

# 5 Reasons Why You Didn't Close the Deal



Use Data to Master Staffing Process & Supercharge your Agency



Attracting High-Value Clients:



A History Of Recruitment Era 3: Revolutionizing the Staffing Industry



Generational Differences of Candidates for Employment

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# DID YOU KNOW?

\* By acknowledging the diversity of the current and future workforce, you have taken the first step in serving the needs of those seeking to enter or change positions in the American workplace. pg 5

\* You take your ego out of the equation. Salespeople need to take their ego out of the transaction and remember their only goal is to close the deal. It's not about arguing a case in front of a jury. pg 7

\* Data can be used to match candidates to jobs more effectively by identifying the skills and experience that are most important for each job. This can help staffing firms reduce the time it takes to fill positions and improve the quality of their hires.. 12

\* Social media platforms offer fertile ground for connecting with potential high-value clients and revealing your agency's brand personality, so it's essential to not only be on the right one(s) for your target audience, but also actively interact with them on the one(s) for your target audience. pg 14

\* A great idea would be for you to have everyone you supervise conduct a weekly review as well. So often you or the people who work for you don't realize the time wasters that are eating up your valuable time and sabotaging your success. pg 17

\* The first official launch of job board sites took place in 1992 when Bill Warren introduced 'Online Career Center.' Job boards made it easier for candidates to find job openings and apply for positions. Instead of relying solely on print advertisements or physical job fairs, candidates could now access a wide range of job opportunities through websites, career portals, company career pages, and recruiters' opportunity pages. pg 18



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A monthly examination of issues and concerns being voiced by employment candidates with search and staffing professionals. Veteran counselor and educator Frank Burtnett responds personally to each career question. EMinfo readers are encouraged to submit their questions for Dr. Burtnett at [ednow@aol.com](mailto:ednow@aol.com)

## Generational Differences of Candidates for Employment Demand Individualized Attention

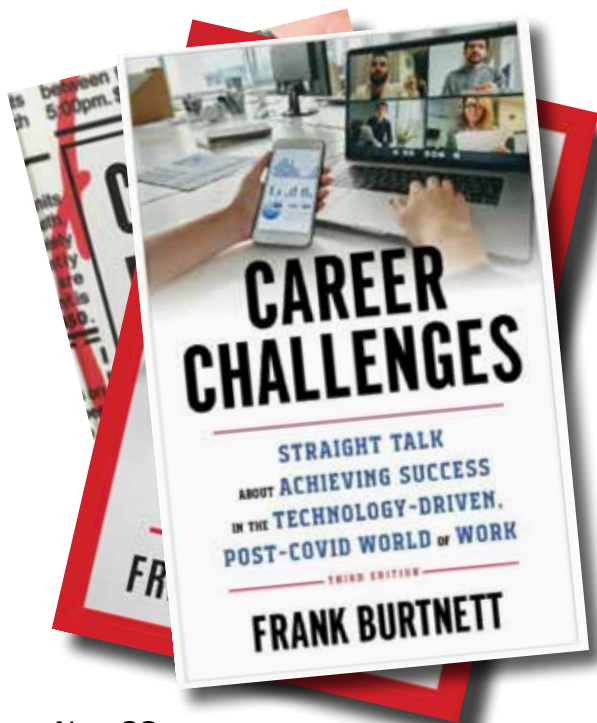
**EMInfo Reader:** How can recruiting and staffing industry professionals respond effectively to an emerging workforce that is expected to represent the broadest spectrum of people possessing the greatest assortment of ideals, values and interests in history?

**Dr. Burtnett:** By acknowledging the diversity of the current and future workforce, you have taken the first step in serving the needs of those seeking to enter or change positions in the American workplace.

There are, however, some other elements of the question that demand attention. Social scientists today will attest to the differences that have come to be identified by Dr. Jill Novak in her research and writing (see reference below). Dr. Novak has identified the following six living generations as displaying the living and lifestyle characteristics that separated them from generations that both preceded and followed them:

- GI Generation
- Mature/Silents
- Baby Boomers
- Generation X
- Generation Y / Millennials
- Generation Z

Regardless of the identities that are used to label different age groups, recognition of how time and events can influence people is the first step in providing first-rate services to them. It means that the service provider acknowledges that individuals of varying ages look at the world differently than their parents and grandparents and accept the notion that their children and grandchildren will adopt identities that reflect the times in which they are living.



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Topics are drawn from Dr. Burtnett's book,  
**Career Challenges**

*Straight Talk about Achieving Success in the Technology-Driven, Post-COVID World of Work, 3rd Edition* (Rowman & Littlefield Publishing Group)

& represent those witnessed regularly by search & staffing professionals.

Recruiters and staffing specialists know better than how most how candidates of varying ages and representing different generations see and approach their careers, occupations, and jobs. Those that recognize and dismiss the belief that “one size can fit all” are likely enjoying the greatest success in their recruiting and staffing work. Allowance for any and all types of individual differences is known to result in a personalization of the transitional process that will result in a win-win situation.

As one example, let’s look at one characteristic that the younger generations appear to value greater than their elders---life work balance. In matters of compensation and benefits, on- or-off site work settings, work calendars, and other employment protocols, Gen Xers, Yers, and the others comprising the rising workforce members are more desirous of life-work balance than earlier workers. The extent to which recruiters and staffing professionals learn and accommodate such differences will play an important role in how they will build a relationship and benefit from the services you place before them.

Each generation, using a mix of personal, social, cultural, cognitive, or other influences, has added to the ways individuals view work in their lives and the aspects of work they hope to find when they enter or move about the workplace. Not finding the qualities and characteristics they desire in their current employment may be the reason they become active candidates for job change. The more personal their view of your approach to helping them may become the most important factor in their desire to work with you.

Bottom line: View every candidate as if she/he was your only candidate!

Note: Readers may wish to examine the generational characteristics that Dr. Jill Novak of Phoenix University and Texas A&M University has assigned to each of the generations that are currently living in America. Her writing can be found at:

<https://www.marketingteacher.com/the-six-living-generations-in-America/>

The Career Mechanic is a monthly treatment of a career development issue or problem by Frank Burtnett, Ed.D, an educator, counselor, author, and consultant.



Dr. Frank Burtnett has spent his lengthy career working with educational and career development initiatives engaged in the design and delivery of programs and services that bring maximum career success and satisfaction to individuals from across the life-span. His academic preparation has resulted in being awarded the Master of Arts and Doctor of Education degrees in counseling by the George Washington University (DC). And the Bachelor of Science Degree by Shippensburg University (PA).

He is a Registered Counselor (RC478) in the state of Maine and has earned the National Certified Counselor (NCC) and National Certified Career Counselor (NCCC) credentials of the National Board of Certified Counselors (NBCC), as well as the Certified Personnel Consultant (CPC), the Certified Temporary Staffing-Specialist (CTS) and Certified Employment Retention Specialist (CERS) credentials of the National Association of Personnel Services (NAPS). Further, he served as the NAPS certification and education consultant from 1994 to 2021. Readers may direct questions to him at [ednow@aol.com](mailto:ednow@aol.com).

# 5 Reasons Why You Didn't Close the Deal

By Bob Pettke

Every salesperson has been at that point where they "didn't close the deal." Perhaps the prospective customer went with a competitor instead or they decided to keep doing what they are currently doing. Why didn't they move forward with *your services or solution*? This is the million-dollar question that a salesperson asks themselves after losing a deal. So, what happened? Here are 5 reasons why you might *not have* closed the deal.

## **1. You didn't follow up (enough)**

It takes between 8 and 12 contacts to close a deal. That said, most salespeople only follow up once or twice before moving on. Whether it's because of time constraints, or laziness, lots of deals that could be closed are getting left on the table.

## **2. You tried selling to the wrong person**

Not all prospects are created equal, but you wouldn't know that if you polled a bunch of salespeople. They're selling to the wrong person because they're not the decision maker, whether it's a husband without his wife, or the wrong executive at a large firm. Salespeople can also make the mistake of selling to someone who isn't even in the market for their product.

All of this can be avoided by qualifying the prospect with the right questions up front, rather than just crossing your fingers and hoping for things to work out.

