

Secure 6-Figure Deals Now - The Ultimate Guide for Recruiters

The Evolution of a Recruiter ... and why it matters



What Good Staffing Agency Software Does Before You Even Sit Down

Recruit in Education!

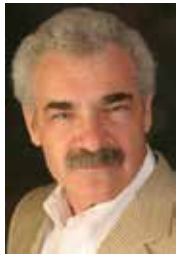
If You Wait for the Req, You're Already Late



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MID-SIZED GROWING COMPANIES RECRUITING STAFFING SMALL

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DID YOU KNOW?

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*In many cases, the discussion in our industry has moved from how to influence outcomes to how to generate activity – often with the mistaken belief that activity alone will determine the result. pg 13

* Top-of-mind awareness does not come from one campaign or one email. It comes from consistency. Firms that stay visible over time are more likely to be remembered when the need becomes real. pg 16



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What Good Staffing Agency Software Does Before You Even Sit Down

By Jennifer Roeslmeier Mikels

With a traditional staffing workflow, recruiters log in and sort through emails, add new job orders and candidates to the system that came in overnight, prioritize the day to fill certain job orders, and plan which candidates and customers to reach out to. Precious recruiting hours are spent figuring out what to do next and getting organized.

Today's [staffing software solutions](#) work around the clock, helping your team prepare for the day, surfaces new opportunities and risks, and works in conjunction with your recruiters to complete tasks and fill job orders. A lot of this is being done even before recruiters take their first sip of coffee!

In this article we will look at how today's modern staffing agency software solutions can complete tasks even before recruiters take their first sip of coffee, helping recruiters jump start the day with everything they need to know. Not only that, but today's staffing software technology is helping recruiters solve some of biggest staffing challenges in a time when talent shortages still exist and clients have increased expectations, including quicker turnaround times.

1. Identifies New Candidates That Came In

When recruiters start their day, one of the first things they should see is a clear view of new candidates that applied for jobs overnight. From your staffing agency's job application, candidates can flow directly into your staffing software, helping the recruiter to easily identify new applicants without needing to manually import resumes and create candidate records.

Recruiters might also be able to see candidates who didn't complete their application and only completed a certain part of it. These candidates can be reached out to, or automatic emails can be setup to encourage them to complete the application.

2. Sends Job Invites and Fills Positions

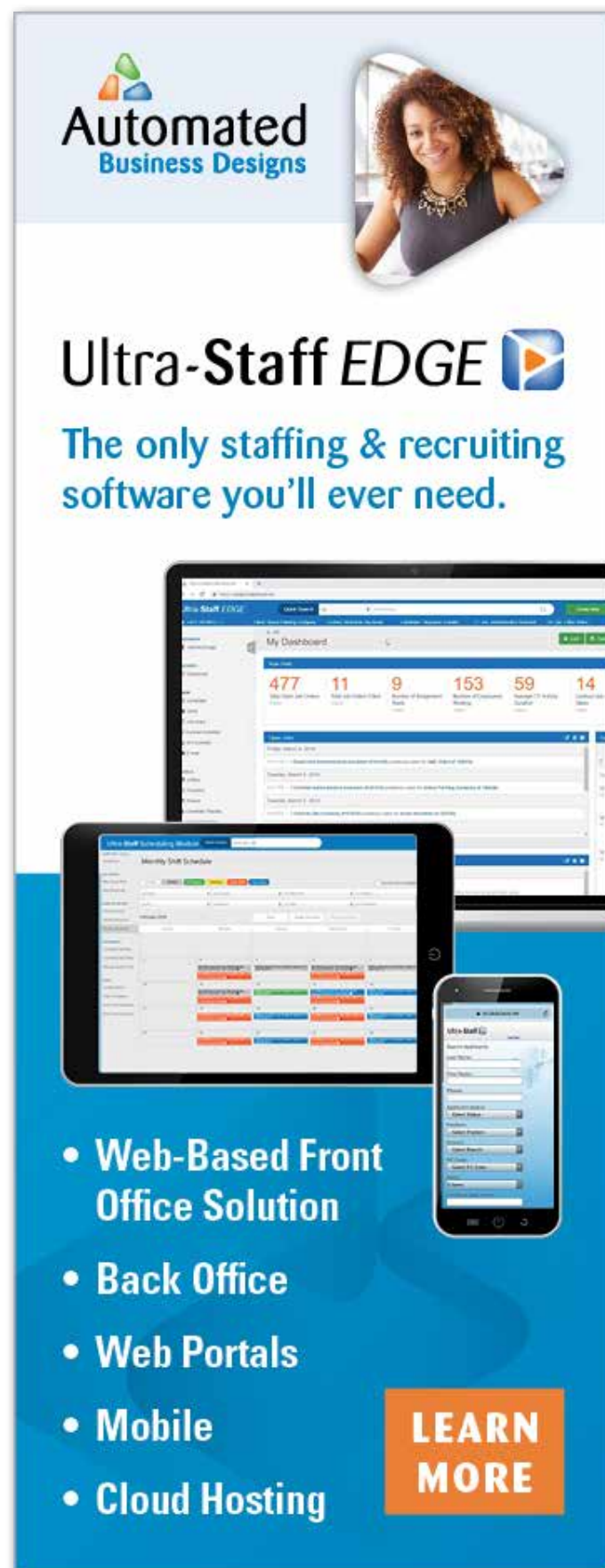
Staffing software solutions can send [automatic job invites](#) overnight to candidates that qualify for a position. Positions can be accepted on the spot via a mobile app or text message, and the position is automatically filled. Before recruiters even start work the next day, they can have newly filled positions.

