. Keeping your finger on the pulse of your clients' needs will allow you to rapidly respond to issues important to them and lessen the probability of their looking elsewhere for staffing assistance. pg 13

* My fear is that far too many recruiters are exclusively LinkedIn recruiters. When they get an opening, the first and last thing they do is search LinkedIn. Sometimes it works...heck, many times it works. But, sometimes it does not. The recruiters that are so reliant on LinkedIn then look lost. pg 16

*According to The Manifest 2020 Recruitment Survey – 98% of HR Professionals perform background research about potential new hires. 90% of employers find social media important when they evaluate candidates and 79% of HR Professionals have denied a job to a candidate due to inappropriate content on social media. pg 17



Events & Trainings



SMART IDEAS Summit

August 19

Haley Marketing is putting on a virtual, full-day staffing industry summit to celebrate our 25th birthday. It will feature TED-talk style presentations from some of the staffing industry's most respected thought-leaders and business consultants (e.g., Barry Asin (Staffing Industry Analysts), Eric Gregg (ClearlyRated)), as well as from a few of our internal team members.

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A Match Not Made in Heaven:

The Disconnect Between Job Seekers and Companies Hiring

By Jennifer Roeslmeier

This week I came across a new survey published by [FlexJobs](#) that revealed 48% of unemployed job seekers are frustrated in their job search because they are not finding the right jobs to apply to. That survey also showed that 47% are actively looking outside their current career to find employment, 85% are willing to take a pay cut in order to secure a job, and 40% have applied to jobs they think they're overqualified for.

WHAT is going on in today's job market?

I ask that question because I found these stats *shocking*. For the past several months we've gone through the "candidate shortage" and what we would refer to as a "buyer's market." *Candidates have the upper hand*. They have the ability to negotiate for a higher salary, they have the opportunity to accept incentives they normally wouldn't be offered. Right...?

These stats from the job seekers perspective seem to paint a completely different picture than the picture that has been painted by companies hiring during the labor shortage.

Where is the disconnect?

Is it job descriptions not being written to fit the correct audience? Are key words lacking from job descriptions that job seekers are looking for? Are jobs being posted on sites where the right candidate isn't looking? It could be any of these things and *more*.

As I think about the candidate shortage though and factor in these stats, one thing is clear to me: Perhaps it's time to rethink the shortage from the "applicant's" perspective. Is part of the reason there is a shortage because job seekers aren't finding the job they are looking for? To me, it seems like this could be part of the case. So, how do we put jobs in front of the candidates that are looking for *YOUR* job? One way to do this is by taking a step back to rethink strategy. **It's time to think like an applicant.**

Put Yourself in the Shoes of an Applicant

Who would be the ideal person for your role? If you were this person, what would you want to see in the job description? What are key words this applicant may be looking for? What do you have to offer that similar roles don't? Why would someone want to work in *this* role at *this* company? What kind of person would be excited about this opportunity?

Also, think about where this person would be looking for a job. Re-evaluate if the location of this job posting is in the correct place the right applicant would be looking. I was recently on a trip in the Smoky

Mountains and stayed in a town called Gatlinburg. If you haven't been there, it's a touristy town right near one of the entrances to the Smoky Mountains. They have a whole street of shops, restaurants, and attractions. What I noticed though is that many of the businesses have a "help wanted" sign outside of the building. We even went to a restaurant that admitted they were short staffed due to the shortage, so wait times would be a little longer. When we looked around the restaurant, many of the tables were empty due to not having enough waiters and waitresses. What we later found out from one of the restaurant owners in Gatlinburg is that the town actually employs a lot of people from Romania.

Working in Gatlinburg is a good opportunity for them to work and live in the United States. I would never have guessed Gatlinburg would attract people from Romania, but two of our waitresses during the two days we were there were in fact from Romania! This isn't an example to say you should start recruiting internationally, but it's a perfect example of thinking outside of the box and thinking from an applicant's perspective. Who would find this as a good opportunity? Who would be excited about this position? Where would be the perfect place to post this job?

Reverse Roles. Take Advice You Would Give Candidates When Applying to Jobs

Similarly, to putting yourself in the shoes of an applicant, also reverse roles and take the advice you would give candidates. I was reading an article yesterday about tips for getting hired fast. It was a very good article and as I read it, it made me think that a lot of the tips could actually be reversed and used by companies hiring. Similar tips that could be applied include referrals, highlighting achievements, telling a story, creating an elevator pitch, noting what makes you different. Does this sound familiar? Job seekers need to sell themselves, but companies also have to sell themselves and the position, otherwise the perfect match won't happen. If a job seeker shows up in a nice dress on the first date and the company shows up in a pair of ripped shorts and a baggy t-shirt, one may right away have a bad first impression and not be interested. Let's take a deeper dive at making the right first impression!

Referrals

As we rely on applicants to have referrals, referrals could also be an advantage to the company hiring. Referrals could come in many different forms. It could be employees at the company hiring sharing the open job posting on social media and spreading the word among their network. It could also be employees taking the time to meet with the candidate to allow the candidate to ask questions about the role and talk to someone who is already working at the company. If you are a staffing and recruiting agency, you could even ask the company you are recruiting for to provide a couple of quotes from employees promoting why they like working at the company. These can be used to promote the position and even used in graphics when promoting the position on social media. Referrals give the role additional credibility and can attract more applicants.

Highlight Company Achievements



Has the company hiring won awards? Do they have any major accomplishments to highlight? If so, mention them in the job description. Awards and achievements are one way to help the job and company stand out from others, just as candidates may highlight achievements in a resume or in an interview.

Tell a Story and Be Specific

In an interview, candidates are advised to share their story and experience, talk about a project they worked on, or are often asked "tell us about a time...". Companies can also tell their story in a job description or during an interview. In a job description companies can highlight projects the position would be working on or projects that were just completed in the department. This gives applicants the opportunity to understand and get excited about the types of projects they would be working on.


In the job description also include a little overview of the company and the company's story. When was the company founded? What makes the company unique? What makes the company great to work for? These details give the company personality and allows the candidate to see a glimpse of the company culture.

Overall telling a story in your job description is important, but providing detail is also important. Be as specific as possible in your job descriptions. If the description is very general, it will blend in with other job descriptions and no one will be excited about it (or remember it for that matter.) Tell a story and be memorable!



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Editor's Note: Jennifer Roeslmeier - Senior Digital Marketing and Brands Manager at Automated Business Designs.

Ultra-Staff is a full-featured business solution with components for front office, back office, mobile and web suite. For more information on Ultra-Staff go to www.abd.net. Schedule an Ultra-Staff [staffing software demo](#) today and see the difference that the best back office features in the industry make.