## **3. You made it about you**

This might be one of the toughest mental shifts for salespeople to make, but when you're talking to a prospect, you need to remember that it's all about them. It's not about you. Your goal should be to find out what they want, what makes them tick. Only then can you solve their problem.

Who you are and what you can do for them only comes secondary to who they are and what problems they have. Remember that the next time you pitch a prospect and you'll get much better results.

## **4. You got defensive**

As salespeople, we want to be liked. When someone isn't receptive to our pitch or starts acting difficult, our immediate instinct is to become defensive or push back. But this is the wrong approach if you want to be a sales success. The saying goes "Win the argument, or win the deal," and it's absolutely true.

You take your ego out of the equation. Salespeople need to take their ego out of the transaction and remember their only goal is to close the deal. It's not about arguing a case in front of a jury.

## **5. You didn't create enough value**

When you put aside all of the tactical aspects of selling, you are left with the question of whether or not there was enough value

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created for the buyer. Price can be a consideration of course, but when enough value is created for the customer, it justifies a potentially higher price.

Always understand what the value of your product is, and, more importantly, where the value is for the customer, you're talking to. Many salespeople forget that they're not in the "selling" business as much as they are in the value-creation business.

## Time to Close the Deal

As you read these 5 reasons, perhaps you realized where you went wrong on the last deal you lost. The good news is, there are many more sales to be won. By adjusting your approach and analyzing why they didn't go with your services and solutions, you can set yourself up for success in closing the next deal.

Ready to close the next deal with a robust CRM solution designed for staffing? [Ultra-Staff EDGE staffing and recruiting software](http://www.abd.net) is equipped with the latest sales tools, including pipelines and quota tracking to help you stay ahead of the curve. Ultra-Staff EDGE is a full-featured solution with components for front and back office, web portals, onboarding, mobile, data analytics, and scheduling. Visit [www.abd.net](http://www.abd.net) to learn more.



Bob Pettke is the Chief Sales Officer at Automated Business Designs, developer of Ultra-Staff EDGE Staffing and Recruiting Software. Prior to joining Automated Business Designs, Bob worked in the staffing industry as a dynamic leader for 15 plus years and wore many hats at staffing companies that ranged in size from \$35 million to \$2.5 billion in sales. Bob is excited to now work in the technology side of the industry and help staffing companies streamline their growth with Ultra-Staff EDGE. As a former user of Ultra-Staff EDGE, Bob attests much of his recent success in staffing to the rock-solid stability and flexibility of the solution.



# 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](mailto:mikeg@therecruiteru.com) and we can have a quick chat to see if or how we can help.



## How to Sell a Retainer on an Existing Search

**The advent of internet research has made recruiters lazy in asking for referrals.** When I was on a desk, back in the old days, we did not have access to a human being that could put together the personal email address, cell phone number, name, and title of clients and candidates. Back then, a name was precious because it was tough to get companies to reveal any information. They were wise to recruiters. So, I looked for qualified referrals whenever I got a candidate on the phone. That process is equally compelling today.

### The Referral Goal

My goal was to get two candidates from every candidate conversation, whether they were interested in the opportunity or not. People are going to tell you no. In theory, if you get two names for every person you talk to, you will always have another person to call. Again, it is statistically true that you would never run out of names if you got two contacts for every candidate you speak to. Now, no matter how good you are at this, some candidates will not give you any. Some will provide you with three or four. But based on my experience, you can average two.

### Qualified Referrals Step 1: The Approach

Let's assume you spoke to the candidate. For whatever reason, it's not the right time, not the right company, not enough money, or they are generally not interested in the opportunity.

#### I would say:

*Hey, candidate; obviously, the timing of my call is off for you right now.*

You want to use that line because it signals to the candidate that you have stopped selling. When you signal to someone that you have stopped selling, they will relax. If you can see them, you will see their diaphragm relaxing, knowing that you are about to get off the phone. So, take advantage of it.

My approach was never: Hey, I am working with this great company. They are growing a bazillion percent a year. They are the most outstanding company in the widget industry, and you have got to work for them. **My conversations were always very consultative.** *Hey, candidate, I have no idea if you are looking to make a move. I just wanted to see if you are open to hearing about something that could be potentially stronger than your current situation. What are your thoughts on that?* And I would engage them in a conversation. **I only talked about the opportunity once I fully developed at least some motive for them to make a change.** So, I did not just pitch. I hate that word, but I use it on purpose because it makes us commodity brokers as recruiters if we throw things at people and have not fully adopted a diagnostic process.

### Qualified Referrals Step 2: Dealing with Tire Kickers

Some candidates will say to you, look, I do not have time for this. I will not continue this conversation if you cannot tell me about the opportunity. Obviously, then, Mr. or Ms. Candidate, the timing of my call is not good right now. You sound thrilled with what you are doing. Because if this is just about this current job *and not about identifying what you want to hear about, you are probably just curious, and I can appreciate that. I am going to let you go then.* **The human being that is really interested in making a career change, or even remotely interested, will stop you. The tire kicker is going to go, fine, goodbye.**

For those who live in the RecruiterU world of metrics, it still counts as an RP. It still counts as one presentation, even if it was that quick. I found early in my career, **when I capitulated to those types of people and told them about the opportunity, almost none of them were interested.** Then it just switches the dynamic of the relationship. From that point forward, the candidate knows that if they threaten you with removing themselves, they will get what they want, and that is not the way I want to start, or I suggest any of you start, a relationship with a candidate.

Ask Coach Mike

### Qualified Referrals Step 3: Securing the Referral

**Obtaining the referral all starts with the diagnostic approach. Is the candidate open to conversation? What are they interested in hearing about? And do they have the motivation to pursue an opportunity at this point in their life? The reason to get the referral comes when you have determined they are not interested.**

The Script

*Obviously, the timing of my call, candidate, is not good right now. You are well situated, or this is not the right opportunity. Before I let you go, real quick, who do you know – not do you know – who do you know that excels in this role?*

They'll likely respond with: *I don't know anyone who's looking.*

*I understand. The person that you are probably thinking of most likely is not looking. But in my experience as a recruiter – I don't even get into if they talked to me and they might change their mind – my experience as a recruiter is the guy or gal I am going to place is buried four or five deep, meaning I am talking to you, who is going to pivot me to somebody else, who is going to pivot me to somebody who might pivot me to somebody who is ultimately interested. The benefit, Jim, is that I will keep your name out of it and have the call I had with you. Are you open to hearing about something potentially stronger than your current situation? As you said, they are not looking, but I might have something they want to hear about three, six, or nine months from now, a year from now, and then they might know somebody who is looking.*

See, when you take out that filter of, don't know anyone who is looking, it opens their field of vision. When you ask for referrals, you cannot just ask who do you know. When you ask who do you know that excels, it is still too big of a window for their brain to scan quickly. Who do you know, maybe somebody that you used to work with at your existing company that moved on? Does anyone come to mind? Anyone at one of your former companies that you worked with that you respect who comes to mind? Anyone of your competitors or people you have seen at a trade show who comes to mind?

As you are narrowing the field, you are narrowing the silos of where their mind can go. Because they can easily scan people they work with at their current company. They can easily scan several names of people they worked with at a former company versus opening up their whole universe. I found that to be really, really effective.

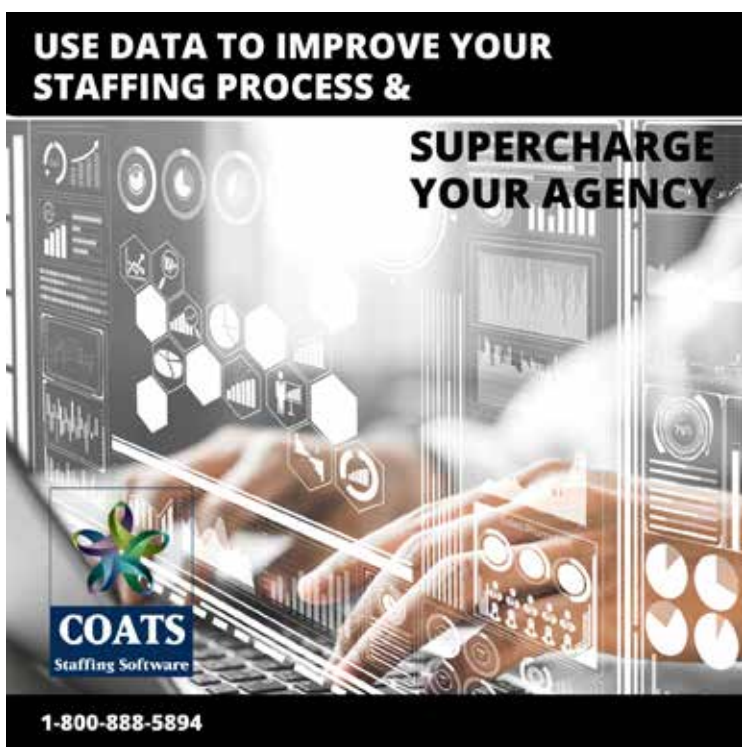
If they stay stubborn, look, you know, yeah, I have a couple of people. Let me talk to them first. I go back to that other line. It is probably not going to happen. You are too busy. It is not your job. I will keep your name out of it, Jim. Unless you want me to use your name, I will keep your name out of it.