3. Identifies New Job Orders

[Client portals](#) allow staffing agency customers to post jobs in their portal, so when recruiters come in the next day, they can see all the new job orders they have in the system. Clients can get their jobs to you faster and recruiters can be set to begin filling them right away the next morning.

4. Displays Calls that Need to be Made That Day

A daily planner in your staffing software outlines all of the calls that need to be made that day and in the coming days. Recruiters never miss a beat by figuring out who they need to follow up with that day, it's all outlined on their daily planner.



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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.

5. Automates Emails and Text Messages

Staffing software solutions can also automate emails and texts for recruiters. Reminder texts can be sent about upcoming assignments to candidates, texts can be sent checking in throughout the assignment, and more. Everyday texts and emails can be automated with your staffing software, so recruiters can focus on other tasks at hand that can't be automated. This also helps increase communication with candidates and customers, fostering greater engagement.

6. Surfaces the Best Candidates

Traditional manual searches across your database can be reduced through AI-powered candidate matching in your staffing software. Staffing software solutions can identify the top ranked candidates for a position based on skills, test/certs, previous positions, location, availability, and experience. This significantly helps recruiters narrow down candidates in their database that are a fit for a position without spending countless hours searching and narrowing down candidates. When recruiters login for the day, they can instantly see all of the top candidates for jobs that came in overnight and begin reaching out right away.

7. Predicts Which Placements are Risky

Did you ever wonder how risky a placement was going to be? How likely a candidate was going to show up to an assignment? How likely were they to finish the assignment? Before placing candidates, staffing software solutions can predict how risky the placement is based on their previous assignment history. AI can also provide predictive scoring on engagement with your staffing agency, retention, and placement success. All of these metrics help recruiters make smarter recruiting decisions to ensure they are placing the best candidates the first time.

8. Spots Revenue Opportunities and Next Steps

Client revenue opportunities can also be spotted before they show up, getting ahead of opportunities to drive more revenue. AI can identify opportunities based on company news found on the web and company activity in your staffing software. It can also establish an immediate action plan with next steps to pursue these opportunities.

Opportunities that may have otherwise been hidden or lost can be brought to the forefront to make proactive decisions to drive more revenue for your business.

Staffing Agency Software Working Past 9 to 5

As a nod to the late Dolly Parton, your staffing agency software is no longer working 9 to 5 with your staffing teams, it's working around the clock to bring candidates in, fill positions, match talent to jobs, help organize your day, and anticipate opportunities and risks. Recruiters are able to spend less time organizing their day and working on tasks that can be automated. Before they take their first sip of coffee, staffing systems can tell users what needs attention today and what is likely to happen tomorrow. The most valuable staffing software is already working before the recruiter sits down for the day.