Elevator Pitch

All candidates need to have an elevator pitch ready that's quick and describes them in the best way possible. Job descriptions, hiring managers, and recruiters should all have an elevator pitch as well. For the job description, you should start off the first 2-3 sentences with your pitch. Why should someone be interested in reading this job description? Why should someone be interested in this job? Start the job description off in a way that captivates the reader and entices them to keep reading more about the opportunity.

Additionally, elevator pitches can be given during an interview when talking about the company and job. Hiring managers and recruiters should have their elevator pitch ready that highlights the company and position in the best way possible. Add pieces of information that makes the position and company a desirable place to work. By the end of it, you will want the candidate to be lured into the job and company culture!

Why You? What makes you different?

We've touched upon highlighting what makes you different when telling your story and when creating your elevator pitch. This is something that candidates are always striving to do in resumes, cover letters, interviews. Overall, when approaching a position that you are recruiting for, this should be at the back of your mind throughout the process as well. Why should someone want to work in this role? Why should someone want to work at this company? What will someone gain working here that they can't gain anywhere else? The job and company have to be sold, just as an applicant needs to sell what they have to offer that's different from other applicants.

A Match Made in Heaven

While it would be great if we had a secret algorithm that matched jobs with the perfect candidates, even the Match CEO, Sam Yagan says, "We are still decades away from actually predicting the chemistry between two people." We may not be at the stage where an algorithm helps predict "chemistry" between a person and a job, but what we can do now is "think like an applicant." It is clear there is a disconnect in the current job market between companies and job seekers. Companies can't find workers and job seekers can't find jobs they are interested in. Is it because jobs aren't being posted in front of the right audience? Is it the job descriptions themselves that's not captivating attention and, therefore, candidates aren't finding jobs they are interested in? It could be a number of things, but by taking a moment to step back and see the perspective from "your other half" may be just the right way to connect with your perfect match.

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Show or Tell – Let Your Expertise Shine!

By Tony Sorensen

One thing staffing and recruiting agencies know better than anybody is the difference between simply working and actually getting the job done.

When it comes to your brand, you could be working hard and doing everything right by:

- **Starting from the ground up**, creating a brand guide complete with [all the elements](#) of a cohesive brand that defines your agency
- **Taking the time** to define what you do and who you serve
- **Log hours** creating and broadcasting [consistent messaging](#) that [resonates](#) with your audience
- **Build credibility** by living into [your company values](#) every day

So how could it be, after all this time and hard work, this strategy still might not move the needle?

We're wrapping up our 6-part series on brand credibility with one of the most crucial elements to building credibility: *demonstrating* your expertise.

Read on to learn about how demonstrating your expertise could be the most important ingredient to your brand strategy, the final step in building credibility and creating a winning and successful brand.

Expertise Puts the “-ability” in “Brand Credibility”

Can your staffing and recruiting agency [solve persistent and complex employment problems](#) for your partners? Of course you can! But how?

Simply telling your audience that you can create employment solutions and help their businesses grow is a good start. But stopping there accomplishes very little. It might be good news that you can create employment solutions, but unfortunately, your audience is [less likely](#) to choose your agency simply because you say you're up to the challenge.

Your audience is looking for more than lip service. They're looking for themselves in your content. Ideally, they're looking for a story or a challenge similar to their own, like finding and hiring job seekers in a [candidate-driven market](#). They're looking for the solution you (and only you) can provide and how it not only solved the problem but was the beginning of a years-long, [mutually beneficial partnership](#).

When you demonstrate your agency's expertise, you demonstrate a clear ability to get the job done. Only those agencies who can clearly [demonstrate proven results](#) will attract the most clients and job seekers.

Why Demonstrating Expertise Can Be a Tricky Business

Expertise is like salt. Too little or too much can spoil a recipe.

In the same way, demonstrating your expertise can be a tricky business. [Modesty in marketing](#) is always good. On the other hand, leaning too heavily into your expertise, and you risk blurring the line between genuine enthusiasm for your work, [and bragging](#).

The balance in developing and delivering just the right mix of expertise often comes down to subjective unknowables, like:

- Intuition to know what content works the best
- An ability to read an audience
- Tactfulness in how or where you tell those stories
- A moral compass to guide how much or how little to highlight your successes

Once you can create the right strategy, showing your work – from your process, successes, and even your mistakes – can build a potent back catalogue of expertise that is supported by the emotional weight of genuine storytelling.

Broadcasting Expertise With Your Digital Marketing Strategy

At Parqa, helping staffing and recruiting agencies demonstrate their industry experience is one of our [favorite things to do](#). Nothing moves the needle like telling your story through authentic, relevant stories on platforms like your website, social media, email campaigns, and many more.

When it comes to your online marketing goals, we believe there's an opportunity to leverage every digital platform available to broadcast your industry expertise. Here are some of the key tools and strategies we use to highlight your industry expertise in your marketing mix:

1. SEO

Primarily a tool to increase your agency's brand awareness and direct more traffic to your site – a key SEO strategy can make your agency rank higher in search results. The search engines which deem those higher-ranking sites to be the most authoritative sources in their industry or subject matter will make them more visible to consumers who will then associate your company with industry expertise.

2. Social Media

Not just for pictures of the office dogs. Using your social media platforms to create engaging and useful content, interact with your target audience and answer their questions is a great way to promote your staffing and recruiting agency and a powerful tool in demonstrating your expertise.

3. Blogging and Guest Blogging

What better way to demonstrate your staffing and recruiting know-how than to share or interpret industry information, trends, and interesting articles? Actively blogging and contributing blogs to other sites not only keeps visitors coming back to your site, but is also a great way to position yourself as a modern and savvy staffing and recruiting business.

4. Reviews and Testimonials

Reviews and testimonials are the physical evidence of your industry expertise. Publishing your feedback from clients and employees to your website is a key strategy to adding their powerful endorsement directly to your site. But you shouldn't stop there. [Responding to positive and even negative reviews](#) on Google or Glass Door is not only mature and thoughtful but demonstrates your commitment to following through on your commitment to excellence.

A promotional graphic for Parqa. On the left, the Parqa logo is at the top, followed by the text "Grow Your STAFFING FIRM Through Digital Marketing" in a mix of orange and white. Below this is a blue progress bar and a paragraph: "Our 'new normal' requires a new, digital approach to business. Discover how you can grow your staffing firm's ROI through digital marketing." At the bottom left is a button that says "GET A FREE MARKETING CONSULTATION". On the right side of the graphic is a photograph of a man and a woman in business attire looking at a tablet together.

PARQA

Grow Your
STAFFING FIRM
Through Digital Marketing

Our "new normal" requires a new, digital approach to business. Discover how you can grow your staffing firm's ROI through digital marketing.

GET A FREE MARKETING CONSULTATION

5. Customer Service

Providing excellent customer service is often not the foremost strategy in promoting industry expertise. But nowhere is word-of-mouth and strong relationships more powerful than in staffing and recruiting. When you go above and beyond to create a customer experience that is second to none, you're laying the groundwork for associating your strong brand with positive, uplifting experiences.

