# Stop Cold Calling: Informed, Warm Calls Attract The Best Clients

## Hot jobs for the U.S. in 2025



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## Demand Generation Cheat Sheet

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# Thrive in 2025: Maximizing the Tools in Your Staffing

By Jennifer Roeslmeier Mikels

**Staffing. Technology.**

When you think of the word staffing, you might not immediately think about the word technology. When you think staffing you think of words like, "people", "recruiting", "jobs", "placements", and more. In today's staffing world though, technology is a focal point for staffing success, and it can launch staffing agencies ahead of the competition. Technology is no longer just a tool to help you do your job, it needs to be a focal point to drive your business forward.

Most staffing agencies are using technology to enhance their staffing operations. As you think about your staffing software though, are you *really* taking advantage of all the tools available at your fingertips? Most people are not! Staffing solutions are robust and have many features, which can make it hard to stay on top of every feature and enhancement. The good news is all staffing agencies can take charge of their technology and maximize their product knowledge. One of the best things staffing agencies can do for their employees and their business is to ensure everyone is maximizing the tools in your tech stack. You made an investment in software, so it's important that it is being used to its fullest potential.

Staffing software can help set you apart from the competition to work quicker, more efficiently, and place candidates faster. In this article, we will look at ways for you to stay on top of the latest enhancements in your staffing software. We will also investigate the importance of continuous learning and its impact on growth to stay ahead of the tech race. Lastly, we will discuss how to embrace new technology and best practices for implementing it into your everyday processes.

## Stay on Top of the Latest Enhancements and Features
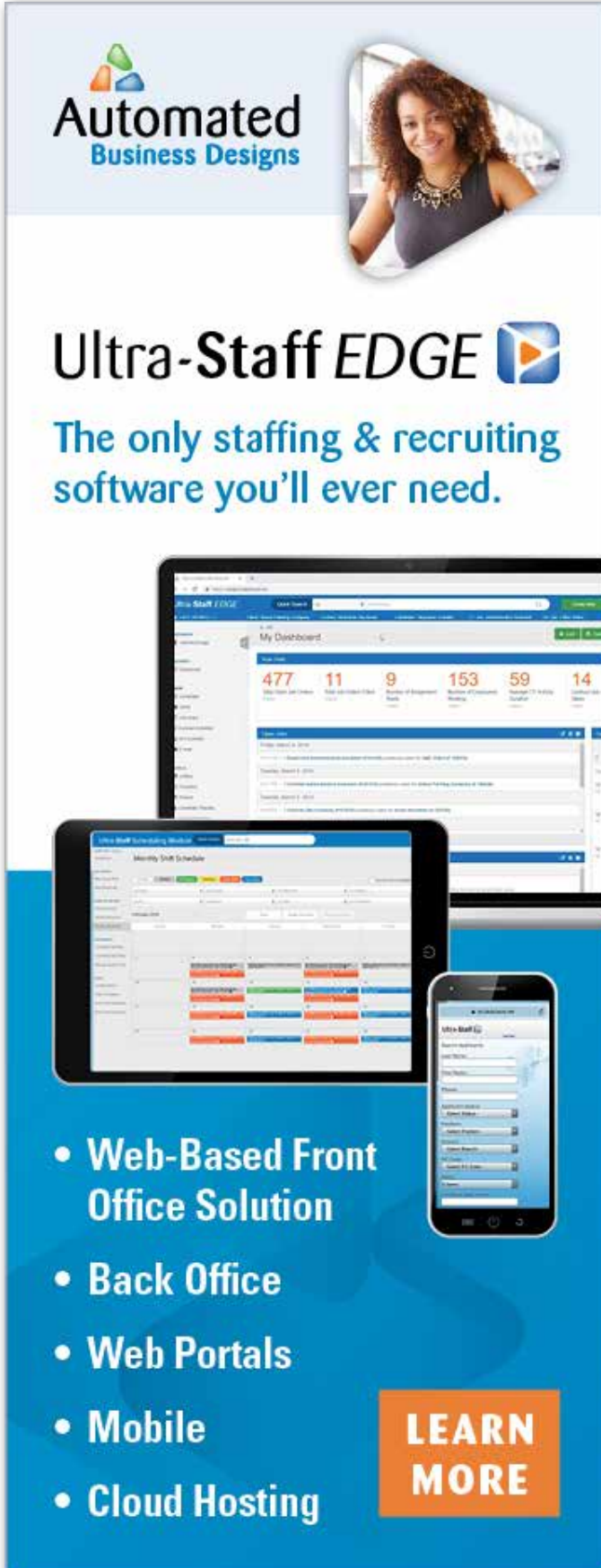
The first step towards maximizing the tools in your staffing software is to stay on top of the latest enhancements and features. Sometimes you might not even be aware of new features available to you. Below are a few ways to stay up to date with the latest technology in your staffing software.

### Newsletters

Does your staffing software provider have a regular newsletter? More than likely, this is where you would learn about new product offerings. If you are not aware of a newsletter, check with your staffing software provider to see if you can get on the distribution list if they have one.

### Email Announcements

There may also be dedicated email announcements when new product features come out. Be sure you are on the email list with your software provider and make sure these emails aren't going to your spam folder. If you aren't receiving any email communication from your software provider, their emails may be going to your spam.

Senior Digital Marketing and Brands Manager at Automated Business Designs E-Mail: Jennifer.Roeslmeier@abd.net Automated Business Designs develops the enterprise class staffing and recruiting software solution, Ultra-Staff EDGE. Designed for temporary, direct hire, and medical staffing, Ultra-Staff EDGE offers a full-featured business solution that includes front and back office, onboarding, web portals, mobile, data analytics, and scheduling. For more information on Ultra-Staff EDGE, visit www.abd.net or schedule a demo to see the difference an all-in-one staffing software solution could make for your business.

**Release Notes**

Most staffing software providers have Release Notes when a new product or enhancement is released. Stay on top of these Release Notes and read through them so you are aware of new features available to you. The Release Notes may be uploaded in the software or even on the company's website. If you are not sure where you can look up Release Notes, reach out to your staffing software provider.

## Continuously Learn

To *thrive* as a staffing software user, the learning never stops. Whether its learning best practices or training on a new function, learning should be continuous. Here are some ways to continuously learn your staffing software.