Interested in learning more about modern staffing software solutions that can help drive your business forward? [Schedule a demo](#) of Ultra-Staff EDGE Staffing Software, a full front, middle, and back office solution with AI and automated driven tools for recruiters.



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JUST ASK Judy

Recruit in Education!



By Judy Collins

There is a shortfall of approximately 37,569 unfilled teacher positions nationally in the United States. The significant teacher storage varies from state to state, by district, grade level, and specialty. School districts need help finding qualified teachers and there is no more qualified to find the right person for the job than a recruiter that is looking to specialize in education. In this article we will look at disciplines that are in the highest need, why do we have this problem, and how we can help fill these job titles.

Where is the problem most severe?

The teaching disciplines which are experiencing the highest levels of shortage are summarized here:

<u>Teaching Discipline</u>	<u>Shortage Level</u>	<u>Comments</u>
Special Education	Very High	Persistent Nationally
Mathematics	Very High	Middle School and High School
Science	Very High	Science, Technology, Engineering &
Mathematics (STEM)		
Elementary	High in many areas	Many Positions Open Nationally
Career & Technical	High	High Demand in Trades, Manufacturing, Technology,
Health		
ESL / Bilingual	High	Big Problem in Growing Areas
Foreign Language	High	Difficult to Find Candidates

Average teacher annual salaries vary widely by location and by discipline and can range from about \$55,000 to about \$104,000. The states with the most difficult teacher staffing challenges include Arizona, Nevada, Mississippi, Florida, California, and Texas.

Why is this happening?

Attrition accounts for the bulk of the shortfall in teacher availability. Again citing the Learning Policy Institute, we note that attrition accounts for roughly 90% of annual teacher demand. Further, the Institute reports that fewer than one-fifth of teachers who leave the profession do so because they retire. Other reasons include compensation, working conditions, dissatisfaction, and moving into other careers.

If you saw my recent article concerning the boom in the skilled trades you will understand the tremendous pressure on industry to staff for the renaissance which seems to be happening. This pressure then lands on the educational system, challenging it to find the needed Career & Technical people needed to train the next wave of skilled workers. This same pressure applies to the other teaching disciplines in varying degrees.

What Can Recruiters Do?

Based on the above information, recruiters can focus on the teaching disciplines which are the hardest to fill and develop relationships with educational institutions to learn their specific needs. As in most jobs, many factors come into play: compensation, working conditions, location, life-work balance issues, and the like. Many institutions will utilize recruiters to match people up with open positions, just as in industry. Both direct-hire and contract hire methods are employed.

It may be necessary to contact the institution's procurement or purchasing department since registration as a vendor is likely to be required. The recruiter may also have to

actively recruit candidates, verify candidate certifications, provide background screening, and check references. As in other placements, a conversion fee agreement should be in place for contract placements.

My own belief is that Career & Technical people represent possible low-hanging fruit because of the renaissance in the manufacturing, power grid, and data center sectors of the economy. There are likely many retired or about-to-retire engineers, electricians, plumbers, and other skilled tradesmen who may be lured back into the workforce with a teaching assignment at a trade school. It is difficult for these skilled people to not want to stay active, mentor the next wave of younger professionals, and share their knowledge and expertise!

If you enjoyed this article, let me know your comments. I am always happy to discuss what is happening in the marketplace! If you missed my previous articles, let me know and I would be happy to email you a copy or you can visit my website at <https://www.jcsrllc.com>! For more information on Employer of Record Services and Back Office Support contact me at judy@jcsrllc.com. Feel free to check out my new YouTube channel at <https://www.youtube.com/judycollinsstaffingresources> for informative interviews on business topics. Subscribe so you can always see the latest interview.

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QUESTION: Mike, I would love your advice on this one. I have a great client who used my services for three searches last year. We agreed on 25%. They paid me a down payment on the first search, and I did not ask for a deposit on the others because it did not seem necessary. They just informed me they want to use my services for a total of 6 searches this year, with the last one wrapped up in August. This is \$650,000 in compensation for the six people they hire. That is a lot of fees for me. They asked me to send them a proposal.