6. Case Studies

What better way to demonstrate your expertise than by telling a true story about a *real* client, with a *real* challenge, and a *real* strategy that accomplished *real* results? These should be editorially written with plenty of data to support the outcome. It's even better when you can get an authentic testimonial from your client at that specific organization to speak sincerely about the [great experience](#) they had with your firm.

It's okay if creating a digital marketing plan that leverages all of these powerful tools sounds like a tall order. That's where a digital marketing agency can help.

Entrusting your content strategy to a marketing agency – especially one that specializes in [serving staffing agencies and recruiting firms](#) – might be the best business goal you can set.

Everything Your Staffing/Recruiting Agency Needs to Know About Brand Credibility

Branding, maintaining your brand credibility, and demonstrating your industry expertise is an ongoing process. It's one that takes attention to detail, savvy and consistent commitment.

For everything you need to know about brand credibility and the importance of your agency's most powerful tool, check out our previous five episodes here:

- [1. The Set-Up: Brand Messaging for Staffing and Recruiting Agencies](#)
- [2. The Follow-Through: Living Into Your Company Values](#)
- [3. Brand Your Way Out of the Summer Slowdown](#)
- [4. How Messaging Can Resonate or Repel Clients and Candidates](#)
- [5. The Core Components of a Brand Foundation](#)

At Parqa, we're big believers in the power of branding. We want your staffing and recruiting agency to be empowered to create and sustain a powerful brand.

We'd love to help you create content and a strategy that will:

- Project the trust and reassurance that is so critical to your industry
- Establish your agency as the leading expert
- Help you to rise above your competitors
- Create and nurture leads
- Ultimately, grow your business

For everything you need to create industry expertise and brand credibility for your staffing and recruiting firm, [contact us today!](#)



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.

How To Recognize And Protect Yourself From Phishing Attacks

By Lynn Connors

According to the Federal Trade Commission ([FTC.gov](https://www.ftc.gov)), there has been a 768% increase in ransomware attacks through email scams. This is the number one attack vector for ransomware operators.

What is an attack vector?

It's the means by which hackers work to gain access to a network that hasn't been authorized. An attack can be passive or active, phishing is passive in that it doesn't impact system resources. It is usually harder to mitigate considering primary targets are not tech-savvy and the social engineering tactics used can be effective.

What is Phishing?

It's defined as "the fraudulent practice of sending emails purporting to be from reputable companies in order to induce individuals to reveal personal information, such as passwords and credit card numbers."

My husband works for a large corporation and just had an entire online class about phishing. His takeaway was, "if there is urgency in the email for you to take some type of action, beware."

Scammers use many different forms of communication to try and trick you. Consider email and text messages as a possible path for them to obtain your personal information. Their goal is to gain access to your money, and they are working to do so by stealing your personal information. Therefore, we are always told to never give out your social security number, account number to anything, passwords or other confidential and personal information.

"The FBI's Internet Crime Complaint Center reported that [people lost \\$57 million to phishing schemes in one year](#)." Scammers often update their tactics, but here are some signs taken directly from the Federal Trade Commission's website that will help you recognize a phishing email or text message.

Phishing emails and text messages may look like they're from a company you know or trust.

They may look like they're from a bank, a credit card company, a social networking site, an online payment website or app, or an online store. [Phishing emails and text messages often tell a story to trick you into clicking on a link or opening an attachment.](#)

They may:

- say they've noticed some suspicious activity or log-in attempts
- claim there's a problem with your account or your payment information
- say you must confirm some personal information
- include a [fake invoice](#)
- want you to click on a link to make a payment
- say you're eligible to register for a [government](#) refund
- offer a coupon for free items

Here's a real-world example of a phishing email:

Imagine you saw this in your inbox. Do you see any signs that it's a scam? Let's take a look.

The email looks like it's from a company you may know and trust: Netflix. It even uses a Netflix logo and header.

The email says your account is on hold because of a billing problem.

The email has a generic greeting, "Hi Dear." If you have an account with the business, it probably wouldn't use a generic greeting like this.

The email invites you to click on a link to update your payment details.



When we see logos from companies where we utilize their service or product everyday, I can see why many people are tricked by this type of scam. If you look in detail, often you might find a misspelling or something to alert you further about the fake email. In this Netflix example above, I also noticed that Centre is typically not spelled with an "e" at the end in the United States but is found more from British English writers.

Six Ways To Protect Yourself From Phishing

What can you do to ensure you are not scammed and work to try and protect yourself, your phone and computer in the best way possible? I reviewed information from the FTC, Microsoft and Cisco and found the below tips the most useful:

1. Use security software on your computer and phone and set it to update automatically.
2. Never share your personal or financial information by email, text or other methods.
3. Use multi-factor authentication wherever it is available.
4. Install firewalls and rotate passwords.
5. Back-up your data to protect it, such as through an external cloud storage.
6. Look for urgent or threatening emails and/or those with spelling and poor grammar.

Easily Accessible Resources In Action

I received a text message last week from "Whole Foods" and found what I did next was extremely easy and helpful. I googled it. I typed in "whole foods scam" to see if it was a phishing scheme and received all the information I needed. The headline read "old whole foods text scam making a comeback from 2018."

It was a good one too, I was almost ready to become a secret shopper! The text included the Whole Foods logo and noted they were beginning a research project where secret shoppers were needed.

I've served a client before through Reliance Staffing where we provided secret shoppers, so I knew this existed. We had provided this service to a 3rd party to shop at various groceries stores. I was excited for a moment about the opportunity and the teenagers I could share it with. The \$400 did make me think twice about it and Google clarified the texting scam quickly for me as I deleted the text.

Learn More About Staffing Software with COATS!



Security, storage, hosting and access to your data is a lot to keep up with on your own. Intellipath is the preferred partner for [COATS Cloud hosting](#) that provides users anywhere, anytime access that is fast, secure and reliable.

No hardware or software is required, and the data center is enterprise grade internet security with automatic backups ensuring the user's vital COATS data is protected. For more information, contact Chris Ferland at (317) 826-0295.

COATS Staffing Software can help you track and measure employee turnover. And our all-in-one [staffing software solution](#), provides a multitude of [remote hiring tools](#) to reach the 93% of job seekers who conduct their employment search online. Improve your job postings with our [online job posting software](#) with 70% of employees using job boards as their number one employment resource.