This is challenging. I would even go as far as to say: *Did I put any pressure on you on this call to make a move? Was I at all a pushy recruiter, grinding you to send me your resume, like other recruiters? I asked if you were open to hearing about something, and you were not, and we discovered why. You gave me a few bullet points of the things you would want to be kept aware of. That is exactly what I am going to do with the person you are thinking of. So, candidate, who is that person?*

That is how persistent I was with it. You will build a really, really good network of candidates if you have a goal for every candidate conversation to get two referrals.

I appreciate the question, it is an area that I know people are struggling with.





By Lynn Connor

# Use Data to Master your Staffing Process and Supercharge your Agency

Data can help staffing firms understand where to focus their efforts and how to price their services, match candidates to jobs more effectively, identify and retain top performers, and improve customer satisfaction. Let's start by looking at what has changed in the staffing industry over the last year or two and why using data for the sake of client service is key.

To begin with, we continue to see employees and employers embrace remote and hybrid work. In the past, staffing firms typically relied on face-to-face interactions to source, screen, and interview candidates. The pandemic accelerated the shift to remote work, and many companies are now offering hybrid or remote work options as a permanent benefit. This has been changing the way that staffing firms operate, as they need to be able to source, screen, and interview candidates from all over the country. Many staffing agencies are also offering some form of remote work to their own in-house employees. This allows staffing firms to attract and retain top talent, regardless of where they live.

Next, skills are becoming more specialized. With the rapid pace of technological change, the skill set that employers are looking for is becoming increasingly specialized. Employers are looking for candidates with specific skills and experience, and they are willing to pay a premium for top talent. This is making it more challenging for staffing firms to find qualified candidates, but it is also creating new opportunities for them to develop expertise in specific industries or skill sets.

And, for our discussion today, staffing firms are increasingly investing in and using data and technology to improve their operations. This includes using data to identify trends in the job market, match candidates to jobs, and track recruiter performance. Staffing firms are also using technology to automate tasks and streamline processes. Data is becoming increasingly important for staffing agencies to stay ahead of the curve. By understanding their workforce and the market, staffing firms can improve their efficiency, accuracy, and profitability.

Here are a few ways that staffing firms can use data to improve their processes:

## **Identify trends in the job market.**

Data can be used to identify trends in the job market, such as which industries are growing or shrinking, which skills are in demand, and what salary ranges are being offered. This information can help staffing firms make better decisions about where to focus their efforts and how to price their services.

For example, a staffing firm could use data to identify that the healthcare industry is growing rapidly and that there is a high demand for nurses. This information could lead the staffing firm to focus on recruiting and placing nurses. The staffing firm could also use this

information to increase their prices for nurse placements.

### **Understand the skills and experience of their workforce.**

Data can be used to understand the skills and experience of a staffing firm's workforce. This information can help staffing firms match candidates to jobs more effectively and develop training programs to upskill their workforce.

One such technical staffing firm used their data to identify that their workforce has a high average number of years of experience in the IT industry. This information led the staffing firm to focus on recruiting and placing candidates with IT skills. The tech staffing agency used this information to develop training programs to help their workforce stay up-to-date on the latest IT trends.

### **Match candidates to jobs more effectively.**

Data can be used to match candidates to jobs more effectively by identifying the skills and experience that are most important for each job. This can help staffing firms reduce the time it takes to fill positions and improve the quality of their hires.

Another staffing client used data to identify that the most important skills for a software engineer position were Java programming and experience with AWS. This information allowed the staffing agency to focus on recruiting and placing candidates with these skills. This information could also create a screening process that identifies candidates with the most relevant skills and experience.

### **Track the performance of their recruiters.**

Data can be used to track the performance of recruiters, such as the number of candidates they source, the number of interviews they schedule, and the number of placements they make. This information can help staffing firms identify their top performers and provide them with accolades and further resources they need to succeed.

Data used by Reliance Staffing & Recruiting to identify recruiters who consistently sourced a large number of qualified candidates was found to be valuable. This information resulted in the creation of a monthly income share, which resulted in higher placements because each of the five offices wanted to be at the top of the list and receive the highest profit share.

### **Improve customer service.**

Data can be used to improve customer service by tracking satisfaction levels and identifying areas for improvement. Staffing firms, for example, can use data to identify if clients and employees are pleased (or not) with the services they are receiving from your agency.

One vendor many staffing firms utilize for this industry specifically to track customer service is ClearlyRated. [ClearlyRated](#) helps staffing firms leverage NPS® to maximize service quality and amplify the voices of their happiest candidates and clients. Through survey programs, you measure the client, talent, and employee experience, build an online reputation, and differentiate on service quality. Staffing agencies are also made aware of unhappy clients through this data, which provides a great opportunity to repair service before the relationship is severed.

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[COATS Staffing Software](#) is a powerful tool that can help staffing firms collect, analyze, and use data to improve their processes. COATS Staffing Software offers a variety of reports that can help staffing agencies improve their processes. Here are a few specific examples:

**Candidate Pipeline Report:** This report shows the number of candidates in each stage of the hiring process, from sourcing to placement. This can help staffing agencies identify bottlenecks in the process and make necessary adjustments.

**Recruiter Performance Report:** This report shows the performance of each recruiter, such as the number of candidates they source, the number of interviews they schedule, and the number of placements they make. This information can help staffing agencies identify their top performers and provide them with the resources they need to succeed.

**Client Satisfaction Report:** This report shows how satisfied clients are with the services they receive from the staffing agency. This information can help staffing agencies identify areas where they need to improve and make sure that they are meeting the needs of their clients.

**Revenue Report:** This report shows the staffing agency's revenue from different sources, such as placement fees and training fees. This information can help staffing agencies track their progress and make informed decisions about their business.

**Commission Report:** This report shows the commissions that recruiters have earned. This information can be used to motivate recruiters and ensure that they are compensated fairly.

In addition to these standard reports, COATS Staffing Software also offers the ability to create custom reports. This allows staffing agencies to generate reports that meet their specific needs. For example, a staffing agency could create a report that shows the number of placements made by industry or by skill set.

By using the data and reports provided by COATS Staffing Software, staffing agencies can improve their efficiency, accuracy, profitability, and customer service.



To learn more about how COATS Staffing Software can help you use data to gain a competitive advantage, attract and retain top talent, and improve your staffing process, please visit our website or request a demo.

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The advertisement features a dark background with a glowing green and blue abstract pattern. It includes the COATS logo, a testimonial quote in a white box, and a phone number on the right side.

# Attracting High-Value Clients: Leveraging Digital Marketing Strategies for Recruitment

By Samantha Prost

Effective marketing strategies are crucial today more than ever for recruitment agencies seeking to attract high-value clients. Leveraging the power of digital marketing can significantly impact your firm's success by reaching a wider audience, showcasing your expertise and positioning your brand as a top choice for employers in need of recruitment services.

But what are the most essential digital marketing strategies that can help your recruitment agency attract and engage high-value clients? Let's explore.

## Optimize Your Website for Conversion

Your website is your firm's virtual storefront, and it needs to [make a strong first impression](#). Instead of investing tons of money to drive potential clients and candidates to a website that leaves them with more questions than answers, make sure you have optimized it for conversion, which means directing visitors toward a desired action that drives them further down your sales or recruiting funnel.