I am considering offering the same agreement we used in 2023, the 25%, but also offering an option for them to pay me on retainer, thinking they could pay me one-third down, one-third in April, and one-third in August. How much should I charge, or do you have other suggestions for my proposal? This is my best client. They run every part of recruiting through me. They are loyal and also fun to work with. I want to treat them right.

Strategic Proposal Phases

Alright! Congratulations. This is a phenomenal opportunity. There is a lot here so I want to break it into a couple of phases. First, I would not make a proposal without having them do a verbal proposal on the phone. Then, I'd follow up with a written proposal, because I don't know who they will slide it around to. The great news here is you already have a really deep relationship. They want to use you. But I am always against sending [proposals](#) until I have talked with them and justified and got buy-in on my logic.

Structuring the Proposal Based on Past Experience

The easiest thing for me with 6 positions, there are a couple versions, because I did this one time with a client, what I am about to propose, and the situation was slightly different. I remember, they were paying a deposit on every search. They were paying 30% and they were going to give us somewhere in the neighborhood of 10 positions that they would guarantee us over the next year. They were like, what can you do for us?

Offering Discounts and Maintaining Fees

I remember thinking, do we [discount the fee?](#) We were really well embedded there too. That was important. What I did was, we made the proposal verbally, and then we followed up with it in writing. We said, we really appreciate your business. I think we were charging a \$10,000 deposit per position. What if we did this? Instead of charging you \$100,000 in retainer fees, we will charge \$50,000. It will still be \$10,000 a position, and we will deduct the retainer from the last five positions filled.

Importance of Perceived Value in Proposals

I will explain my logic. He goes, you would really do that? I go, absolutely, you have been a great client, and we are happy to do it. This is where my instinct was right. We have done similar things with a lot of our clients in this recommendation. At some level, maybe not even intellectually, they think they are saving \$50,000. They are not saving anything, nor did I have to cut my fee.

Ask Coach Mike

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Utilizing Deposits Effectively

In this situation, because they are already used to paying a deposit, I would get them on the phone and say, here is what I want to do. Whatever that deposit was, you do not have to change that dollar amount. Let's say you were charging them \$5,000 a position – paying a deposit on every position would be \$30,000. Just go into it assuming, do not even justify it. It is a deposit-based search which allows me to work at the level we worked at last year, blah, blah, blah, \$5,000 per position would be \$30,000.

Because you have been a great client, I will only charge you a \$5,000 deposit and take it off the last 3 positions. I know you said these will be wrapped up by August, but I will give you all of calendar 2024. Those deposits will expire if you do not give me enough positions. Again, we will bill you the total amount for the three positions, remove the \$5,000, and deduct that from placements 4, 5, and 6.

Client Expectations and Risk Sharing

It has a tremendous amount of perceived value. You do not have to overthink this. If they give it to you sporadically, you can charge them. If they give you two now, and they are going to wait until April to provide you with two more, then you can charge \$10,000 and take the deposit off the last one. The whole thing here is they do not roll over. If they give you a widget salesperson in St. Louis opening in April and then cancel or fill it through alternate means, you retain the deposit for your work.

That is how I did it. I did not get a lot of pushback. They will ask you if you will roll it over. I was always like, no, because that \$5,000 partially – keyword partially – funded the research and the expenses of that search. If you cancel it in a week or two, that is one thing, Mr. or Ms. Employer, but if we have presented a slate of candidates at a \$5,000 deposit, we are still losing a lot of money. Share some of that risk with us. My experience with clients is they understand that. I do not feel like you have to give away the farm.

Why Charge on the Last Position?

You might ask, why do you do it off the last, the 6th position? Now, I do not share this with the client. I share this with you as recruiters. If you are going to work on retained, you will fill 8 or 9 out of 10 positions. If they give you money upfront, they want you to fill it.