The advertisement for COATS Staffing Software features a dark background with abstract green and blue light patterns. At the top, the text "ONE, AND DONE" is written in large, white, bold, sans-serif capital letters. On the left, there is a logo consisting of a stylized, multi-colored flower or star shape above a dark blue rectangle containing the word "COATS" in white, bold, sans-serif capital letters, and "Staffing Software" in a smaller, white, sans-serif font below it. To the right of the logo, a large white quotation mark is followed by the text "THANK GOODNESS WITH COATS I CAN DO IT ALL. YOU GUYS ARE THE ABSOLUTE BEST IN THE INDUSTRY." in white, bold, sans-serif capital letters. Below this text is a small white rectangle containing the name "Thomas Monroe" and the title "General Employment Agency" in a small, white, sans-serif font. To the right of the quotation mark is another large white quotation mark. On the far right, the phone number "1-800-888-5894" is written vertically in white, bold, sans-serif capital letters. At the bottom, the text "SELL, ADVERTISE, RECRUIT, ONBOARD, VET, PLACE, PAY & INVOICE, AP & GL" is written in white, bold, sans-serif capital letters.

Relationships Are No. 1 ... With Temp And Contract Placements!

By Judy Collins

Your relationship with your client ranks as a critical factor to your success. Maintaining a good relationship and keeping your client happy takes hard work and constant vigilance in the face of today's chaotic employment market challenges. Be alert and aware of the factors important to your present clients so that you can satisfy their employment needs and keep them coming back to you when they need help. Build your client base by cementing your good reputation and developing your communication skills.

The importance of having a good relationship with your client is demonstrated in a recent webinar presented by Eric Gregg of ClearlyRated and Stephen Cerny of CareerBuilder, in which they noted that:

"While clients mostly view their staffing firms as key to helping them navigate the past year, half also agree that service and timeliness suffered."

According to their research, client companies and staffing firms alike struggled to respond to the challenges presented by the COVID pandemic. Issues such as remote working, levels of service, and missed deadlines were significant causes of concern. While most client firms recognized the importance of their staffing firm's efforts, a majority indicated that they were open to exploring other options or actively considering changing providers. This key finding should ring an alarm bell and lead you to work on your relationships!

Another key finding cited the three most important factors influencing a client's satisfaction with a staffing firm to be: strong match of candidates, professional staff, and good customer service, in that order. This finding points out the critical need to make the sound, professional match that you can and work on the "good customer service" part of the equation. Hear that alarm bell and improve your relationships, starting today!

A dialog with your client should be opened so that you can ascertain their level of satisfaction with your services. Ask for frank comments, and don't worry about having your feelings hurt. Remember that discovering problems early on in the relationship can allow you to take remedial action and perhaps avoid future issues. Don't assume that all is well. Find out what issues your client has so that corrections are made promptly. It is a small world – your reputation goes a long way towards winning new clients and keeping those you presently have.

When everyone is busy, good customer service and communication skills can save time and make your organization more efficient. Keeping your finger on the pulse of your clients' needs will allow you to rapidly respond to issues important to them and lessen the probability of their looking elsewhere for staffing assistance. Make sure that your customer service efforts result in a satisfactory transaction in the mind of the client. Phones should be answered promptly, emails and text messages responded to quickly, and care taken that any issue raised is being dealt with and not neglected. Back-up personnel in your office need to be assigned in the event of an absence. Your thoroughness in handling these aspects will go a long way to cement your relationship with your client and help preserve your reputation

Recruiter burnout has become a real issue. Since contract positions may be part of the staffing solution for many employers, you should consider building an inventory of candidates to service this requirement. You might consider bringing on a temp in-house to cover your staff when they are out on a much-needed vacation. If you plan for when someone is out of the office, everyone, your internal and external clients, will be assured that business is being taken care of.

To further improve your relationship with your client, you can partner with a back-office provider such as Evergreen Contract Resources to enable you to respond quickly to your client's needs. Evergreen will keep up with the requirements of the regulatory jurisdictions, so you do not have to. You can do what you do best: make placements! If you are set up in advance, you can provide services immediately. Call Evergreen today, and we will set you up. There is no cost or obligation. Use us when you need us. You can keep your clients happy if you recognize that **RELATIONSHIPS ARE NO. 1 ... WITH TEMP AND CONTRACT PLACEMENTS!**



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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.

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

QUESTION: Do you cap fees for higher salary positions at the \$150,000 or \$200,000+ level?

ANSWER: The simple answer is: No. Let me share an example of this type of situation, the client said they would pay \$150,000 to \$200,000 in a salary, we find somebody, and then the process gets competitive at the end, and they have to go to \$220,000 or \$210,000 to get their desired candidate.

In that situation, to show that I have no vested interest, I would cap my fee to \$200,000 because of the extenuating circumstances that occurred at the offer stage. As a trusted advisor, I want to help my client get this candidate through to the finish line.

This cap is done as a favor to my client, but not written into the fee agreement. There is nothing wrong with doing it necessarily if they give you a range of \$150,000 to \$200,000 to cap the fee at the high end of the range or pick a flat fee.

Sometimes, I will pick a flat fee in the midpoint of the salary range. If the client said they wanted to pay \$150,000 to \$200,000, I might sit there quietly and do some quick mental math. I really want the results fee to 28.6%, so $\$175,000 \times .286$ is \$50,005. I would then tell the client that I can do the search for a flat fee of \$50,000, especially if it is a retained search. I would explain to the client that I am removing myself from any vested interest if the salary goes higher than expected by quoting a flat fee.

I used this offer tactic quite often, especially with searches where I knew the space and what the potential salary was going to be. Also, at that salary level, you can include other aspects of the compensation, such as sign-on bonuses, any guaranteed compensation; for example, some higher-end VPs of Sales might have a \$3,000 or \$4,000 a month draw to help in their transition. We would put in guaranteed compensation into the proposal, but did not always get all of it, but would get part of it. Worst case, you do not get it, but generally, it affects the rest of the negotiation, and by that, I mean maybe you stick with a higher fee, but you drop the add-ons.

Negotiation is always the perception of both parties feeling like they got a good value, so when you layer more things on, which gives you a few more things to give up or negotiate against, it might take the argument a lot of times off the fee number itself.



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Coach Mike

And NOT Or...

By Chris Heinz

Over my 24 years in recruiting, I have heard lots of absolutes ...

"Internet candidates are only the low hanging fruit"...

"If they won't give you an exclusive, never work with them"...

"You'll never get anywhere with HR"...

You've never heard any of these before, right?

Recruiting is NOT a world of absolutes. It is also not a world of either/or. Recruiting is a world of ANDs! Whether you are doing business development and searching for new openings, or you're a recruiting beast looking for the best talent, there is not just one process to follow.

Client Development

When I started, client development (prospecting) was primarily done one way: have a list of companies, whether that be from some database or a list of want ads in the newspaper (remember those things), and call-call-call. When you got to the bottom of the list, you call the list again...and again...and again. Sound familiar?

The internet was still in its infancy of capabilities. Websites were comically bare-bones compared to today and Monster.com was primarily for the IT industry. If you had a friend visiting a different town that you wanted to market in, you'd plead with them to bring you back the yellow pages from their hotel room. Yup, those were the days.