First, ensure your website is visually captivating, user-friendly and flawlessly mobile-responsive—a non-negotiable feature these days. Implementing compelling calls-to-action (CTAs) that nudge potential clients towards taking desired actions—like reaching out to your firm, scheduling a consultation, or accessing a valuable document or whitepaper will also feed them down the right funnel. A website streamlined for conversion will inspire high-value clients to delve deeper into your services.

## Content Marketing for Thought Leadership

[Content marketing](#) is an effective way to position your firm as a thought leader in the recruitment industry. Plus, that thought leader content is one of the key tools for building a strong brand. By delivering authentic and genuine content that uses the expertise, insight and experience of the author, with the goal of sharing that wisdom with others, you are creating value, building knowledge and taking a stand within your industry.

A recent report found that [78 percent](#) of consumers made a purchase decision based on values, and 55 percent are much more likely to purchase from a company that shares their values. This isn't to say that people will only want to work with you as a recruiter if they share your values, but it shows a significant trend about humanity; we gravitate towards what is comfortable.

A well-executed thought leadership strategy will help your firm reach its engagement and revenue goals, and whether you realize it or not, you have in-house thought leaders with valuable ideas and innovation that should be capitalized on. Have those thought leaders create high-quality, informative content that showcases their expertise and addresses the pain points of potential clients. Writing and sharing [blog posts](#), whitepapers and industry insights not only attract organic traffic but also build trust and credibility with employers seeking recruitment partners who understand their needs.

## Search Engine Optimization (SEO)

We have talked about [SEO](#) for years now, and as AI and [generative search](#) come into the conversation, it's

important to note that SEO will remain the strong foundation of any successful digital marketing strategy, regardless of industry.

Over half ([68 percent](#)) of online experiences begin with a search engine, so it seems like that's a great place to start your digital marketing strategy. According to the same [recent report](#), 53.3 percent of all website traffic comes from organic search, and SEO drives more than 1,000 percent more traffic than organic social media. As important as social media seems to your brand, that alone should make the platforms take a backseat to a strong SEO strategy.

Conduct keyword research to identify relevant search terms used by potential clients when seeking recruitment services. Optimize your website content, meta tags and headings to rank higher in search engine results. Then use that research to build a strong [SEO strategy](#) that enhances your firm's visibility and attracts qualified leads. You can also do things like updating and republishing old blog posts with new content and images, which has been shown to increase organic traffic by as much as [106 percent](#) in 2022.

## Social Media Engagement

Did you know [98 percent](#) of recruitment, talent acquisition and employer branding teams used social media in 2023, leaving only two percent in the dark? Did you also know [eight people](#) get hired every minute from LinkedIn alone?

Social media platforms offer fertile ground for connecting with potential high-value clients and revealing your agency's brand personality, so it's essential to not only be on the right one(s) for your target audience, but also actively interact with them on the one(s) for your target audience.

You have endless options when it comes to social media content and engagement, from sharing industry news and success stories to crafting [thought-provoking](#) and insightful content to foster meaningful connections with high-value clients. Whatever you choose to do, it's important to build your employer brand. It doesn't matter that you're hiring for other companies instead of your own; it should be your social goal to build up an audience of loyal fans who think working for you or your clients is their dream job.

On the flipside, most recruiting firms aren't looking for candidates right now. They have plenty of candidates but are in need of new clients and job orders. The same thought applies here; every company decision maker you engage with should fall in love with what you have to offer their company on top of filling their job orders.



## Pay-Per-Click (PPC) Advertising

PPC or keyword search ads appear in search engine results with a "Sponsored" label that is often overlooked because it looks so similar to the organic search results. In fact, if you were to look up something in a search engine right now, it may surprise you just how many results have that little phrase above them. That's because [96 percent](#) of advertisers spend money on search ads.

PPC advertising enables your agency to stake its claim at the zenith of search engine results and social media feeds. Today, [65 percent](#) of small to mid-sized businesses have a current PPC campaign. Invest in targeted [PPC campaigns](#) that focus on specific keywords and behaviors relevant to your ideal clients. By bidding on pertinent keywords, you can attract potential clients actively seeking recruitment services.

And don't limit yourself to the most obvious ad channels—consider where your ideal clients might be spending time online and see if that channel or platform offers an advertising component. Spoiler alert—nearly all of them do! From Google to Bing, LinkedIn to Facebook, Instagram and TikTok, Hulu to Reddit, there's a place for everyone.

## Email Marketing Campaigns

Despite the return on investment (ROI) for email marketing being [\\$36 for every \\$1 spent](#), so many people dismiss it as a useless or unprofitable marketing tool in 2023. But not only is it useful and profitable, it's also essential for recruiting firms to reach their network of clients and candidates. Did you know there are [four billion](#) daily email users today? And that number is expected to reach 4.6 billion by 2025.

Email marketing remains a [powerful tool](#) for nurturing leads and maintaining relationships with high-value clients. You can develop personalized email campaigns that provide valuable insights, industry trends and updates about your agency's services. You should also be segmenting your email list(s) based on client preferences to ensure that content delivery is always pertinent and engaging.

Don't listen to those who go around yelling, "Email is dead!" because it's just not the truth.

## Influencer Partnerships

Influencer marketing is the process of partnering with influential people in your industry to promote your brand. The idea is that by association, your company will gain traction with the influencer's audience, and you'll be able to tap into a new market. You see this a lot with products, but it's just as valuable for B2B services such as recruiting or consulting.

In 2023, [67 percent](#) of marketers surveyed said they planned to increase their influencer marketing budget in the next 12 months, and more than 80 percent said they intend to create a dedicated budget for it. This most likely has to do with the expected global market worth to be around [\\$21.1B as we enter 2024](#).

Partnering with industry influencers can expand your firm's reach and solidify its credibility. Identify thought leaders, human resources professionals or key figures in your target industries, and orchestrate collaborations with them through co-hosting [webinars](#) or creating other forms of content. These influencers can help amplify your agency's message and bring it under the spotlight of high-value clients.

## Video Marketing

Video content serves as a captivating format to humanize your agency and underscore your team's expertise. From YouTube to TikTok, [over 90 percent](#) of marketers plan to use video in their current and upcoming content strategies. This statistic shouldn't be a surprise to anyone who is paying attention as video is a versatile [type of content](#) that engages your audience and boosts your ranking potential.

Options are nearly endless when coming up with ways to incorporate video marketing into your firm's strategy. You can create informative [videos](#) that offer insights into your recruitment process, explain and provide commentary on current or upcoming industry trends, and furnish employers with tips for talent acquisition solutions. Compelling video testimonials from satisfied clients can also wield a profound impact on potential high-value clients, as well as recorded Q&A sessions with industry experts.

—  
As a recruitment agency seeking to attract high-value clients, embracing [digital marketing](#) strategies is paramount. From optimizing your website for conversion to crafting compelling content and leveraging social media engagement, each strategy contributes to your firm's success. Remember that consistency, authenticity and a client-centric approach are essential elements of effective digital marketing.

By keeping your finger on the pulse of digital marketing trends and harnessing the potential of technology, your firm can not only attract high-value clients but also retain them. You can establish yourself as a leader in the recruitment domain, a trusted partner for high-value employers. [Recruiters Websites](#) stands ready to guide your firm through this digital transformation. Witness your client base swell with high-value employers who value your recruitment expertise.

  
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# Owner's Outlook

## Stand Back And See The Big Picture

by Barbara Bruno



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!

Staffing and recruiting firm owners work in a fast-paced, time-intensive, high-pressure, and ever-changing environment. If you are a producing owner, you have at least two full-time areas of responsibility which can often cause you to work *in* vs. *on* your business.

I attended an owner retreat, and we were told, "Work *on* not *in* your business" which sounded great but wasn't practical when I looked at all that I had on my plate. However, if you don't stand back and see the big picture you are limiting your success, the success of your team and the profits of your business.