They probably only have a few alternate means going at it. If you work on it in a bundle, like I did, in a bundle of 10, and I do not fill, let's say a worst case, two positions, I am going to keep the \$20,000 on the backend, which is why I do not want to charge the [retainer](#) on the front end.

I know I am going to fill 5, 6, 7, or 8 positions, 6 or 7 at a minimum, I am going to fill. I fill the first five and charge my full fee, whatever the fee is. Again, stay at your 25%. Do not go lower. Then I start deducting the fees. Every time I did that, and if one position out of those ten did not get filled, there was no complaint by the employer that you owed me another placement because that was the 10th search, and they filled it through alternate means or canceled it.

Clear Invoicing Practices

When you do your invoicing, I was very clear, placement number 1/10, or you can do placement 1/6, 25% of \$100,000 base salary is a \$25,000 fee. Placement 2, Placement 3, Placement number 4, \$100,000 salary, 25% fee, \$25,000 fee less \$5,000 retainer. This way, you and the employer can always keep track. It is the simplest way. What I loved about it was how excited the clients were because of how much money they thought they were saving.

Really, all they are saving is the interest they would make on half of that [retainer](#) over the period of time of those searches. That is the discount I am willing to give. That is a great question. I wish you tons of luck. Hopefully this helps.

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>

[Read More by Mike Gionta](#)

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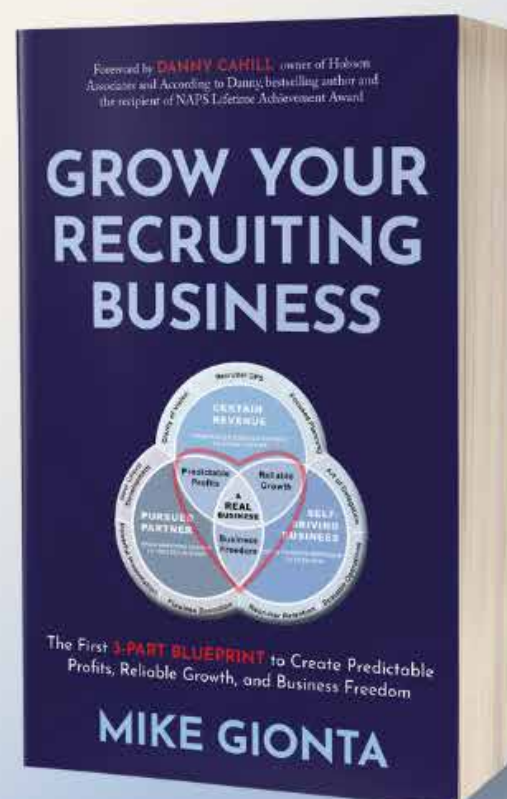


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"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They also present it in a way that breaks it down to help you identify your starting steps, and to keep you going." – Marts King



The Evolution of a Recruiter ...and why it matters

By Steve Finkel

If you're an experienced recruiter, chances are you're doing pretty well. The business has its ups and downs, but on balance, you have an existing base of clients, candidates and you've settled into a consistent pattern of production.

But there is a harder reality: what made you successful is not necessarily what will sustain – or increase – that success going forward.

While we don't like to think about it, you will lose clients – even established ones – at some point and have to launch some immediate new client development activity to replace them. And there are emerging pressures on our industry – and for you – which may cause you to reevaluate your current methodology. But for right now, the question is how can you best improve production and prepare for what may lie ahead?

The Beginning

To answer this question, we have to go back to your actual foundation – how you were originally trained and the depth of the skills you have accumulated since. Because times are changing, and your initial focus – even when years or decades of experience are added – may not be your best choice now.

Chances are when you started, your manager concentrated on two areas. Marketing the candidate and recruiting the candidate. Along with these, of course, would have been the concept of selling your services and identifying candidates. "Identifying" might have been working your back database or simply finding new candidates to recruit.

None of this is wrong. In fact, it is the foundation of what we do. But is it enough? Enough for what, you may ask? Enough to fully prosper in today's market.

The Depth

Moreover, how long was your initial training? Two days? Five, if you're lucky? Is that enough to learn a genuine profession? Of course not. And where did the person who taught you learn this business?