Flash forward to the present day... We have SAAS services that have almost every contact you could imagine. We have multiple job boards within each industry where companies are promoting their openings. There are artificial intelligence platforms that believe they can match jobs to candidates successfully. There's this little website called LinkedIn.com that you can use for your marketing efforts and work to build an online brand (see my previous articles, "Be a Champion for your industry" and "The Power of Storytelling").

There are some recruiters who have shifted primarily to digital marketing. Send an email...send a text...send an Inmail ... I am all for working smart, but this career does not have an "easy" button.

If you are going to be successful in client development, you need to utilize the "AND" strategy:

- Make marketing calls, AND ...
- Call with an Impact Player, AND ...
- Call with a capabilities pitch, AND ...
- Partner with HR that values you, AND ...
- Send emails, AND ...
- Text, AND ...
- Send Inmails, AND ...
- Send market-focused email campaigns, AND ...
- Search job boards, AND ...
- Create great branding content, AND ...
- Attend industry-related conferences, AND ...
- AND ... AND ...

Talent Development

Recruiting has evolved much the same way over the past 20+ years. When I started, you would build a list of competitive companies in the geography where your client was located, work to find the names of the people within those companies, call and talk to a whole bunch of people who weren't even close to what you were looking for because the admin didn't know what they actually did, to find a few that were actually qualified. Then you would work to see if they were the right fit for your client's opportunity. If you couldn't find them in the local market, you would work in expanding geographic circles and repeat the process. There was not a database of people other than what you had built yourself. You explained to a hiring manager that the reason you are worth 30% is that we can find what you can't/won't find with their newspaper ad.

The number of recruiting avenues we have available to us right now is too numerous to list. But, the 200-pound gorilla in the recruiting world is LinkedIn. No longer do you need to make a call to a random name hoping they do what you're looking for because you can see their LI profile and have an idea of their background.

My fear is that far too many recruiters are exclusively LinkedIn recruiters. When they get an opening, the first and last thing they do is search LinkedIn. Sometimes it works...heck, many times it works. But, sometimes it does not. The recruiters that are so reliant on LinkedIn then look lost. They curl up in the corner and rock and forth because they can't find the talent to fill the role. I am sure that none of you reading this article has been this recruiter..

Implement the AND strategy here as well:

- Use LinkedIn to recruit, AND ...
- Make targeted recruiting calls to professionals within competitive companies, AND ...
- Send email campaigns to a targeted list of potential candidates, AND ...
- Search your database, AND ...
- Ask for referrals, AND ...
- Post your positions on the right job boards, AND ...
- Create compelling digital content and build your digital brand, AND ...
- Become an industry thought leader, AND ...
- General recruit, AND ...
- Connect with Universities that graduate students within your industry, AND ...
- Attend conferences, AND ...
- AND ...,AND ...

Don't just ride Space Mountain

If you were to go to one of my favorite places on earth, Disneyworld, I highly doubt you would only ride the same one ride over and over again. Don't get me wrong, there are definitely a couple of rides worth doing multiple times. But, if you are going to the "happiest place on Earth," would want to ride them all. The same holds true in our world. When you are marketing or recruiting (you know, the old names for what we do), don't just do one thing. It doesn't matter how good you are at that one approach. Utilize multiple approaches and you will find your success rate increase!

Chris Heinz is a Managing Partner with Westport One. With more than 24 years in the recruiting industry, he has become a thought leader in both recruiting and the healthcare industry. He is an eternal optimist while still being grounded in reality. Chris is an avid endurance athlete running more than 200+ raises of all distances. 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!

16 TIPS TO IMPROVE YOUR SOCIAL MEDIA PRESENCE

Viewing your presence on Facebook, Twitter, LinkedIn, and other social media sites is often your unofficial first impression. Does your social media presence help or hinder your ability to attract the best clients, candidates, and employees for your firm.

To answer that question, conduct a simple Google search on your name and review the results. Then review any other sites where you have a presence. Those could include Facebook, Twitter, LinkedIn, Flickr, YouTube, Instagram, Snapchat, Reddit, Pinterest, Tumblr, and blog sites to name a few of the most common sites.

According to a July 2020, article by Small Business News, "90% of prospective clients review your social media reputation and presence, before doing business with you.

It has become a normal process for hiring authorities to review your social media presence, often before they schedule an interview.

They review your online presence for the following reasons:

- Information online reveals many facts about you not included on your website.
- It is simple to review your professional, as well as social personality.
- Pictures are worth a thousand words.
- Learn about the people in your network.
- Review your past work history.
- Your posts and pictures often provide insight into who you are.
- Many red flags can be uncovered on your profile.

Think of how social media has impacted the Staffing and Recruiting Profession.

According to The Manifest 2020 Recruitment Survey – 98% of HR Professionals perform background research about potential new hires. 90% of employers find social media important when they evaluate candidates and 79% of HR Professionals have denied a job to a candidate due to inappropriate content on social media.

I have had potential candidates state, "I think it's important that a future employer knows where I stand on issues." I do agree that it's important that the culture and values of a company align with yours, but I'm sure there will be individuals in any company who do not share your exact views on politics, religion, or other sensitive topics. One of those people could be the hiring manager who could screen you out because of the strong views posted.

If utilized properly, social media can help potential clients, hiring authorities, and candidates find you. The following steps will improve your social media presence.

STEP # 1 - Buy Your Domain Name (Personal Name as well as Company)

Your first step is to identify a domain registrar (like GoDaddy.com) and purchase some variation of your name. If you have a common name you may need to become more creative or include your middle name or initial.

STEP #2 - Research Keywords for Your Profession | Industry

Identify the keywords or keyword phrases that prospective clients or candidates in your profession or niche use to search for Staffing and Recruiting resources.

STEP #3 - Publish Relevant Keyword-Rich Content

Once you have identified keywords and keyword phrases most relevant to your business, the next step is publishing content on social media sites that use those keywords and keyword phrases.

STEP #4 - Write Relevant Articles for Other Sites

This article is a perfect example of this piece of advice. I'm writing this article for Employment Marketplace but will then also share it in my LinkedIn Feed. From an SEO standpoint, search engines welcome high-quality content that adds value, especially when other sites link to it.

STEP #5 - Provide Free Advice

You will position yourself as an expert in your field if you provide free advice that would normally cost someone money to obtain. When prospective clients or candidates benefit by your advice, they would be likely to recommend you or determine how they could benefit you in return.

STEP #6 - Post an Innovative Alternative to a Best Practice in Your Profession

When you get people to consider an alternative solution to a common best practice you show your creativity and the ability to innovate. These are both highly desirable traits and will draw positive attention from your prospects and candidates.

STEP #7 - Comment on an Industry Relevant Blog

Identify the movers and shakers in your industry or profession and comment on their blogs. Again, this sets you up as an expert. Look for blogs with an active following.