The first strategy I would suggest you implement is the weekly review. Every Friday afternoon, block off at least thirty minutes on your calendar and ask yourself the following questions:

### **Question one: What did I do right?**

This represents the 20% that provides you with 80% of your results.  
(Your goal is to spend most of your time focusing on the results oriented 20%)

### **Question two: How did I waste time?**

(Make a commitment to stop those actions immediately)

### **Question three: What new idea should I implement to improve my results?**

(Select one idea every twenty-one working days)

Review your position and company as if you were a hired consultant. This weekly review has several benefits:

- Holds you accountable weekly
- Prevents a bad week from escalating to a bad month
- Will consistently improve your results, sales, and profits

This will help you be proactive vs. reactive, and you can identify and solve small issues before they escalate to become major problems. This weekly review forces accountability and continued changes to improve results.

A great idea would be for you to have everyone you supervise conduct a weekly review as well. So often you or the people who work for you don't realize the time wasters that are eating up your valuable time and sabotaging your success.

### **CONDUCT A GAP ANALYSIS**

When you became an entrepreneur you had specific goals and objectives in mind.

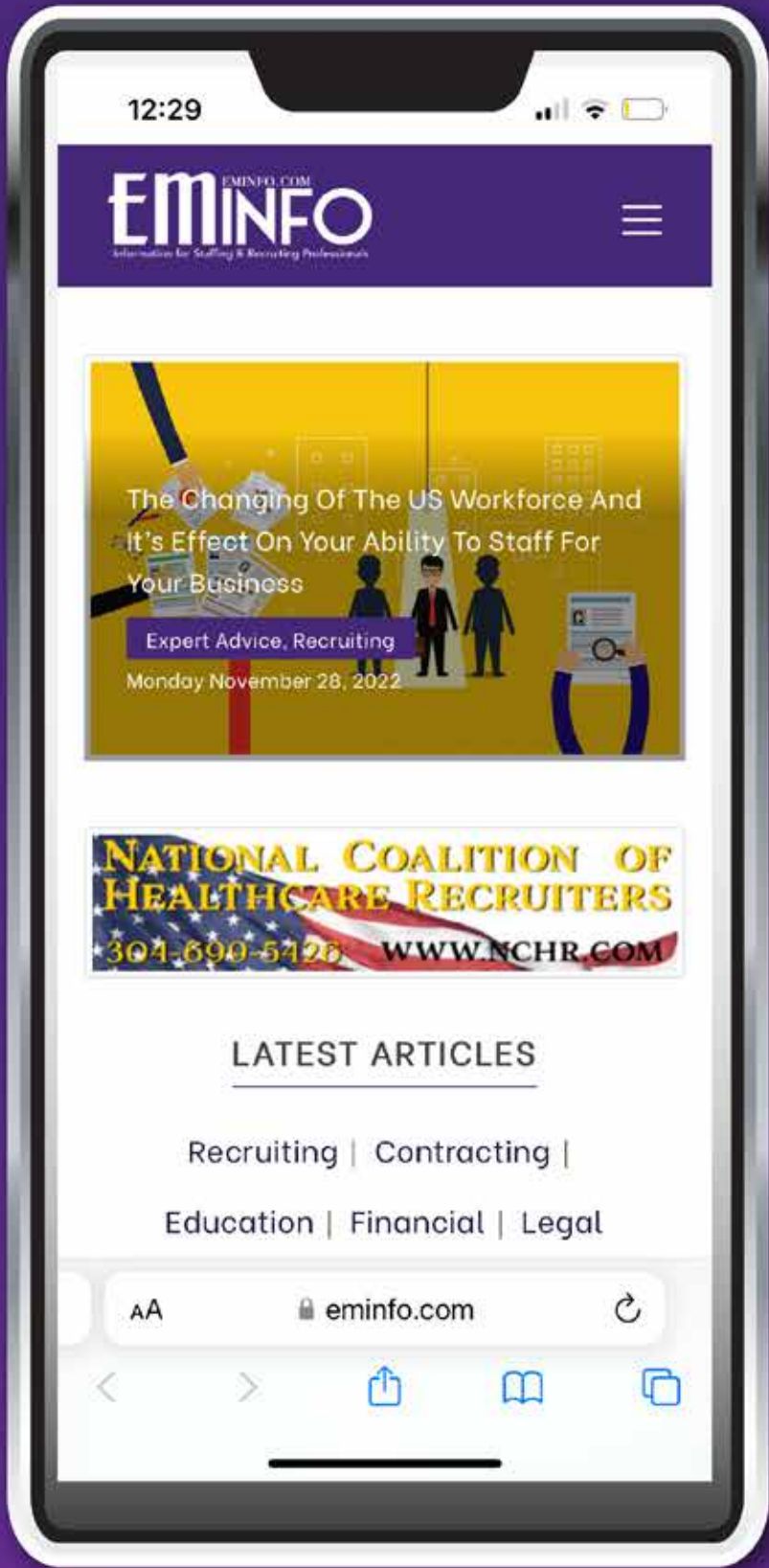
Answer the following questions:

- Does your current reality reflect those goals and objectives?
- When is the last time you stood back and updated goals and objectives for yourself, your company, and your future?

A Gap Analysis will reveal specific actions you must take to bridge your current reality to the attainment of your dreams and goals. The following Gap Analysis Sheet will help you identify areas in your business needing the most attention.



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GAP ANALYSIS WORKSHEET				
GAP Analysis is a strategic planning tool to help you understand where you are, where you want to be and how you are going to get there.				
There is a simple five step process you can follow when conducting a GAP Analysis.				
STEP 1: Decide the topic you are going to complete the GAP Analysis on. This is the challenge you are trying to tackle.				
TOPIC:	WHERE ARE WE NOW	WHERE WOULD WE LIKE TO BE	WHAT IS OUR GAP	HOW DO WE FILL THE GAP

## EVALUATE AND MAKE ADJUSTMENTS TO INCREASE SALES AND PROFITS

Every company is in business to generate profits unless they are a non-profit. Once you have completed your Gap Analysis, review the specific actions which must be taken to achieve your personal and well as company objectives. This is perfect timing, because we are in the fourth quarter of the year, and this information can help you set up a Record 2024.

Review the action items needing implementation and select six specific revenue generating strategies you will implement by the end of 2024. Under each of the six-revenue generating list specific action items, date them and assign them to a specific person.

The progress on completion of the action items should be discussed at the beginning of each month. Date the action items by addressing the top priorities first. If an action item is not completed, the date is revised, and it may be delegated to a different individual.

When you implement the ideas shared in this article you will stand back and not only see the Big Picture, but you will take actions to attain a great level of success for both yourself, your team and your company.

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# A History Of Recruitment Era 3: Revolutionizing the Staffing Industry (Late 1990s-2005)

by Henry Glickel

In the late 1990s to 2005, the world witnessed a significant transformation in the way the staffing and hiring industry operated. This period, known as Recruitment Era 3, was characterized by advancements in technology that revolutionized the recruitment process. Building upon the groundwork laid by the previous two eras, Era 3 marked a turning point where technology took center stage and reshaped the power dynamics between recruiters and job candidates. The key developments that shaped this era and transformed the recruitment landscape include:

## **Technological Advancements Set the Stage**

Recruitment Eras 1 and 2 were instrumental in laying the foundation for the changes that would come in Era 3. The widespread adoption of email, cellphones, and websites with job boards during the earlier eras had already begun to shape the industry. However, websites during this period were often limited in terms of interactivity, graphics, and features due to the limitations in loadability speeds for most users. Websites were essentially online brochures, providing basic information about companies and job opportunities.

## **Shift in Power Dynamics**

One of the most significant changes during Recruitment Era 3 was the shift in power dynamics between recruiters and job candidates. With the advent of technology, individuals became more open and accessible to recruiters. Candidates were encouraged to have a recruiter represent them to potential employers, similar to how athletes have sports agents representing them. This shift empowered candidates by allowing them to leverage the expertise and connections of recruiters to enhance their job search.

## **Job Boards and Increased Accessibility**

The rise of job boards played a pivotal role in Era 3. The first official launch of job board sites took place in 1992 when Bill Warren introduced 'Online Career Center.' Job boards made it easier for candidates to find job openings and apply for positions. Instead of relying solely on print advertisements or physical job fairs, candidates could now access a wide range of job opportunities through websites, career portals, company career pages, and recruiters' opportunity pages. This increased accessibility empowered job seekers by providing them with a centralized platform to explore multiple opportunities.