If you go back, at some point in the previous generations of our industry, you will encounter either a franchise or larger firm. Did they have trainers on staff? Certainly. But what was their purpose? It was to get new people from zero knowledge to a limited degree of adequacy and then turn them loose and see what happened. That method of "developing" recruiters has permeated our industry and remains the standard to this day.

Did some succeed? Yes. But they did so with a

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combination of hard work, hopefully some luck and a certain amount of talent. But none of these things can be passed on or transferred. The fact that your manager was successful is certainly fine. But you are a different person. And it takes more than a scanty foundation – or even talent and hard work – to maximize results in today's challenging market.

So what do we have?

So there you are, a reasonably successful recruiter of some experience. But things are changing. The focus on which you started — finding and recruiting candidates — is now coming under increasing strain from new forces.

We all know it. Offshore "recruiters" who work for minimum money. Internal "recruiters" who rely on advertising and technology to find candidates. And now the famed AI, that can send out thousands of inquiries to theoretically qualified people to do sourcing and engaging. For you... and the same for your clients.

These tools have their place, and used properly, they can be helpful. But they do not determine the outcome of a search.

The ground has shifted. Here is a simple reality. Anything that is widely accessible is not a sustainable competitive advantage.

In many cases, the discussion in our industry has moved from how to influence outcomes to how to generate activity – often with the mistaken belief that activity alone will determine the result.

Where does that leave you?

The response to this shift is not to double down on the very activities that are being turned into a commodity.

That means, in practical terms, you don't hire the same offshore people that are readily available to your clients. And you don't focus on the same AI/techno whiz-bangs that the human resource employees of your clients – and your competitors – can also utilize.

Andrew Grove, the founder of Intel, addressed this very point in an excellent book entitled *Only the Paranoid Survive*. He observed that when a new variant of technology arrives, there is always a surge of enthusiasm – claims that it will transform everything. And this is intensified by the many that will be involved in hawking, promoting, exaggerating these ideas for their own benefit.

"But mostly," he said, "they aren't what they're cracked up to be."

Do these new technologies have benefits in many fields? Certainly. But in our business, you cannot achieve – or even maintain – success in this manner when everyone has the same technology. If you try, you will simply place yourself in direct competition with many — here or overseas — who will do the same work for less.

Reevaluating your strategy

You are probably already very good at what you do. But improvement – and shielding yourself from the shifting sands of our current market – does not come

from refining what you already do well. That yields only marginal gains.

Rather, it comes from developing skills where you have not been trained or focused – and which most others simply lack.

For us, that means advanced-level debriefing and closing the candidate.

Where results are actually determined

We all recognize the fact that candidates tend to hesitate at the end of the process. When we get a turndown, of course, we know it and it costs fees. But equally to the point, it costs us repeat clients. The client is frustrated too, and he is likely to blame you. That's clear.

But the greater loss is less visible.

The real costs

The real costs aren't just the obvious turndowns — it's the searches that nearly close: good candidate, genuine client interest, and then hesitation or a quiet decision not to proceed. Nothing overt. Just a result that never quite materializes.

Sourcing and recruiting remain essential — but they are also where competition is highest and alternatives are abundant. Where the outcome is actually determined is after the interview, once the client is interested and the decision is still in play.

Even experienced recruiters often leave that final stage — moving the candidate from the first interview to the second — and ultimately to an acceptance once an offer has been extended — to instinct. That's where solid searches tend to break down, costing fees and future business.

The keys to improvement

Let's take a few moments – just a few – and address some points which are mandatory if you're going to get the best results from these critical but overlooked portions of our business. What follows is not theory; it actually changes outcome.

Debriefing

A) A follow-up form. Don't kid yourself; if you've been in the habit of debriefing the candidate without written-out structured questions to be asked, you may think you're relying on your experience – but you're leaving things out.

Your purpose is not simply to "see how things went"; it is to gather specific ammunition which you will need when you get to the point of an actual close. The form I use has 14 questions on it. Are they all asked at every interview? Almost certainly not. But if you leave one out which should be asked, it is likely to cost you the fee.