### Attend Webinars, Workshops, and User Meetings

Most staffing software providers provide ongoing education to their users. Be sure you are attending webinars and workshops your staffing software provides. These are resources *free* to you and most are held virtually, so they are easy to attend. Even if you are not sure you will gain something from the webinar topic, always try to have at least one person attend. You never know when you will pick up a best practice and learn something new.

If you have a dedicated person attending webinars and workshops, you can have them host a monthly internal session among employees where they discuss takeaways.

Staffing software providers typically have User Meetings as well, whether hosted in-person or virtually. Be sure you are attending these meetings. This is when new major product announcements are shared and workshops take place. You made the technology investment in the software, make the investment to attend the User Meetings to ensure you are getting the most of it. If the User Meeting is virtual, it's free to attend, so why not attend!

### Schedule Training

Don't forget that training is always available to you as well. Does your team need refresher training? Do you want to make sure you are taking advantage of the tools you have at your fingertips? Reach out to your staffing software provider to book a training session. The training session can be virtual, or in-person training sessions may even be available. Training sessions can be tailored specifically for your team. Most solutions are now designed to give program administrators the tools to design your own workflows based on your unique needs. Training sessions can be a great opportunity to ensure you are taking advantage of the best workflow for your staffing business.

When onboarding with new software, you always have training initially. Everything is new though at that point. Sometimes it is helpful to have another training session after you begin using the software to review best practices. You are now familiar with the software so you will see things differently and have different questions.

## Embrace New Features and Technology

It is easy to get set in your ways and processes. As new features and solutions come out though, take advantage of them. New technology is designed to improve staffing efficiency. Take the time to learn new enhancements and train the team on using them.

When you stay complacent in the same practices you have been doing for years, you are left behind by the competition. For example, would you want to use a 10 year-old phone from Apple®? You wouldn't because you want to use the latest features that enhance your everyday life. The same goes for staffing software. Take advantage of the latest technology available in your software to enhance your processes. Remaining stagnant won't help you grow!

Automation and AI is an example of new staffing technology. Some staffing agencies have embraced automation and AI, while others have been hesitant to implement it. These new staffing tools though help staffing companies place candidates faster and smarter. Employees can work more efficiently at basic tasks and, in return, spend more quality time on relationship building and strategy. Embracing new technology such as this can be scary, but don't be afraid to take the leap. Challenge yourself to step outside of your comfort zone, shake things up, and watch how you grow!

## Assign an Internal Product Expert

One way to hone in on growing with your staffing software is by assigning an Internal Product Expert. This person is the subject matter expert on your staffing software solution. They stay on top of learning new features and sharing best practices with the team. If anyone has a question about the software, they can go to this person first to see if they can help answer their question. They can also host training sessions for new hires on using the software and open it up to anyone who wants to attend. Training new hires is especially important so everyone continues using the software the same way.

Having a dedicated software subject matter expert can significantly improve the team's use of your software. This person is focused on learning about new enhancements and understanding best practices for your team.

## Have an Internal Software User Manual

If your staffing agency doesn't already have one, you should create an Internal Software User Manual. You probably have a user manual for the software; however, all staffing agencies operate differently. You have specific status codes, ways of documenting activities, and more. Specific processes for using the software should be outlined in a company User Manual. This will ensure everyone is following best practices and procedures and uses the software to its fullest.

As new features come out, you will also want to continuously update the User Manual. You probably won't update it for every new feature, but any new product enhancement you want the team to regularly use should be outlined.

## Involve Employees in New Processes

Lastly, as you reassess and evaluate your processes, involve your employees. Get their advice and opinions. What are they looking for? How do they work? What would they like to see? Your employees are everyday users of the software, so they can share helpful insights. Employees will also be excited to be part of the process and be more likely to adhere to new processes if they play a part in it.

Involving employees will also help get them excited about everything that is to come. When they see the enthusiasm from their leaders, they are more encouraged to incorporate new tools into their day to day processes.

## Thrive with Staffing Technology

Technology is not going anywhere. It will continue to improve and enhance, and so will your staffing software. Your staffing software is filled with tools at your disposal. Knowing the tools you have to work with and embracing new technology is the key to future staffing success. Staffing has significantly evolved over the years and now more than ever it is important to embrace the latest technology. Stay ahead of the competition and grow your staffing agency by maximizing all of the tools available to you.

Read more from Jennifer Roeslmeier Mikels

# 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!

## Stop Cold Calling: Informed, Warm Calls Attract The Best Clients

by Barbara Bruno

In today's hyper-competitive Staffing and Recruiting Industry, cold calling is not just ineffective, it's a glaring sign of poor preparation. If you want your firm to attract the best clients and stand out in a crowded market, it's time to eliminate cold calls entirely and replace them with a warm, informed outreach.

The first step is clarity. Your team should maintain a list of companies they want to do business with. Everyone within your firm should know these targets. Why? Because recruiters speaking with candidates, especially those who have worked for your target companies, can obtain insider information that is pure gold. Past employees can share insights you can't find through LinkedIn or a company website. This insider knowledge allows your team to approach potential clients with a level of understanding that immediately positions you as a workforce and workplace expert.

To further ensure warm calls, set up Google Alerts on every target company. Stay informed about leadership changes, expansions, mergers, awards, and other newsworthy events. When a recruiter calls after a company announces a major expansion, for example, the conversation isn't cold, it's timely, relevant, and valuable.

Your recruiting team should be a daily source of valuable leads. Every candidate they interview should be asked detailed questions, including how they landed their last job. If they were placed by another Staffing Firm, you know that company uses Staffing services and that's a qualified lead. Recruiters should also ask for additional contacts and references, which can be converted into marketing calls that showcase top talent.

Speaking of references, stop viewing reference checks as just a formality. They are powerful marketing tools. Reference checks allow you to build rapport with hiring managers or leaders who could become your next client. When you call a reference, you already have a warm introduction through the candidate. Converting reference checks into marketing presentations is one of the most effective ways to attract new clients, but you must be prepared and explain **why** you targeted their company.