## **Harnessing the Power of Social Media**

As the internet continued to evolve, social media platforms emerged as powerful tools for recruiters to find and connect with potential candidates. Platforms such as LinkedIn, Facebook, and Twitter became essential in the recruitment process, allowing recruiters to tap into a vast pool

of talent. Social media platforms provide a powerful tool for networking, showcasing professional achievements, and gaining insights into company culture. Job seekers now have the ability to create dynamic online profiles, such as LinkedIn, that serve as virtual resumes, enabling recruiters to easily identify and assess their skills and experiences. Moreover, social media allows employers to actively engage with candidates through job postings, targeted advertisements, and interactive content, expanding the reach of their recruitment efforts. The accessibility and immediacy of social media have significantly accelerated the hiring process, facilitating quicker and more efficient connections between job seekers and employers in the digital age.

### Transitioning from Physical to Digital Documentation

In the pre-digital era, leaving a company often meant carrying physical documentation, such as floppy disks or hard drives, containing important files or projects. However, with the advent of cloud storage and digital documentation, this practice began to change during Recruitment Era 3. Digital documentation has revolutionized the job searching process, providing individuals with greater convenience, efficiency, and accessibility in their job search endeavors. Gone are the days of mailing or hand-delivering physical resumes and cover letters. Instead, job seekers can now create and store their professional documents electronically, allowing for easy customization and distribution. With digital resumes, portfolios, and references, candidates can quickly tailor their application materials to specific job requirements and submit them instantaneously through online platforms or email. Additionally, digital documentation enables job seekers to showcase their skills and achievements through multimedia formats, such as video resumes or online portfolios, enhancing their chances of standing out in a competitive job market. Furthermore, the shift to digital documentation has simplified the application process for both job seekers and employers, as documents can be easily shared, tracked, and archived electronically, streamlining the hiring process and saving valuable time for all parties involved.

### Conclusion

Recruitment Era 3, spanning the late 1990s to 2005, marked a transformative period for the staffing and hiring industry. Technological advancements, including email, cellphones, and websites with job boards, laid the groundwork for significant changes. The power dynamics between recruiters and candidates shifted, with individuals becoming more open and accessible to recruiters. Job boards and social media platforms emerged as powerful tools, making it easier for candidates to find job openings and for recruiters to connect with potential talent. The transition from physical to digital documentation further streamlined the recruitment process. These developments set the stage for future innovations in the field and continue to shape the way recruitment is conducted in the modern era.

Henry Glickel, CPC, CERS is Manager of Talent Acquisition and Employee Retention for By Appointment Only, Inc. (BAO). In his 18-year career in recruiting, Henry has successfully filled over 900 searches. Henry earned the H. Michael Boyd Excellence in Employment Award from the Association of Employment Professionals (AOEP) in 2012. An acknowledged leader in the industry, Henry has been published several times in industry and business publications. He is currently at work on a recruiting book. <https://www.linkedin.com/in/henryglickel/>



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# MIDSIZED RECRUITING Growing Companies STAFFING SMALL



## Our World Can Change in an Instant

By Michael Neidle

Our world can change in an instant due to dynamic conditions that sometimes happen almost an instant. Business hates uncertainty and unfortunately, that is exactly where we are now, with many of multiple events cascading one after, or at the same time. This is due to: our political climate, world events, and other influences. How can one deal with the impact on business issues or simply look out for yourself and your career? We will reference some real-world examples and events. It's like trying to multitask instead of dealing with things one at a time. It's like the recent mind-boggling movie "Everything, Everywhere, All At Once." The great physicist Stephen Hawking's last words cautioned us on the path we are heading as being froth with danger. And, unless major changes in the way we manage our resources and deal with problems of our own making may lead to our demise. This is The Anthropocene Era, the first and only man-made era in Earth's history. Continuation of ignoring pollution, deranged world leaders, overpopulation, and higher temperatures will do it slowly. Or one atomic bomb will do it can precipitate this very quickly.

### Politics and the Economy:

- 1. Elections:** A Presidential election should go smoothly and in accordance with precedents and norms. People accepted the outcome and if they lost, they were saddened but tried to win the next time around. Now things are very different, with people living in two separate realities, with QAnon, Proud Boys, and other revved-up folks on one side and traditional Conservatives, Liberals, LGBTQ+, and Black-Lives Matter groups on the other. And compromise is close to impossible as these groups have strongly held beliefs, not issues that can be easily negotiated away. There are enough angry and irrational people with weapons, who are just desperate enough to destroy the country. With 4 Presidential trials just ahead of the election, no one can predict the outcome. For reference, it's been only 150 years since the Civil War was over (but apparently not forgotten). It was only 33 years ago that the Soviet Union was broken up. And it was only 9 years after the American Revolution that James McHenry said: "We have a republic, but only if you can keep it". Can we keep it.....this is now an open question. The US Civil War killed 600,000 or 2% of our fellow citizens. And don't even think about doing math today.
- 2. Policy and legislation:** Once we had fairly common ground, or at least a live and let-live policy, already taking place in abortion, immigration, immunization and healthcare, education and what can be taught in our schools, issues regarding gender, gerrymandering and voting rights, the issue of climate change, cultural issues, etc. It is just change but the rate of change has happened too fast to consider and adapt to. It's like going from 1 G to 5 G's in 1 second; it can break your neck. How will business and your company react to these possible changes in legislation and how you will deal with differences in the various states where you operate? We have already seen people who live in a blue state, were asked to move to a red one, take a new job in a blue state, or insist on working remotely. The same situation plays out when moving from a red to a blue one.

### World Event and Leadership:

- 1. Overview:** We are still at risk of a sea change in business as usual. This can impact everything from first-world inflation to third-world starvation and even Agamemnon is in the mix. This is tied up with the reliability of energy, food and manufacturing production, mass migration, trade, and the supply chain stress, due to the war in Ukraine, now spilling over to Russia and perhaps NATO countries. And after this diabolical situation, will there be a second act involving Taiwan and China, and then involving the US and our allies? And what can companies do with all these variables? When Russia invaded Ukraine over 1,000 companies left, from McDonald and Apple to BMW and ExxonMobil, with billions of dollars being written off. When the draft hit home, upwards of 1 million young military age and highly talented men people left the country. If your company was operating there in addition to your write-off, your labor pool for a possible new venture became much smaller.
- 2. Technological Advancements:** The adoption of AI and new technologies can disrupt traditional industries and create new economic opportunities. Russia had an enviable science and technology sector, buying, joint venturing, and selling to the West. Forget all about that now. Then there is what has been demonstrated loss of military prowess. And those countries using Russia's planes and munitions, are reconsidering their vendors, and instead likely switching to the US, Japan, South Korea, the EU, Turkey, and Israel for their purchase of weapons and technology.
- 3. Global Events:** Knowns can become unknowns in a New York minute. We have seen how conditions

can change must faster the before, from wars, recessions, pandemics, geopolitical tensions, trade, investments, technology, and growth. And of course, there is climate change, which some people still think is a hoax as was COVID.

4. **Leadership:** A change in leadership, such as a new president or prime minister, can lead to shifts in diplomatic strategies and international alliances. We now have the 2024 elections coming up. If Trump is reelected remember his recent words, "I am your retribution" and the consequences of those words might impact you, your staff, regulatory changes, and your financial situation. Nothing is certain in an election, so think your options through before they occur, so you can make the changes needed in that New York minute, if necessary. Think of all those Russians who sold their house in Moscow for vulnerable waterfront property in Crimea.
5. **Stay Alert:** In dynamic times you can either wait until the dust settles or when you see enough data and warning signals, make a change before the others do. It's like the game of musical chairs, the last one to make a decision no longer has any choice to make.