B) Record the call. It is an axiom that "repetition is the mother of skill." This applies to us. How many debriefing calls do you do per week? Not very many. Thus it is far more difficult to improve skills. And without feedback, it is more difficult yet.

The answer is to get the most you can in terms of improvement from every call. If you are not recording your follow-up with candidate calls and evaluating them after hours — when the time elapsed yields objectivity — you are simply not improving as much as you should. And your production will suffer.

C) Reinforce the positives. This is one of the foundational premises of subliminal selling. We can broadly define this as something that happens below the threshold of conscious awareness to influence perceptions. You must not only gather the information, but must increase the candidate's interest in the opportunity.

When a candidate states a positive in response to your questions, don't just say "fine" and go to the next question. Expand upon it! Ask for specifics. Then indicate that you agree, and give an example of how important this is.

Have you heard about this before? Of course you have. But unless you evaluate your calls as mentioned above, how do you know that you're doing it?

There is much more to advanced-level debriefing than what we are covering here, but this is the place to start.

Closing

Sometimes you hear things so frequently that you absorb them and treat them as fact. A good example of this is the phrase, "If you do everything right up front, the close becomes automatic." Is this true? No. It is one of a number of misconceptions that are common in our industry. It persists because it is comfortable. It suggests that closing requires little deliberate skill — that it is the natural result of earlier steps.

In practice, that false assumption leads recruiters to underdevelop one of the most critical parts of the process — closing the candidate.

Let's cover a few simple keys to doing it right.

A) Plan the call. When there is an offer out, do not accept a call from the candidate until you have planned that call. We all want to know the candidate's intentions. But grabbing a call in the absence of genuinely thinking out your responses for the three options to that offer — yes, no, and maybe — is to put yourself in a position of being off guard and unprepared.

You will not lose anything by taking the time to first strategize on how best to proceed in each of these areas and to plan in writing. You must summarize positives, prepare for possible objections and outline the call. Without that preparation, you are simply reacting rather than directing the outcome.

B) Industry-specific closes are needed. Closing techniques that were originally developed for one form of selling can perform poorly in a different industry. Most of the "closes" you hear bandied about — the

Ben Franklin close, the Assumptive Close, the Alternate Choice Close and many others — were originally developed for face-to-face sign-on-the-dotted-line situations, and frequently for one-call closes. Are they effective? Indeed they are — in the environment for which they were originally intended.

Our business is different. It is far more complex and the investment on the part of the candidate — a genuine career change — is much greater and more personal. It requires advanced-level closes designed for our industry. Anything else is unlikely to be successful.

C) Logic first, emotion second. By the time the candidate has an offer, an entire series of decisions has been made. You have recruited him, moved him to a first interview, moved him a second interview. He has given you full feedback and information at each step. If there were no interest in the opportunity, the process would have been discontinued. Moreover, he is moving away from the genuine concerns in his current position which you identified at the initial recruiting call.

He should accept the position. You know it. He knows it. But you must clarify that fact in his own mind. Emotional concerns — hesitancy, uncertainty — must be addressed, but only after the logical foundation of a more successful career move is secure. And he must acknowledge this. The path forward

Even successful long-established recruiters must recognize that changes are taking place in our industry. Moreover, even repeat clients are not forever, and we must at some point reach out to new prospective clients. If what we offer is indistinguishable from what clients believe they can do themselves — or obtain elsewhere at lower cost — our position weakens.

The solution is not to compete where everyone else is competing. Rather, we must re-strategize, and focus on those elements of our business from which we have not fully benefited previously. We must develop skills in the areas that are least understood, least practiced, and most determinative of results.

How complex are these skills? Very. My brand-new 300-page book *Closing for Recruiters!* addresses debriefing and closing in great detail and specificity. Mastering them will take time and study. But it is the difference between struggling with today's market, at best maintaining current production — or significantly increasing it. These are not refinements at the margin. They are the point at which results are determined.

For those who choose to pursue improvement that matters, the opportunity remains substantial.