STEP #8 - Share Posts Written by Leaders in Your Profession/Industry

A simple way to increase your visibility online is to share relevant posts written by leaders in your profession or industry. This shows your connections that you understand the type of content they would benefit from, again setting yourself apart from others.

STEP #9 - Follow the Movers and Shakers in Your Profession

Identify and follow the movers and shakers in your profession. Read their sites and comment when appropriate.

STEP #10 - Connect with Professional Association Leadership and Board Members

Individuals who serve in leadership of Professional Associations are well-networked and can often help promote your business and the services you offer if they are aware of your talents and experience. Target these individuals as important connections and show how they can benefit by accepting your invitation to connect.

STEP #11 - Request Feedback and Comments and Respond to 100%

When posting on social media sites, welcome comments or feedback and then respond to 100% of these posts. This helps establish rapport which can often lead to offline discussions.

STEP #12 - Attend Live Twitter Chats and Participate
Twitter chats are conversations that occur on Twitter at a designated date and time about a certain topic. Every Twitter chat has a hashtag, which allows anyone on Twitter to follow the chat or even participate. To participate in a Twitter chat, you will need a Twitter account. Offer relevant information that will position you as an expert to others participating in the live chats.

STEP #13 - Record and Post a Video or Audio Interview with an Industry Leader

Once you have connected with industry leaders, request the opportunity to interview them for your audience. The stronger your online presence, the more likely an industry leader will accept your invitation to be interviewed. Individuals who follow that leader often then connect with you or your company, because of the exposure you received during the interview.

STEP #14 - Share your Personality and Sense of Humor

I was once recording a promotion for a conference where I was the keynote speaker. In the middle of my video, my 55 lbs. dog jumped in my lap, and I just continued to record the promo. I then sent the group the funny video with my dog and then a more serious conference promo. They decided to use the one with my dog, because it made them laugh. Their attendance almost instantly skyrocketed, and the video resulted in one of the highest reactions I've ever received on any of my social media sites. People want to get to know you, and everyone enjoys and often needs a good laugh.

STEP #15 - Publish Relevant Short Videos on YouTube

When creating courses for LinkedIn Learning, they convinced me that most learners preferred videos that were no longer than three minutes. Record short videos on relevant topics and you will reach many of your connections who would much rather watch a video than read anything! Videos must become a part of your social media strategy.

STEP #16 - Add Your Social Media Profile Links to Your Email Signature Line

Make it simple for anyone to connect with you on social media with a simple click.

When you implement any of these steps you will be sought out by the clients and candidates your company deserves to represent. As a result, you will increase sales, profits and will help your company flourish.



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The Evolution of Frictionless Payments

By Ed Whitehead

Frictionless payments are essential for ecommerce platforms to reduce the barriers between online shopping and completed checkouts. The buying process needs to be easier for both the customer and the seller, because an enjoyable user experience leads to higher conversion rates and fewer abandoned shopping carts.

Effective frictionless payments are essential for both large and growing businesses. When done right, frictionless payments improve the checkout process by eliminating waiting times, which creates a faster checkout experience. It's all about reducing barriers and the steps towards a completed sale. Ultimately, frictionless payments should feel like a natural part of the customer experience.

Understanding how frictionless payments have developed and reviewing the history of buying processes will help us understand how businesses will be able to continue their growth in the digital age. So, let's explore the evolution of frictionless payments and predict how businesses will drive higher conversion rates and create better customer experiences in the future.

1950: Debit and credit cards

The credit card was developed in the mid-twentieth century, but it wasn't until 1973 that the card payments system was computerized. This frictionless payment reduced transaction times to just one minute and gave rise to the era of electronic consumer payments. Computerized payments would eventually allow for future online transactions, where ecommerce businesses could contact banks to finalize payments with ease. In 1994, Stanford Federal Credit Union in California was the first financial institution to offer online internet banking, leading the way for online transactions to begin in 1995.

1999: 1-Click

Bookseller turned global conglomerate Amazon patented an online transaction process called '1-Click' in 1999. This allowed customers to buy products with just a click of a button. Items could be purchased at the product level, without adding to a shopping cart, meaning that customers could buy a product in a flash. Voila: no shopping cart abandonment. With 1-Click, personal details and your bank account details are stored online, safely assuming that users are content with the same delivery address and bank account being used for every transaction.

The patent has since expired, meaning a flurry of businesses can now utilize this frictionless checkout method. Given the global average rate for shopping cart abandonment is 69.8 percent, skipping over the shopping cart means that ecommerce businesses can maximize their conversion rates and generate more sales through this simple process.

2003: Chip, pin, and tap

Going back to credit and debit cards, a more recent development contributed to the evolution of frictionless payments. In 2003, the introduction of Chip and PIN in the UK allowed cards to store data in a small chip on the face of a card. This data could then be accessed using a four-digit PIN, authorizing the payment. The American conversion to chip and PIN was announced in 2012 and completed in 2015.

Not only did this process increase efficiencies for both customers and businesses by automatically authorizing payments rather than signing a receipt, but it also curated a secure form of payment. Only those with access to the card and the secret PIN could access the account. The advance demonstrates how frictionless transactions can be made easier, but importantly, more secure at the checkout.

Contactless payments were introduced in 2007, making the checkout process even easier. Today, one in five card payments is contactless.

2011: The mobile revolution

As mobile phones became smaller, they became as much an essential accessory as a wallet or purse. They're with us all the time. So it's not surprising that these handheld devices have become ingrained in the checkout culture. Leading mobile manufacturers, Google, Apple, Android, and Samsung all launched digital wallets between 2011 and 2015, allowing users to complete transactions with them rather than their debit or credit cards.

These transactions had the added security benefit of authorizing payments through a fingerprint or facial scan. Furthermore, these digital wallets could be used in-store or online, storing personal data to automatically fill in those arduous forms with personal details, delivery addresses, and billing addresses. The innovation helps further speed up online sales and transactions.

Now and the future...

As online transactions become easier and quicker on the customer side, some obstacles for businesses to achieve a completely frictionless payment remain. Businesses must ensure that they balance the risks and rewards that come with streamlining checkout and ensuring protection from fraud and abuse.

As the popularity of omnichannel sales, digital wallets and one-click buying continues to develop, innovative ways to maximize sales without being affected by fraud and abuse have been developed. Commerce protection platforms, such as [Signifyd](#), drive automated decisions on all transactions, approving more good orders and recovering lost revenue from chargebacks. This streamlines the customer experience, limiting the need for authentication forms and processes. Overall, commerce protection platforms feel like a natural part of the checkout process, going unnoticed by customers, and they can increase conversion rates by four to six percent on average.

Frictionless payments will continue to improve, creating better customer experiences and improving business performance. As more sales move online, and transaction speeds and efficiencies increase, it's important to tackle attempts of fraud and abuse. At every stage of the evolution of frictionless payment, new processes are helping to make every transaction safer and more worthwhile for customers and businesses.