Clients today are frustrated. They feel like Staffing and Recruiting Firms see them as little more than a revenue source. Imagine their frustration when they invest thousands of dollars in job board ads, only to get flooded with cold calls from Staffing agencies offering to do the same thing. We must be better. If you call them after they've just spent heavily on ads, you're showing you don't understand or worse, that you don't care about their situation.

Another pain point for clients is the lack of differentiation among Staffing Firms. When asked, "How are you different?" most firms respond with the same tired script: "We specialize in your niche," "We thoroughly vet our candidates," "We check references," and "We represent the best talent." Their reaction? "Isn't that your job?" These responses don't differentiate you, they confirm their belief that all staffing firms are the same.

Clients are also tired of calling three different Staffing Firms and receiving the same handful of candidates. It proves to them that recruiters have stopped recruiting and

are merely posting jobs and praying for responses, exactly what the client is already doing. Clients don't need more job board junk; they want access to the 85% of the workforce who are employed, excelling, and not actively seeking new opportunities. These passive candidates are where you can truly shine.

Given the vast amount of information at our fingertips, there is absolutely no excuse for making cold calls. Each call should be warm, informed, and purposeful. Your account executives must approach potential clients as experts who have intentionally targeted them based on solid research and a true understanding of their business.

I personally receive two to three calls every week from account executives trying to place people at my company. It's painfully obvious that no research was done beforehand. They don't know what my company does, what my needs are, or even if we hire. This type of blind calling damages the entire industry's reputation.

If we can change this perception, if we show that we truly understand our clients, care about their success, and offer unique value, we will forge strong, lucrative partnerships. Over time, you won't just be a vendor; you'll become a trusted advisor, consultant, and even a friend who is deeply invested in their personal and business success.

Position yourself and your team as informed workforce and workplace experts. Make it clear that you have targeted their business because you believe you can make a positive impact and be ready to share exactly why. When you approach clients with preparation, insight, and genuine interest, you stop being another "staffing vendor" and start becoming the trusted partner they can't live without.

Warm, informed calls aren't just a better strategy, they are the foundation for long-term client relationships, differentiation in the marketplace, and ultimately, your firm's sustainable success.

Learn more about **Barb Bruno**

# JUST ASK Judy

## Benefiting From The Booming Data Center Market

Mentions of "Data Centers" crop up increasingly in the news these days. While this somewhat innocuous name is not particularly exciting, recruiters should be excited and should learn more about how they can benefit from this booming industry. Booms do not happen just every day and we should take maximum advantage when we are blessed with one! This article addresses some of the current trends in the industry and is intended to identify some of the pertinent labor needs of this industry so that recruiters can get on board and make some placements! The new administration is implementing policies which will further accelerate this trend and is determined to make the US a key player, if not the world leader, in Data Center development.

So, why do we think a boom is coming? The answer lies in the list below[1] of a small sample of recently announced projects along with the level of investment involved. The numbers are really mind-boggling and should present recruiters with many opportunities to make placements across the spectrum of labor required to complete the Data Centers. Have a look at the list and see what I mean!

| Project Name | Location | Investment | Notes |
|---|---|---|---|
| OpenAI/Softbank | Abilene, TX (initial) | $500 billion | Data Centers |
| PowerBridge sites | Permian Basin, TX | $1 billion | Data Center |
| CoreWeave Computer | Plano, TX | $1.6 billion | Nvidia |
| | Kenilworth, NJ | $1.2 billion | Data Center |
| Microsoft | Mt Pleasant, WI | $3.3 billion | AI/Data Center |
| Amazon | Fayette Co., OH | $5 billion | Data Center |
| Meta | Cheyenne, WY | $800 million | Data Center |
| | Montgomery, AL | $800 million | Data Center |

To implement these and other similar projects a broad array of skills and talents are needed. The table below summarizes the job classifications needed to do the job:

| Category | Roles |
|---|---|
| Design & Planning | Architects, Engineers, Analysts |
| Build | Contractors, Technicians, Engineers |
| Operations | Administrators, Managers, Maintenance Techs |
| Security | Physical & Cybersecurity Personnel |
| Support Personnel | Project Managers, Finance, Compliance |

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Recruiters have an opportunity to source people from these categories and potentially make significant placements. Most of the personnel listed will likely be relatively high-dollar people. Do research on these and other similar projects so you can establish contact with those involved in the work and try to build your inventory of applicable candidates so you can offer your services to the Data Center developers.

While the above information focuses on direct Data Center applications, there is more to the Boom story! In addition to the direct needs there are collateral beneficial growth effects of a Data Center installation which include local support for staff, including housing, food and entertainment, and other consumer services. While these personnel are not the high-dollar people of the Data Center, there may well be significant opportunities for recruiters, nonetheless.

Another aspect of this Boom is a factor that I alluded to in an earlier article.[2] And that factor is the urgent need to upgrade and expand the power supply grid and generation facilities in the US. Often the planned Data Centers have dedicated power supplies based on solar, coal, gas, and nuclear power. Nuclear is especially interesting in that Small Modular Reactors (SMRs) are being designed to service this need. This is another potential vast source of placements of high-tech and high-dollar people!

I hope this article has given you some ideas on how to get involved in the Data Center Boom. Do some research on the engineering firms, manufacturers, contractors, and other firms which are likely to be involved and be ready to offer your services to them. Direct-hires can be complemented with contract placements to fill the employer's needs. Get set up in advance with an EOR to handle contract placements so you can act quickly when the need arises.

If you would like to discuss any of these ideas or would like help defining a business strategy, please feel free to give me a call or contact me at judy@jcsrllc.com, or visit my new website at https://www.jcsrllc.com for more information.

[1] ChatGPT derived research.

[2] Judy Collins. "Take Advantage of the Coming Power Surge!" March 24, 2025.

Read More By Judy Collins

# How to Navigate HR Policies Without Losing Your Best Clients

**QUESTION: I have a client who I have worked with for 17 years, and I have been their exclusive recruiter during this time. Typically, I bill around $100,000 with them annually. I have placed many candidates with them who are now VPs and even higher up. I have always had relationships with the hiring manager, who I call directly after I have been assigned a search. We'll go over the search and I'll ask them questions about the type of candidate, territory, etc. I do this throughout the entire process. I submit resumes to them directly and copy HR on all submittals.**

This morning I met with their new HR team, and they do not want me to interact with the hiring manager moving forward. Everything has to go through HR, which I am not accustomed to. I told them I would play by their rules on a limited basis and see how this works. I wanted to tell them to go pound sand. My question is, what would you do? Do I play their game, or do I ditch them? I am open to any suggestions. I appreciate your help.