#### Life and Careers:

1. **Change:** The world is changing at an ever-accelerating rate, A recent Stanford University report found that the number of AI patents increased 30-fold between 2015 and 2021 (HAI 2023), highlighting the rapid rate of progress made in the AI development sphere. AI-powered technologies can now perform a range of tasks, including retrieving information, coordinating logistics, providing financial services, translating complex documents, writing business reports, preparing legal briefs, and even diagnosing diseases. Moreover, they are likely to improve the efficiency and accuracy of these tasks due to their ability to learn and improve via the use of machine learning. In short, almost every job will be impacted by AI sooner rather than later. It has long been said that your only job security is your ability to get your next job.
2. Seek out mentors but remember no one will take an interest in you and your future as much as you. That is unless you are not motivated enough to look out for yourself, work hard, and follow the **4-C's**
  - Stay **Current** in what is happening around you, being alert for signals and body language among other things to pick up on things happening around you that others miss.
  - Stay **Connected** to others who are mutually beneficial to each other (it's one of the reasons why so many Harvard Business School graduates are successful).
  - Be a great **Communicator**, it's the hallmark of the A vs., B personality. The A-type person is a people person, aggressive, relevant, ambitious, highly competitive, status-conscious, impatient, controlling, and often a workaholic. This is as opposed to the B type people are relaxed, more laid back, analytical,
  - Recognizing you have **Competition**. You rarely are unchallenged in this world, others are trying to gain market share, getting the corner office, and marrying the prettiest girl (or most handsome and rich boy). You may have a leg up on the competition, but once they see you are running for something they wake up and figure out there is a pot of gold are the end of some rainbow and they put on their racing shoes and then look for it. So, start looking over your shoulder to see who is now in the race, and want to win it for themselves. So now you have to up your game with a close eye on competitors and what you need to do to win it in a competitive field.



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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## Labor Forecast Predicts 5.6% Decrease in Demand for Temporary Workers in 2023 Fourth Quarter

### Industry Consulting Firm G. Palmer & Associates' Quarterly Forecast Assists in Previewing Near-Term Hiring Patterns

Demand for temporary workers in the United States is expected to decrease 5.6% on a seasonally adjusted basis for the 2023 fourth quarter, when compared with the same period in 2022, according to the Palmer Forecast™, released today. Demand for temporary workers has been softening since the fourth quarter of 2022.

The Palmer Forecast™ indicated a 4.3% decrease in temporary help for the 2023 third quarter. Actual results as reported by the Bureau of Labor Statistics (BLS) decreased by 5.5%, reflecting GDP growth below expectations.

A total of 9.61 million open jobs were reported by the BLS through August 2023, an increase of 690,000 jobs over July and 710,000 jobs more than consensus forecasts.

The BLS reported that temp help jobs decreased by 4,200 in September 2023, a reduction of 5.5% year-over-year. Through September 2023, an average of 10,500 temp jobs per month have been lost, compared with a decline of 30,000 temp jobs in all of 2022, or an average of 2,500 temp jobs lost per month. Temp help jobs growth in 2021 was strong, with a total gain of 302,000 jobs, and an average of 25,200 jobs added per month, compared with the prior two years, when 201,000 temp jobs were lost in 2020, and 27,000 temp jobs were lost in 2019, according to the BLS. In 2018, more than 99,000 temp help jobs were added over 2017.

The Labor Department reported that non-farm payroll employment increased by 336,000 jobs in September 2023, which was substantially greater than consensus estimates of 163,000 jobs. The three-month moving jobs average increased to 266,000 from 189,000 in September vs. August. For the 2022 full year, there were 4.5 million jobs added, an average of 375,000 jobs per month. In 2021, non-farm employment was up by 6.4 million jobs, compared with 2020. To put this in perspective, there were 9.4 million jobs lost in 2020, and 2.1 million total jobs added for 2019. For 2018, a total of 2.6 million new jobs were created, vs. 2.1 million new jobs in 2017.

The key categories of jobs created in September are as follows:

Total Non-Farm: +336,000

Private Sector: +236,000

Leisure and Hospitality: +96,000

Government: +73,000

Private Education and Healthcare: +70,000

Transportation: + 9,000

Temp Help: -4,200

In September 2023, the labor participation rate was at 62.8%, equal to that of August 2023, and it has been in a narrow range of 64.4% to 61.9% since June of 2020. The U3, commonly referred to as the unemployment rate, was flat at 3.8%, in September vs. August.

As reported by the BLS, the rate of unemployment for workers with college degrees in September 2023 decreased 10 bps to 2.1%, from August 2023. The unemployment rate for workers with less than a high school education increased 10 bps to 5.5%. The U6 unemployment rate, which tracks those who are unemployed, as well as those who are underemployed and are working part-time for economic reasons, was down 10 bps to 7.0% in September versus August. The U6 rate is considered the rate that most broadly depicts those most affected by the last economic downturn and measures the rate of discouraged workers.

"The temporary help employment market is showing further signs of slowing down. Until GDP growth resumes to a stronger level and interest rates stabilize and begin to trend down, growth will be nonexistent, and temp help will continue to soften," said Greg Palmer, founder and managing director of G. Palmer & Associates, an Orange County, California-based human capital advisory firm that specializes in workforce solutions. "A further indicator to watch is the temp help penetration rate, because it measures temp help as a percentage of total employment. In September 2023, the temp help penetration rate decreased slightly to 1.88% of the total labor market, compared with an all-time high of 2.08%, achieved in February 2022, and a pre-pandemic level of 1.57%.

"The penetration rate cycle last peaked at 2.05% in December 2015 and was at a low of 1.3% in June 2009. The American Staffing Association (ASA) Staffing Index decreased by 0.1%, to a rounded value of 100 on October 15, 2023, which was 7.2% lower than the same period last year," Palmer added.

## The US states with the highest increase in mental health issues

- Idaho ranks first with a 1.79% increase in mental health issues over the past year
- Ohio is second with an increase of 1.59%
- Michigan has the smallest increase in mental health difficulties with only 0.02%

Knowledge of mental health issues and how to treat them has grown over the last decade. With new research into depression, anxiety, and other issues, a more complete picture of how the U.S. is affected by these issues can be found.

Experts at Addiction Treatment Magazine have analyzed CDC data on the percentage of adults experiencing mental health issues in each state, and then ranked them from highest to lowest.

Idaho ranks as the state with the highest increase with 29.40% of adults reporting they had experienced some form of mental health issue. This is a 1.79% increase over 2022. According to a National Alliance on Mental Health (NAMI) report in 2021, people in Idaho are 1.5 times more likely to seek help from an out-of-network specialist.

Ohio is second with a 1.59% increase from 27.66% in 2022 to 29.25% in 2023. NAMI reported that of the adult population who needed mental health care in Ohio, nearly 30% did not receive it due to costs.

Georgia ranks third with a 1.50% increase from 2022 to 2023. The average percentage of adults with mental health issues in 2023 is 29.45%. In 2021, it was reported that over four million people in Georgia lived in communities that did not have enough mental health care professionals.

Iowa is fourth on the list with 26.38% of adults reporting mental health issues in 2023. This is an increase of 0.79% over 2022. A report from NAMI stated that there were 490 suicides in Iowa in 2021.

Tennessee ranks fifth with 30.55% of its adult population reporting mental health issues. Compared to 2022, this is a 0.68% increase. Residents in Tennessee are a staggering six times more likely to seek an out-of-network provider for mental health services according to a study by NAMI.

Alabama has 0.56% increase from 2022, with 36.69% of adults reporting mental health issues. This is closely followed by Wyoming with a 0.54% increase in the rate of mental health issues from 28.12% in 2022, to 28.66% in 2023.

Florida ranks eighth with 29% of adults reporting mental health issues, followed by South Carolina in ninth with 28.13%. These are increases of 0.48% and 0.44% respectively.

West Virginia is in tenth place with a 0.32% increase in reports of mental health issues from 32.21% to 32.52% in 2023.

Closing the list is Washington with 0.20% increase to 28.05%, Colorado with 0.10% to 28.18% and Michigan with the lowest increase of 0.02% to 27.26%.

One of the largest barriers to mental health treatment is the lack of providers and the cost of treatment. One in five people in the U.S. experience mental illness each year and one in twenty experience severe mental illness.

A spokesperson from Addiction Treatment Magazine commented:

"Good mental health and wellbeing is essential in today's world but can be a challenge to support. Longer working hours, financial strain, and dependence on mobile phones all contribute to anxiety and depression.

"Addiction and depression often occur together. They're closely linked not only because of their tendency to co-occur (that the presence of these conditions can lead to—or worsen—the other condition) but because they share many common risk factors, such as genetics, stress, and trauma.