Editor's note:

Ed Whitehead is the Managing Director of EMEA for Signifyd, where he leads a team dedicated to the expansion and support of Signifyd's client base.

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MID SIZED RECRUITING Growing Companies STAFFING SMALL



Creating Market Value in Staffing

By Michael Neidle

You can make a good living by doing Direct Hire (perm) as a small company, but this often doesn't translate into maximizing your market value and having several potential buyers. There are a few reasons for this, principally as temp staffing (contracting) generates "an annuity" or continuous revenue stream by having numerous temps on billing. This, compared to smaller Direct Hire firms operating on a contingent fee basis.

Every hour a temp is on assignment they are generating sales, while making a direct hire placement pays off sporadically. Temp is sort of like farming, where one gathers a small amount of grain into each bushel, but the bushels add up to a fairly regular food supply vs. Direct Hire which is like hunting and shooting elephants which can be either feast or famine. Let's look at the last 3 recessions Y2K dotcom bubble (2001-2002), the Great Recession (2007-2008) and the Covid-19 pandemic (2020). In the first downturn Temp revenue fell, 5%, in both 2000 and 2001, while DH was off 13% and 24% in those same years. A few years' later Temp sales dropped 4% and 24%, while Perm slipped 12% and 51% which precipitated a dramatic hiring freeze and layoffs. The last disaster was a sharp one, but due to quick government action to development of vaccines, it was shorter in duration. Temp fell 8% in 2021 and is recovering well now. Direct hire declined 28% and it too is up in 2021. There is a downturn every 10 years or so. The relative impact were in phase with each other, but the magnitude of the decline was 2½ to 4½ times greater for Perm, with an average of 3 times greater for Perm vs. Temp. And buyers hate instability in sales and profits.



Mike Neidle is President of Optimal Management Inc. started in 1994 see (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.

The next item is the concept of replaceable parts within any process. Perm staff are harder to find and if and when they leave, they can take business with them and leave a void in the company not as easily fixed as with Temps where the processes and training is less critical than the personal networks established by Direct Hire producers who often work a full desk (get JO's and candidates). This does not apply to large retained search firms (head hunters) like Korn Ferry and Heinrick & Struggles with entrenched partners operating under a very different model than small contingency DH staffing firms. There is a saying in Perm that "your assets walk out the door every night". A DH placement with clients can generate \$20,000 to \$50,000 a pop vs. a Temp which costs him \$15-\$75/hour, so the client has a lot more invested in his trust with the person he has relied upon for Perm placement deals. This clearly raises the risks on a deal to buy a staffing firm doing mainly perm. During a downturn companies usually have a hiring freeze on headcount, which usually counts their employees, and usually not those who are employees of the temp vendor. If the key DH person is the owner the ability to sell is even more acute as that asset then evaporates.

Then there is the magnitude of Temp vs. Perm. Perm represents 90% of the staffing market or \$135 billion in revenue, vs. \$17 Billion in DH. Companies wanting growth have a far greater opportunity in Temp and buyers want at least \$1 million in EBITDA to consider a deal which is hard to do in Perm.

And here are a few follow up thoughts. Is it easier to manage a fewer number of Perm employees than many times that number of Temp? Yes. Are Temp workers comp a bigger headache and have more legal exposure? Yes. Is Perm a simpler business to run than Temp? Yes. Can you find many buyers for a contingent DH firm? No. For these reasons can you sell a Perm company for as high a price/earnings (P/E) ratio as your Temp one? No. So if you want to maximize the value of the company you have to build the Temp segment of your business (typically with high margins). Perm can be the rich icing on a cake with 100% margins vs. about ¼ of that for temp, but not a reliable source of nutrition, analogous to Temp being your meat and potatoes. If you have less than 10% of your sales in DH that's usually OK and it's usually harder to find suiters for a large company with a large DH component. But running a Temp business requires a different mindset than Perm, and one's ability and comfort level in transitioning from contingent DH to building a more complex temp business.

However, there's an alternative to an outside sale, this is via the MBO noted above which can be financed via the businesses free cash flow. We have done this successfully when the company is too small, the asking price can't be met for an external sale, their DH is too high, etc. And there is an MBO safety valve, that if the MBO team can't not make the agreed upon sales price in full in the time allowed, the sale is not consummated. It's similar to making the last payment on a home mortgage to the bank in order to transfer the deed in trust to the home owner.

Growing Companies

Candidate Quantity or Quality? Why Less Is More in Modern Recruiting

By Jason Hayes

Would you rather receive 100 job applicants, 90% of whom are unqualified or irrelevant for your open position? Or would you rather attract 10 applicants, 90% of whom are high-caliber, top-notch candidates?

I frequently hear from recruiters who are hyper-focused on candidate quantity: they cast wide nets to increase their chances of finding the right fit. While it's understandable that some may take this approach – especially if monthly quotas must be met and “number of applicants” is a critical KPI – focusing on candidate *quality* can be a far more efficient and effective strategy.

Think about it this way: If just 10 applicants out of 100 meet your requirements and warrant an interview or phone screen, you'll spend valuable time and resources reviewing resumes and cover letters to narrow down your talent pool. That process is even more cumbersome if you don't have an applicant tracking system (ATS).

Now, if you receive just 10 applicants who are largely well-qualified, you'll have a much easier time paring down your talent pool to identify your eventual new hire faster. This leaves you with more bandwidth for engaging and nurturing applicants and ensuring a positive candidate experience (with plenty of personalized communication).

Quality Over Quantity: A Smart Strategy in 2021

Given today's unique employment landscape, a “quality over quantity” approach is particularly savvy. With more than 9 million unemployed Americans, you're bound to receive a flood of applications for in-demand job titles. That reason alone is enough to steer your focus away from applicant volume.

By casting a wide net in your recruitment, you may attract the wrong type of modern job seeker – one who, although qualified on paper, may never respond to your request for a phone screen or, worse, “ghost” you for an interview.

Further, with a quality over quantity approach, you'll be able to act quickly on top talent. Without an application overload, you can zero in on just a handful of qualified candidates. A-players are likely applying for multiple jobs and receiving competing offers, so the sooner you can move them through your funnel, the better. Additionally, when you're reviewing dozens and dozens of resumes and have just seconds to spend on each, it's easier to let a great candidate slip through the cracks – mistakes happen when you move too fast!

Go Industry-Focused for Qualified Talent

Testing the waters of a “quality over quantity” approach to recruiting can be as simple as expanding your recruiting toolbox. If you typically post jobs or search for resumes on large, all-encompassing job boards, why not try an industry-specific or niche platform?

With an industry-focused approach to recruiting, you're more likely to attract candidates who are dedicated and passionate about their particular sector. They know their career goals and possess real-world experience in their field (or are actively working to obtain that experience). Plus, industry-focused job seekers don't have the time to wade through all the irrelevant jobs on larger, generic platforms. In many cases, these job seekers aren't even using general job boards, so recruiters enjoy the added benefits of tapping into a different talent pool with no overlap in candidates.