**Understanding the Impact of New HR Policies on Recruiting Relationships**

Every time I read something like this, I get so ticked off for you. In my experience, my gut feeling, and this did happen to me a few times in my career, especially with clients where I made multiple placements. Typically, what happens is – I can't have 100% certainty, but I can probably say it with 70.6% certainty – a new HR team comes in, and they have promised the CFO or the COO, whoever, they are going to save money on fees, among other things. Their job has been to tighten all the fees they pay to good people like you.

**Potential Miscommunication Between HR and Hiring Managers**

My gut feeling is your hiring managers have yet to learn of this new policy. What I have done is, I called all my hiring manager contacts.

"Hey Jim, I can use your help because I'm unsure what to do. Worst-case scenario, I am going to have to resign."

In the worst-case scenario, I am going to have to resign—I throw out a threat. Because it is the worst-case scenario. You told me, or you said in this note, I want to tell them to go pound sand.

"I am sure you are aware of HR's new policy, under which I am not allowed to interact with you anymore, so I have a couple of questions. What did I do to tick you off and waste your time?"

**The Value of Direct Communication in the Recruiting Process**

Now, my gut feeling is you have got a great relationship with them, and again, they have no idea, they are going to get pissed off. That is what we want. Essentially, we want them to get a little bit ticked off because, most likely, HR does not trump over a Vice President of Sales and their hiring goals.

I invite you to have that conversation with the hiring manager. Are you risking pissing off HR? Yes. I promise you, with high probability, that working their way, you will waste so much time and lose the relationships you built.

I would suggest setting up a Zoom meeting with you, the hiring manager, and the HR person to talk through how you work with everyone and to talk through how HR can get what they need from you. To satisfy a tracking perspective you are already copying emails, and then to have the hiring manager tell HR directly in front of you the value of having direct communication with you about the strategizing as a point of the offer.

**Highlighting Success Stories to Reinforce Your Value**

The going back and forth where you submit a candidate and the hiring manager goes:

*Ask Coach Mike*

"I am not sure I want to interview this person."

You can point to the hiring manager and go:

"Remember when you hired Mary Smith and did not want to interview her? I showed you the things that were really part of her skillset that were not apparent on the resume as related to your position, and we talked that through. You interviewed her, and I am just going based on what you told me the last time: She is one of your top performers right now."

"Oh, she is. She is amazing."

With Mr. HR person, that candidate was only interviewed because of my interaction, strategizing, and understanding Jim's needs as the hiring manager.

## The Risk of Losing Quality in Recruitment Through New HR Policies

Everyone has their own business. This is the type of stuff I walked away from because what I wanted was – and it happens a lot in a minority of situations, but it happens where the hiring manager goes; it's not our budget. We are trying to work in your favor. I know. Where do you go now in a candidate-tight market? They are going to mess it up and they are going to mess it up big.

The hiring managers are going to be frustrated. It will not be smooth, especially if they are working with a pro like you. It is just going to break down, and when you follow their system, and it breaks, HR goes, he ain't doing the job, meaning the recruiter. They are going to make you take the fall. If you are not involved in the process, they cannot make you take the fall.

## Navigating HR Challenges to Maintain Recruitment Quality

Go to the hiring manager. The hiring manager probably does not even know what the situation is. If they are attached to you, they are really going to go to battle for you. But it is

really, really hard. If you agree to work with their terms, you lose all your leverage. If you try to reason with them and if you cannot, you either threaten resignation or actually resign. I am not telling you what you should do. I am telling you what I would do. That is the process.

**P.S. Whenever you're ready... here are 4 ways I can help you grow your recruitment business:**

1. **Grab a free copy of my Retainer Blueprint**
It's the exact, step-by-step process of getting clients to give you money upfront. https://get.therecruiteru.com/lm

2. **Join the Recruiter Think Tank** and connect with firm owners who are scaling, too. It's our Facebook community where smart recruiters learn to make more money and get more freedom. https://www.facebook.com/groups/there…

3. **Join me at our next event**
3x a year, I run a 3-day virtual intensive, sharing the 9 key areas that drive a 7-figure search firm. Click here to check out the dates of our upcoming event. https://get.therecruiteru.com/live

4. **Work with me and my team privately**
And if you ever want to get some 1:1 help, we can jump on the phone for a quick call and brainstorm how to get you more leads, more placements, and more time. https://get.therecruiteru.com/scale-now

Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021?
Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

Visit TheRecruiterU.com for our FREE video series, "How to Double Your Placements in 121 Days or Less".

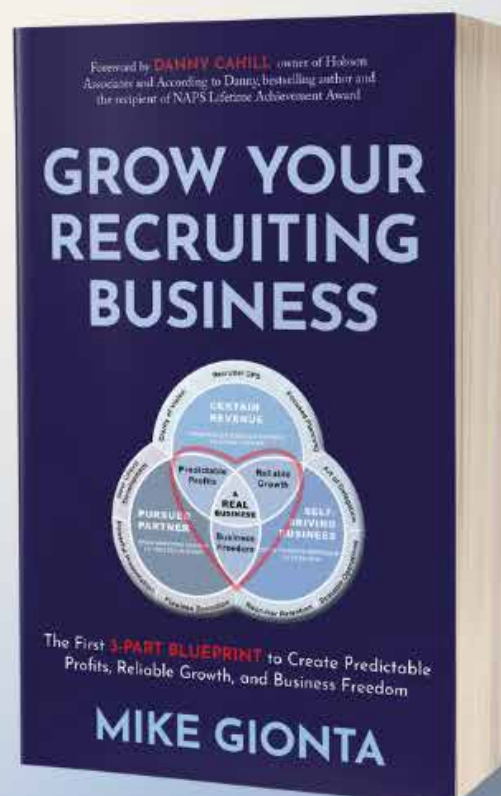Looking for help engineering your one to three year vision? Email me at mikeg@therecruiteru.com and we can have a quick chat to see if or how we can help.