Additionally, both addiction and depression affect the brain in similar ways and cause overlapping changes in neurotransmitters and neural pathways.

"Therapy and medication can be expensive, so it is essential to consider other avenues when preventing and treating mental health. Natural spaces such as parks along with walking trails or other exercise, boosts serotonin, which is a chemical that improves mood. States with lots of open spaces and natural beauty have seen a smaller increase in mental health issues compared to built-up areas.

"Also, having a solid support system can be an important coping mechanism for depression. Talking to friends and family about your feelings can help reduce feelings of isolation and loneliness and provide you with a sense of validation and understanding. Additionally, joining a support group can provide a sense of community and connection with others experiencing similar struggles."

<https://www.addictiontreatmentmagazine.com>

### **Small Business Resources to Assist Record-Breaking Number of New Entrepreneurs**

#### **Now is the Time for Small Business Owners and American Public to Utilize Tools and Resources to Review and Select a Plan**

With a week before the start of health insurance open enrollment, the National Association for the Self-Employed (NASE), the nation's leading advocate and resource for the self-employed and micro-business community, is encouraging millions of self-employed small business owners – including the skyrocketing number of new entrepreneurs who may be buying on the marketplace exchange for the first time - to utilize the available tools and resources to select a plan that works best for their needs.

"Now is the time for small business owners, solo entrepreneurs and the American public to review available health care plan options, their budgets, and health care needs in order to select the best plan to meet their personal circumstance," said Keith Hall, a certified tax accountant and President and Chief Executive Officer of the National Association for the Self-Employed (NASE), the nation's leading advocate and resource for the self-employed and micro-business community. "All Americans who purchase health care on the exchanges, including the millions of self-employed small business owners, should start researching available plans now to be ready and select the right one by mid-December. The millions of record-breaking, new entrepreneurs who are now part of our country's small business boom may be purchasing on the exchange for the first time and need to prepare to not be caught off guard, particularly given the rising health care costs that continue to be one of the primary challenges our community faces."

Open enrollment begins on November 1st and runs through December 15th for coverage beginning on January 1, 2024.

Over the last few years, there has been a surge of new small businesses, including a recent Yelp report illustrating every state was on track to beat last year's all time high. A new rule published in the Federal Register and finalized in 2020 introduced changes to the Patient Protection and Affordable Care Act, the nation's health care law, resulting in new benefit and payment parameters impacting America's small business and self-employed community. Provisions of the rule impacting both current and future health care and Medicare beneficiaries affects eligibility, enrollment, and coverage details.

"As more American's sign-up for health care coverage, America's new and existing entrepreneurs may need a refresher about how these policies will impact them. Many of these policies strengthened the integrity of both federal and state-based health insurance exchanges. Overall, the new entrepreneurs of our American workforce now benefit from a more predictable regulatory environment, lower prescription drugs costs, and greater transparency. America's health care law, the Affordable Care Act, has resulted in a skyrocketing number of individuals who have signed up for health care insurance and now have access to more enrollment options, hardship flexibility, and special enrollment options. There are resources out there available to you – from organizations like the NASE to healthcare.com to community associations ready to assist you," concluded Hall.

Important Tools and Resources:

The National Association for the Self-Employed (NASE):

[www.NASE.org](http://www.NASE.org)

NASE health care insurance tool:

<https://www.nase.org/request-insurance-quote>

The Federal Health Care Insurance Marketplace:

<https://www.healthcare.gov/quick-guide/dates-and-deadlines/>

Key Dates and Topics for Discussion:

Open Enrollment Term: The period now runs between November 1st through December 15th

Sign-Up Before December 15th to Begin Coverage January 1st, 2024: You must complete your new or renewal application before 11:59 p.m., Dec. 15th, for your health insurance coverage to begin Jan. 1, 2024. If you miss this deadline, you can still sign up for a Marketplace health plan until January 15th, 2024, where your coverage would not start until February 1st, 2024. After that, you must qualify for a special life event under the Special Enrollment Period.

The HRA Rule is Still Available: Beginning in 2020, employers started offering a new health reimbursement arrangement (HRA) option to employees to purchase coverage in the individual market. Employers now offer this new HRA pursuant to a new rule finalized in June 2019 and in effect in 2020.

NASE was a major proponent of the new HRA rule and advocated on the issue for several years since the passage of the ACA and previous guidance restricting HRA use by small employers.

To Speak with Keith Hall, NASE president and CEO please contact Kristofer Eisenla at [Kristofer@lunaeisenla.com](mailto:Kristofer@lunaeisenla.com)

### **Ultra-Staff EDGE Time Capture Honored with 2023 Gold Stevie® Award for Best Time and Expense Solution**

CHICAGO, Illinois– Ultra-Staff EDGE Time Capture, developed by Automated Business Designs, has been named the winner of a Gold Stevie® Award for Best Time and Expense Solution in the eighth annual Stevie Awards for Great Employers.

The Stevie Awards for Great Employers recognize the world's best employers and the human resources professionals, teams, achievements and HR-related products and suppliers who help to create and drive great places to work. Winners of the awards, named the Stevies from the Greek word meaning "crowned," were recognized during a gala awards dinner on Monday, September 18 at the Marriott Marquis in New York City, with Ultra-Staff EDGE among the winners.

More than 1,000 nominations from organizations of all sizes in 28 nations were submitted this year for consideration in a wide range of HR-related categories, including Achievement in Workplace Safety & Compliance, Employer of the Year, Chief Human Resources Officer of the Year, Human Resources Team of the Year, Employee Relations Solution Provider of the Year among others.

Ultra-Staff EDGE Time Capture received Gold in the Time and Expense Solution category of the Stevie Awards. Ultra-Staff EDGE Time Capture, a component of Ultra-Staff EDGE Back Office, is a web-based SaaS staffing software solution that works harmoniously to automate the time entry and timekeeping process for staffing companies. From Ultra-Staff EDGE front office, time is married to job assignments and flows directly into Time Capture to help staffing companies seamlessly process payroll and billing. Because Ultra-Staff EDGE Time Capture is connected to the whole Ultra-Staff EDGE suite, it allows staffing companies to manage every part of the time entry process with ease.

"Our time-entry process is much more efficient as the information provided allows for efficient review, thus reducing errors," commented Vince Sharpe, Chief Financial Officer at Just in Time Staffing. "The reporting from payroll, including pay, deductions, and taxes is robust. Also, new for us is the integration of the general ledger which saves our accounting department significant hours."

Ultra-Staff EDGE Time Capture also provides flexibility in the way actual time worked is recorded by employees. Some clients might prefer employees to record time via a spreadsheet, others may have their own time entry solution with a badge sign-in/sign-out, and some might want to use the Ultra-Staff EDGE Web Portal for employees to record time. This gives staffing companies greater flexibility with each of their clients because their clients can track time using their preferred method and it will all be tracked in Ultra-Staff EDGE Time Capture for payroll and billing. All actual time worked/submitted will override the time brought in from the job assignment in Ultra-Staff EDGE Front Office. [READ more>](#)



# Letter From The Editor

## Don't miss out!

None of us have a crystal ball to see the future. We have to look back and know history, so we don't repeat mistakes of the past but analyze and plan ahead. This past year has had its ups and downs depending on what niches you have been serving. Talking with many different recruiters and staffing professionals, those focusing on the positives and what they can control have had the most success.

Have you listened well to your employee's wants versus needs?

Employers that haven't paid attention to their team members risk losing them. Offering virtual or in office can be one of the biggest challenges. Some don't listen till it's too late and their best employee gives notice. As recruiters, this may be a good thing unless it was your candidate that left your good client! Or your own team member that left for a different job meeting their needs!

Are you considering how well your website markets your company's image? It may be time to review your current site and its effectiveness.

Embracing new technology like the ChatGPT/AI which has grown exponentially this past year even with its own challenges. Knowing what AI technology to use and how to use it can be a game changer. Stay tune to more on this in future EMinfo issues. Talk with staffing leaders in web marketing and know what areas you can delegate to AI and what needs a human touch.

Enjoy this issue with lots of suggestions on how to look at your company, the past year and plan for success in the new one.  
Happy Recruiting...

*Pat Turner*

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Email: info@eminfo.com  
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