That said, niche job boards tend to be most fruitful when hiring for highly specialized positions – those hard-to-fill roles that require very specific qualifications – as well as mid- and upper-level and salaried positions. For example, if you're looking for a licensed veterinarian, you'll attract just that, versus job seekers who aspire to hold a veterinary career or simply “like animals.” Similarly, if you're looking for a proven sales account manager for a construction firm, you won't be bombarded with applications from retail sales associates and cashiers. See the difference?

Whether you try an [industry-specific job board](#), niche talent community, or association website, aiming for candidate quality over quantity pays off. With this approach, less *is* more in modern recruiting, as you save time, resources, and frustration in finding the right talent in a competitive, crowded job market.

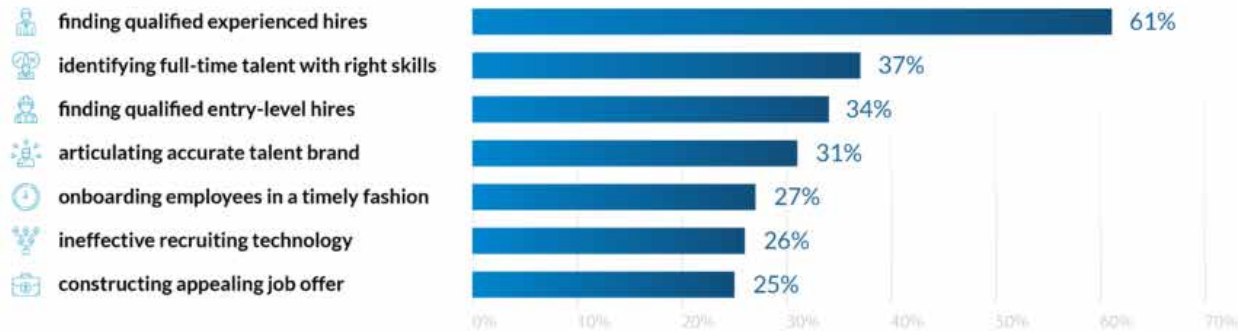
Editor's Note: Jason Hayes is VP of Employer Sales & Customer Success at iHire

3 Key Recruitment Trends You Should Know

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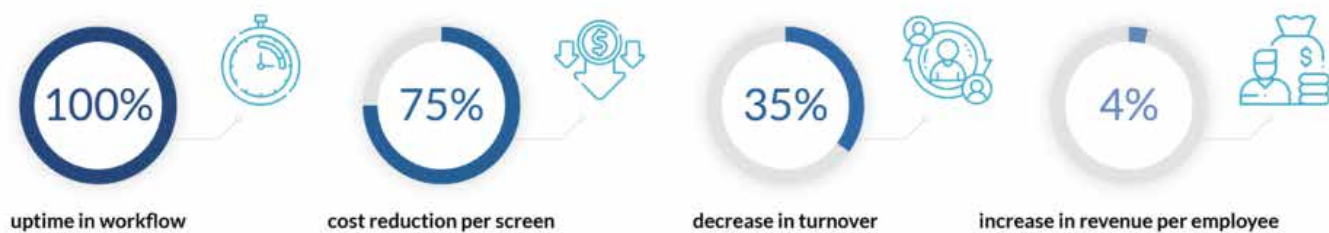
1 Biggest recruitment challenges

Source: Deloitte



2 Benefits of AI recruitment

Source: Ideal 2019



3 What candidates want from jobs

Source: Glassdoor



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July Staffing Employment Recovers From Holiday

New Assignments Surge

After two weeks of holiday-related declines, the ASA Staffing Index for July 12-18 rebounded (+3.9%) from the prior week—reaching a rounded value of 97. Despite the recovery, many staffing firms cited the ongoing effects of Covid-19 as a factor limiting further employment growth. Staffing jobs were up 36% from the same week last year, a significantly narrower year-to-year gap compared with the average of 49% seen over the previous 15 weeks.

New starts surged 10.2% on average, with half (52%) of staffing companies reporting gains in new assignments week-to-week.

The ASA Staffing Index four-week moving average held at a value of 96. Temporary and contract staffing employment from mid-June through mid-July grew 38% compared with the same period in 2020, also narrower than the average year-to-year gap of 47% from the prior 15 reporting periods.

“Demand for staffing services has rebounded post-holiday as evidenced by a continued upward trend in temporary and contract employment levels,” said Cynthia Davidson, ASA senior director of research.

This week, containing the 12th day of the month, will be used in the July monthly employment situation report scheduled to be issued by the U.S. Bureau of Labor Statistics on Aug. 6.



If you would rather not receive future communications from American

ASA Staffing Index

Current Week 97.18
4-Week Average 96.08

Changes in Employment Over Time

From Last Week	Year-to-Year
+3.90%	+35.82%
4-Week Avg. Y-to-Y	
+37.80%	

Weekly Changes by Company Size

Less than \$7.5M	\$7.5M - \$24.9M
+2.55%	+2.47%
\$25M - \$99.9M	\$100M or more
+5.92%	+4.04%

Staffing Association, let us know by clicking here.

American Staffing Association, 277 S. Washington St. Suite 200, Alexandria, VA 22314 United States

Split Placement Network NPAworldwide Adds 7 New Members

GRAND RAPIDS, MICHIGAN, USA – NPAworldwide, a member-owned split placement network for recruiters, is pleased to welcome the following members enrolled in June 2021:

EdTechLabs Europe (edtechlabs.com), Bratislava, Slovakia

International IT recruitment

Jameson Legal Group Limited (jamesonlegal.com) London, United Kingdom

Award-winning global recruitment business providing lawyers and compliance personnel to leading law firms and in-house legal and compliance departments

Montgomery Hassell Inc. (montgomeryhassell.com), Roanoke, Virginia, USA

Specialists in direct hire placements in manufacturing, distribution, engineering, including executive, C-suite, operations and operational support functions

AMS Practice Managements (amsmanagements.com), Worcester, Massachusetts, USA

Areas of focus include sales, marketing, business development, human resources

Double Down Group, LLC (www.doubledowngroup.com), New York, New York, USA

Specialists in the financial technology and financial services industries

Covington Recruitment Group, Los Angeles, California, USA

Heavy focus on enterprise software across all industries

Selective Resources LLC (www.selective-resources.com), Cincinnati, Ohio, USA

Boutique recruiting firm specializing in healthcare and managed care leadership positions throughout the USA

“Congratulations to these recruitment firms,” said Dave Nerz, president of NPAworldwide. “By joining our split placement network, they are invested as owners. Membership in NPAworldwide allows executive 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 or www.npaworldwideworks.com.



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