# Hot jobs for the U.S. in 2025

**Future trends in the U.S. Job Market**

As of May 2025, the U.S. job market is experiencing notable shifts, with certain sectors demonstrating robust growth while others face challenges. Here's five top hiring areas in the U.S. for 2025, based on current trends:

**Healthcare and Social Assistance**

The healthcare sector continues to expand rapidly, driven by an aging population and increased demand for mental health services. In 2024, healthcare added over 700,000 jobs, with significant growth in nursing, telehealth, and mental health roles. The Bureau of Labor Statistics projects the addition of 2.6 million new healthcare jobs by 2030, underscoring the sector's long-term growth trajectory. This industry leads the notable need for more qualified candidates in healthcare.

**Technology and Information Services**

Despite a cautious hiring approach in some tech areas, the demand for specialized roles in AI, cybersecurity, and cloud computing remains strong. Cybersecurity job postings rose by 18% year-over-year, and demand for AI/ML engineers surged by 25%, according to CompTIA. Additionally, the computer systems design and related services industry is projected to grow by 19.5% and add about 487,600 jobs over the next few years.

**Renewable Energy and Sustainability**

The clean energy sector experienced unprecedented growth, with nearly 150,000 new jobs added in 2023, expanding three times faster than overall U.S. employment. This surge has created a workforce of 3.46 million clean energy professionals, with robust growth in renewable energy, where almost 560,000 Americans now work. Key roles include solar panel installers, wind turbine technicians, and energy auditors.

**E-Commerce and Logistics**

The continued rise in online shopping has led to increased demand for supply chain analysts, last-mile delivery experts, and e-commerce marketing specialists. The global e-commerce market is expected to grow by 10.4% annually, reaching $8.1 trillion by 2026, driving further job creation in logistics and online retail sectors.

**Education Technology (EdTech)**

The integration of technology in education continues to create opportunities in instructional design, learning experience design, and EdTech product management. The global EdTech market is projected to reach $404 billion by 2025, reflecting the growing demand for online learning and skill-based education. The current administration is talking about increasing trade schools in state education to help offset the deficit in talent in trade skills.

**Additional Insights:**

· **Advanced Manufacturing**: While traditional manufacturing faces challenges, advanced manufacturing sectors, including robotics, 3D printing, and smart factories, are driving new employment opportunities. Engineers, automation specialists, and quality control analysts are in demand as businesses integrate Industry 4.0 technologies to enhance production efficiency.

· **Economic Considerations**: Despite growth in these sectors, the broader U.S. economy faces many challenges such as inflation, trade tensions, and labor shortages, which may impact overall job creation.

# Demand Generation Cheat Sheet:
## How Smart Staffing Firms Are Reengineering Sales in 2025

By Haley Marketing

## The Market Has Shifted – Have You?

Buyers are more distracted, cautious, and skeptical than ever.
Traditional sales tactics–cold calling, hoping for job orders–just don't cut it anymore.
The firms winning right now? They engineer demand through value-first marketing, consistent nurturing, and sales enablement.

### The New Sales Funnel (AIDA, Upgraded for Staffing)

### AWARENESS

They realize they have a problem. Use blogs, webinars,checklists, pain-point focused content.

### INTEREST

They're curious about solving it. Share solutions, hiring guides, role-specific advice, salary data.

### DESIRE (EVALUATION)

They start comparing vendors. Now you talk about your company: your process, ROI, success stories.

### ACTION (DECISION & PURCHASE)

They're almost ready. Arm your sales team with killer case studies, video intros, onboarding FAQs.

### BONUS: RETENTION:

Don't stop at "sold."
Use QBRs, satisfaction surveys, and growth marketing to keep expanding.

### Sales + Marketing = One Revenue Team

Marketing isn't "just for branding" anymore.
Marketing should be:

• Creating tools for sales
• Warming up prospects
• Keeping your firm top-of-mind
• Helping sales close faster

### Tech + Automation = Your Secret Weapon

You can't nurture leads with mere willpower.

### Automate:

• Follow-ups
• Lead scoring
• Drip emails
• Sales reminders
• Website tracking

**Tools to explore:**
• Bullhorn Automation
• Sense
• HubSpot
• ZoomInfo
• Calendly

### Nurture Is the Name of the Game

It can take 15–20+ touches before a prospect is ready to talk.

• Bad nurturing: "Just checking in!"
• Good nurturing: "Here's a case study I thought you'd find useful…"

### Your 90-Day Game Plan

1. Clarify your ideal client profile. (Start niche.)
2. Audit your funnel. What do you have at each stage?
3. Build one lead magnet. Solve a real hiring problem.
4. Launch one ABM or IDM campaign. Track performance.
5. Automate basic follow-ups. (Even if it's just email.)
6. Align sales + marketing. Weekly syncs + shared content.
7. Track what works–and double down.

Final Word: Start Now. Start Small. Just Start. This isn't about replacing your sales team. It's about amplifying them. The faster you start using modern marketing to support sales, the faster you'll see growth.


Demand Generation Cheat Sheet: How Smart Staffing Firms Are Reengineering Sales in 2025
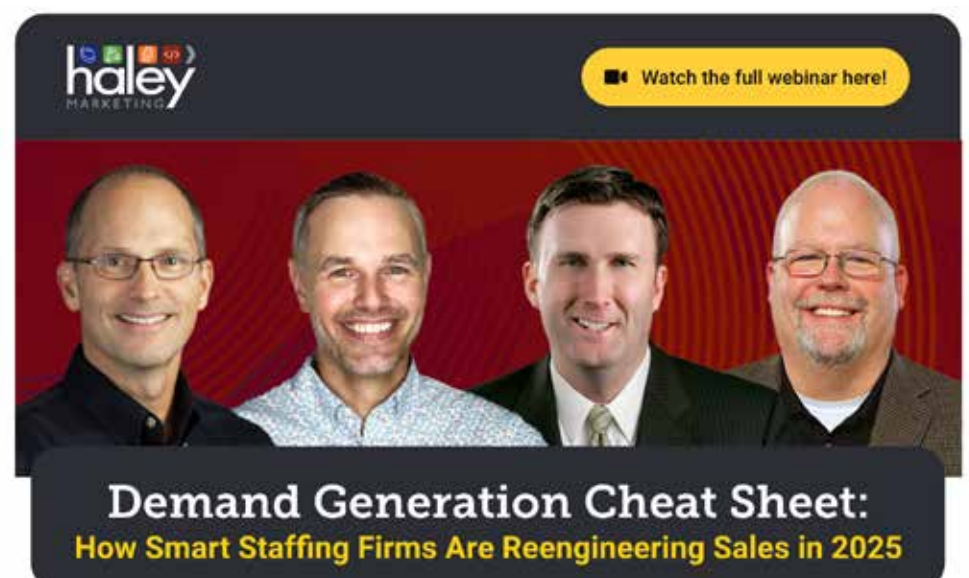
# 88% of Job Seekers Say Cover Letters Improve Their Chances — But 66% Want Them Half a Page or Less

By Jasmine Escalera

Cover letters remain a staple in the hiring process. Sixty-five percent of job seekers regularly submit them, and 88% believe they improve their chances of landing an interview. However, many candidates are rethinking their approach.

A recent survey from MyPerfectResume reveals fresh insights into cover letter trends. The data shows that while many job seekers continue to include cover letters in their applications, they strongly prefer shorter, more focused documents — and even some interest in alternative formats.

Despite debates about their relevance, job seekers continue to view cover letters as a useful tool in the application process. The survey, which gathered responses from over 1,000 U.S. job seekers, highlights how candidates are adapting to changing hiring practices while remaining confident in the value of cover letters.

Below, we break down the key findings from the 2025 Cover Letter Trends survey and explain what they mean for applicants.

**Key findings:**

- 88% of job seekers believe a cover letter improves their chances of landing an interview.
- 66% say an ideal cover letter should be half a page or less.
- 65% regularly submit cover letters with their applications.
- 45% are open to alternative formats, such as videos or infographics.
- 32% have used AI tools to enhance their cover letters.
- Shorter, More Concise Cover Letters Are Preferred
- 66% of job seekers believe the ideal cover letter should be no longer than half a page.

**Preferred lengths:**

- Less than half a page: 13%
- About half a page: 53%
- One full page: 32%
- More than one page: 1%

**Here is a visual representation of the above data:**

## Cover Letter Length

Less than half a page
13%

About half a page
53%

One full page
32%

More than one page
1%
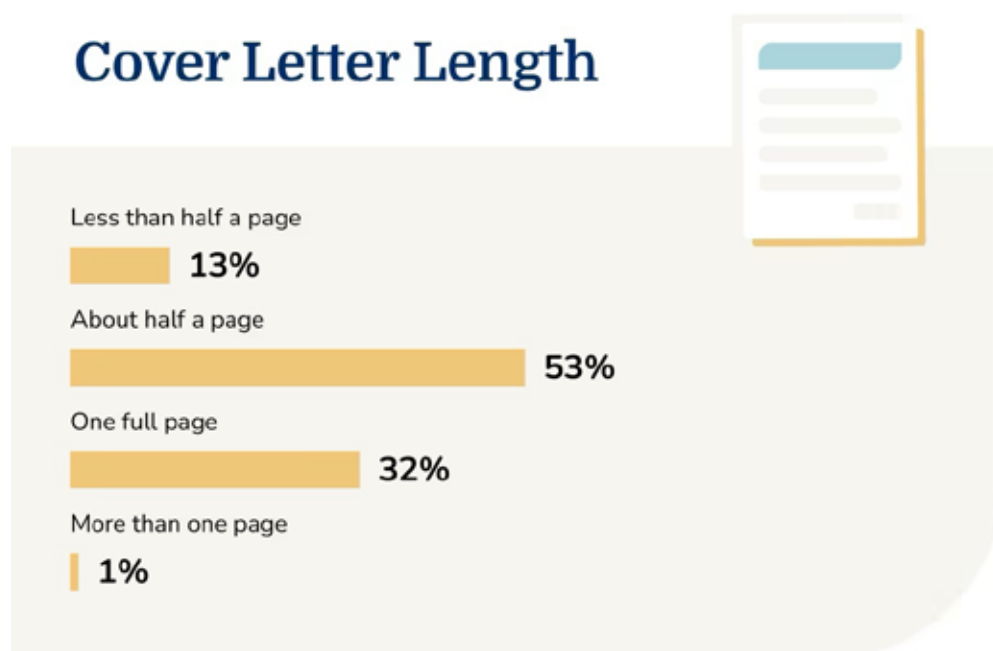
Survey results show job seekers prefer shorter cover letters.

What this means: Job seekers are leaning toward brevity, favoring a compact format that quickly highlights key strengths without overwhelming the reader.
The Role of AI in Cover Letters

One-third of job seekers report that they are using AI in their cover letters, specifically to:

- Improve tone and grammar (16%)
- Rewrite sections of their draft (10%)
- Generate an entire cover letter (5%)
- Add ATS-friendly keywords (2%)

What this means: Applicants are increasingly leveraging AI to refine their cover letters, ensuring clear communication and a polished finish that meets modern hiring standards.

**myperfectresume**

**Unlock the Door to Your Next Opportunity**

Create a compelling, personalized cover letter that highlights your strengths and personality.

Unconventional cover letter approaches remain niche – only 15% of job seekers have experimented with formats like video, infographics, or personal websites, with mixed results:

- 8% said it was a great idea.
- 7% said it didn't make a significant   difference.
- 42% are open to trying it in the future.
- 44% still prefer traditional cover letters.

**If given the option, job seekers would consider alternative submission formats, including:**

- A handwritten note (24%)
- A list of fun facts about themselves (21%)
- A voice recording of their pitch (8%)
- A short TikTok-style video (6%)
- A meme (5%)

**See this graphic for a better understanding of the data:**



**Alternative Cover Letter Submission Formats Considered**

- A handwritten note — 24%
- A list of fun facts about themselves — 21%
- A voice recording of their pitch — 8%
- A short TikTok-style video — 6%
- A meme — 5%

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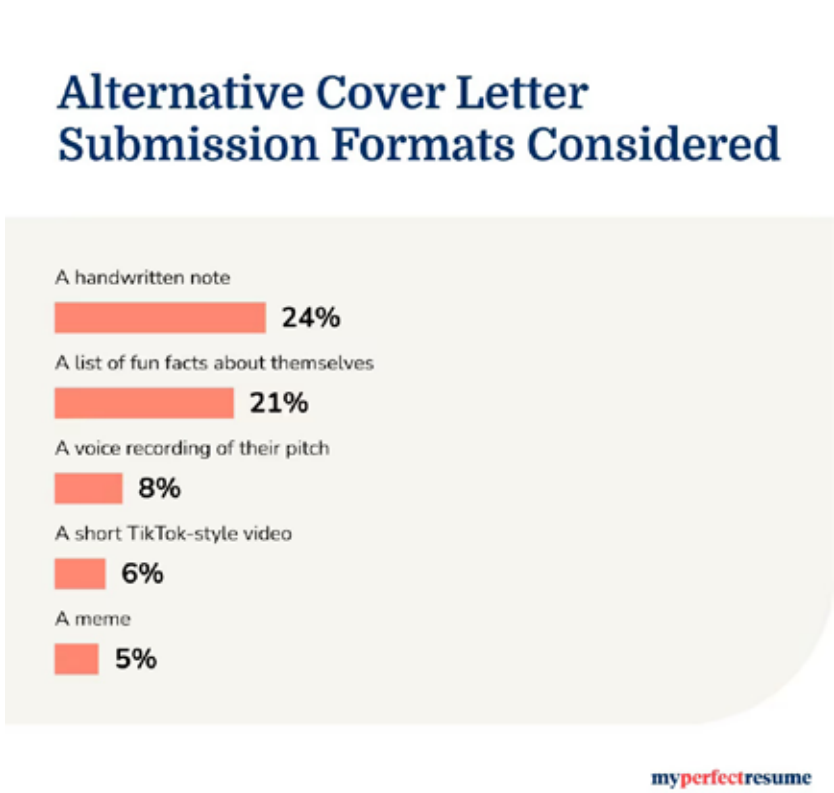
Survey results showing what alternatives job seekers prefer for cover lettersWhat this means: While there is growing curiosity about innovative presentation methods, traditional cover letters remain the preferred method for making a professional impression.

Whether you consider yourself a traditional or modern job seeker, a professionally designed cover letter template can be just the tool you need to create a compelling cover letter.

**Honesty in Cover Letters: Where Do Job Seekers Draw the Line?**

Ninety-two percent of job seekers have never lied in a cover letter, though some admit to embellishing specific details. Among those who have, the most common areas of exaggeration include:

- Reasons for applying (37%)
-  Familiarity with the company (37%)
-  Experience and qualifications (35%)
-  Gaps and timelines in job history (31%)
-  Soft skills and personality fit (30%)
-  Achievements (22%)

What this means: Integrity remains a priority. Even though minor embellishments occur, most candidates prefer to maintain honesty in their cover letters.

Knowing how to tell your career story can be challenging. See these cover letter examples to learn how other job seekers recount their own while showcasing their strengths.

Cover letters allow job seekers to showcase their enthusiasm, skills, and personality. While technology and creative alternatives are gaining interest, the survey confirms that a well-crafted, succinct cover letter still plays a crucial role in the application process.

The survey shows a shift in cover letter preferences — job seekers are opting for shorter, more focused documents while remaining open to innovative approaches. By emphasizing clear, honest, and concise communication, candidates can better present themselves and stand out to employers. MyPerfectResume remains committed to helping applicants craft cover letters that evolve with the changing landscape of job applications.

Survey Methodology:
The findings were obtained by surveying 1,000 U.S. job seekers on January 30, 2025. The Pollfish survey included a mix of multiple-choice, scale-based, and open-ended questions to assess the role of cover letters in modern job applications.

# Train Your Mind to Stay Present. Your Desk (and Deals) Will Thank You

by Tricia Tamkin

Your attention is like your network. When you spread your efforts too thin across hundreds of weak connections, nothing meaningful happens. But when you invest deeply in the right relationships, opportunities start flowing naturally. That's exactly what presence does for your recruiting game.

Living in the present isn't just some vague mindset. It's a power play, especially for us as headhunters. Whether you're reading a hiring manager's job description, presenting an opportunity, writing a candidate presentation, during an interview, negotiating, driving to a client visit, or simply grabbing a quick bite between back-to-back calls, what matters most is how you're showing up in the moment.

When you train your mind to stay fully present, you don't just feel better, you'll also perform better. And in this business, performance isn't optional. It's the edge separating the top billers from everyone else. You'll catch subtle cues on client calls to help you tailor the perfect shortlist. You'll notice micro-signals from candidates foreshadowing hesitations before they ghost you. You'll respond faster, more thoughtfully, with fewer mistakes. You'll build trust quickly because people can sense when you're truly tuned in versus when you're mentally juggling three other conversations.

In other words, presence turns everyday work into high-impact work. It's like the difference between throwing darts blindfolded versus taking careful aim. It's the same effort, but with dramatically different results.

But here's the thing. Presence is a skill, and like any skill worth having, it must be built. As a skilled multitasker, I've wrestled with this for years. My brain jumps from email to LinkedIn to Slack to a missed call notification, then back to email, all while half-listening to a candidate's career story. Sound familiar? It wasn't until I consciously disciplined my mind to stay in one lane at a time that everything started to shift. Conversations got deeper. Work became easier.

The beautiful part is you don't have to overhaul your entire workflow overnight. Start with awareness. When you're writing a message, write the message. When you're on a call, be on the call, not scrolling through your ATS or mentally calculating your pipeline. When you're eating lunch, actually eat lunch without Slack or emails competing for your attention.

Presence isn't just a nice-sounding, flowery soft skill for motivational posts. It's a high-yielding tool often overlooked in our industry. Trust me. Your pipeline, clients, and billings will all feel the difference when you start using it intentionally.

# Workplace Trends 2025

## Human Centric Approaches & "Whole Person Hiring"

There is a growing emphasis on true connections among organizations, starting with emotionally intelligent leadership that nurtures teams. **This satisfies the need for employees to feel connected and better understood.**

## Hybrid Structure & Agile Workplaces

The role of the office has shifted and will become "hubs of innovation and social interaction" (Sethi). **This model supports the balance of workplace leisure, employee wellbeing, and reinforcement of company culture and innovation.**

**SRG Expands Boston Office to Support North American Life Sciences Operations**

SRG, a leading global workforce solutions provider in the life sciences sector, is excited to announce the opening of its new, expanded office. This strategic move marks a significant milestone in SRG's commitment to delivering specialized talent across the North American life sciences market, including pharmaceutical, biotech, and medical technology companies in the North American market.

Located in the heart of Massachusetts' vibrant innovation corridor, the North Andover office offers a larger space and enhanced resources to support SRG's growing team and expanded client base. This move underscores SRG's dedication to investing in top-tier facilities, modern technology, and local expertise to serve clients and candidates with great agility and impact. As the top global life sciences hub, Boston plays a pivotal role in SRG's long-term strategic growth.

"Our investment in a larger office in North Andover reflects our commitment to the market and our ongoing mission to deliver exceptional talent solutions for clients," said Patrick Stedman, Sr. Vice President of SRG. "Boston has always been a cornerstone of our US operations. With this larger space, we're better positioned to collaborate, grow, and deepen our partnerships within the life sciences community."

The new office supports SRG's consultative approach to life sciences recruitment, enabling teams to more effectively deliver specialized talent for projects and permanent roles across biotech, pharma, medical devices, and clinical research organizations.

To learn more about SRG's specialized staffing services or to connect with the Andover team, visit their website. To read more about why SRG's choose Andover as their North American headquarters, you can go to their blog.

About SRG SRG delivers tailored talent solutions that drive discovery across the Life Sciences industry.

With over 30 years leading the way, we connect brilliant minds to bold opportunities, building future-ready teams, meaningful careers, and long-term partnerships that go far beyond recruitment.

Our team brings deep industry expertise and insider understanding. Many of us began our careers in Life Sciences, giving us first-hand insight across our specialist areas, including pharmaceuticals, biotechnology, medical technology, CRO/CDMO, chemicals, and FMCG.

The breadth and depth of our support transforms our role from recruiter to long-term partner. From nurturing early talent to enabling strategic growth through workforce solutions, we support every stage of the journey, whether you're just starting out or innovating at the highest level.

SRG: Next Generation Talent Solutions for Life Sciences. Learn more at www.SRGTalent.com/US

**GEN Z IN THE WORKPLACE:**

**Late to the office, questioning hierarchy, and hungry for feedback**

**R**eport outlines the state of Gen Z's 'Human Skills' in the workplace

A snapshot of the state of Generation Z in the workplace has been published today (21st May) illustrating a workforce that is struggling with basic skills such as time keeping and collaboration.

With over 2,700 responses collected across 31 skill sets from participants between the ages of 16 and 29, the '2025 Human Skills Gap Analysis & Insights' report paints a difficult picture of a generation frequently misunderstood and criticised for its approach to work. Findings show this generation lacks the ability to interact with those more senior than them and have poor professional behaviour, struggling to be consistent and reliable.

Here's an overview of the findings:

The data was collected from Situational Judgement Test questions.

- Craving feedback: On average Gen Z scored 73% in the 'asking for feedback' questions. The median score is 60%.

- Late to the office- While we don't track lateness in isolation, punctuality is a key part of how we assess Professional Behaviour. The skill, 'Managing time', scored poorly at 62% on average - 100% being the top.

- Questioning hierarchy - The skill 'Dealing with senior staff', scored poorly with an average of 57% - 100% being the top.

- Gen Z are good at goal setting - average score of 71%

- Team leadership and effective client management score poorly (both 63%)

- Networking came in towards the bottom with a 62% average

- Gen Z struggle to work in a team scoring 55% on average

- Succinct communication came in bottom with 54% average.

Published by LEVRA, a company which is innovatively training employees' Human Skills through immersive and personalised learning, the report includes a call-to-action for employers to support its younger workforce and introduce 'Human Skills' training early in the employee journey. Employers are currently falling short in delivering the consistent, constructive feedback that Gen Z craves.

Key findings include:

1. Interacting with Seniors remains a persistent challenge.

The skills of Dealing with Senior Staff and Managing Upwards were

among the lowest scoring across all participants, suggesting difficulties among Gen Z in navigating hierarchical workplace dynamics and asserting themselves with senior colleagues.

2. Gen Z value collaboration but struggle to execute it effectively.

Although Gen Z participants consistently scored highly in Collaborative Mindset, their performance in Working in a Team was notably lower and more variable. This indicates that while they value collaboration in principle, they struggle to convert that mindset into effective teamwork.

3. Professional Behaviour is a consistent weak area.

Professional Behaviour consistently received low scores across age groups, with minimal improvement over time. This suggests a broad challenge in preparing early-career professionals to meet the behavioural expectations of the workplace, including reliability, consistency, and adherence to expected norms and etiquette.

4. Emotional Intelligence (EQ) shows a declining trajectory with age.

While EQ scores are initially strong, there is a marked decline in the 22–25 age group. Similarly, Self-Motivation significantly drops within this range, indicating that the early stages of professional transition may negatively impact emotional regulation and internal drive.

5. Conversations around feedback is a critical development gap.

Despite Gen Z participants expressing a strong willingness to receive feedback, their ability to deliver constructive feedback ranked second-lowest across all subskills. This suggests a disconnect between feedback receptivity and feedback delivery.

# Letter From The Editor

Challenges make us stronger. When we find the solutions we feel good and maybe are more willing to try new things.  Some industries are growing and in need of candidates for key roles.  Finding them is the challenge. Good recruiters and staffing professionals have opportunities in some of the fastest growing industries if they can find a qualified candidate willing to switch. What notable activities are you finding that work in attracting candidates to your job postings?  See Haley's video link to watch some interesting ideas discussed on staffing.

New technology can be used to find these candidates if you have learned which ones to use.  Tricia and Jason of MooreEssentials offer training in many of these areas.  Look them up on EMinfo for information they share.

You can also read about areas of growth in this issue's *Hot Jobs in 2025*.

Education and training is key to continued success in recruiting and staffing.  The upcoming NAPS event in Las Vegas this month has a plethora of speakers on many subjects that could provide the key information to answer some of your technology questions.

Summertime is a great time for learning and recruiting.

Happy Recruiting....

*Pat Turner*

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