If the ideas addressed in this article resonate with you, you will find the complete answers in ***Closing for Recruiters!***

Find Steve's new book: ***Closing for Recruiters!*** online at <https://www.stevefinkel.com/books/>



If You Wait for the Req, You're Already Late

By Linda Smith

A lot of staffing and recruiting firms still market as if the opportunity begins when a client has an open requisition.

It makes sense. A req feels concrete. It signals urgency. It gives sales a reason to reach out. It looks like the right moment to push harder.

But in today's market, that approach is often too late.

By the time a job order officially exists, the need has usually been building for weeks or months. The team has already been stretched. Supervisors have already been covering gaps. Turnover has already created friction. Work has slowed down. Internal conversations have already happened.

And in some cases, competing staffing firms are already in the picture.

That is why staffing firms need to market before the req.

The real need starts before the requisition

This is one of the most important ideas in staffing sales strategy: the need comes before the req.

Most employers do not move in a neat, linear way from problem to requisition to placement.

Instead, the cycle usually starts with business pain:

- an overloaded team
- rising turnover
- absenteeism
- overtime costs
- customer delays
- missed production targets
- managers covering open roles
- a hiring freeze that did not reduce the workload

By the time the role is formalized, the business has already been living with the consequences.

This matters because staffing firms that only market to obvious hiring intent miss the stage where the need is actually forming:

- They wait for the req.
- They wait for the visible opening.
- They wait for urgency to become public.
- And by then, they are often too late.

Why staffing firms need to market before the req

Marketing before the req does not mean generic brand awareness for its own sake.

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It means staying relevant before urgency becomes visible.

A lot of employers spend weeks or months in an in-between stage. They know they have a staffing problem, but they are not ready to act. They do not have approval. They are trying to avoid adding permanent headcount. They are hoping the team can absorb the pressure a little longer. They are delaying the decision because they do not want to make the wrong move.

If your firm goes silent during that period, you become easy to forget.

But if your marketing stays consistent, useful, and connected to real business pain, you have a better chance of staying top of mind until the buyer is ready to engage. That is where marketing earns its keep.

Good marketing moves buyers closer to action

Some people would call this nurture marketing. That is fair. But for many staffing firms, the more useful idea is simpler:

Good marketing helps move employers from passive awareness to active engagement.

- It does not force urgency.
- It does not create a job order out of thin air.
- It does not guarantee a conversion.

What it does do is keep your firm visible and credible while the employer is still in the delay stage.

That matters because when the need finally becomes real, most buyers do not start from zero. They reach out to firms they already know. Firms they have seen. Firms that have shown useful perspective. Firms that seemed to understand the business problem before it became a formal requisition.

That is how top-of-mind awareness turns into real staffing opportunities.

What marketing best-practices help staffing firms stay top of mind?

If the goal is to stay visible before the req, random activity is not enough. Staffing firms need consistency and relevance. The best marketing practices for this include:

Stay visible consistently

If your firm only appears when sales wants a meeting, your brand becomes easy to ignore. Consistent email marketing, content marketing, and digital marketing help keep staffing firms familiar over time.

Segment your audience

Not every employer has the same staffing pain. A company dealing with hiring freezes needs different messaging than one struggling with turnover or slow backfill. Segmentation makes recruitment marketing more relevant.

Speak to business pain, not just open jobs

Some of the best staffing marketing is not really about staffing services. It is about vacancy cost, slow hiring decisions, overtime, productivity loss, burnout, and workforce instability. Those are the problems buyers feel before they are ready to talk about a requisition.

Support sales follow-up

Not every prospect is ready to buy today. That does not make the account worthless. Good marketing gives sales a reason to stay in touch with something more useful than another “just checking in” email.

Build credibility before urgency exists

By the time an employer needs help fast, they usually do not want to start researching new vendors from scratch. Marketing helps staffing firms establish familiarity and trust ahead of that moment.

Commit to a steady drumbeat

Top-of-mind awareness does not come from one campaign or one email. It comes from consistency. Firms that stay visible over time are more likely to be remembered when the need becomes real.

Why this matters in a slow hiring market

In a stronger market, firms can sometimes get away with reactive marketing. Job orders move faster. Employers act sooner. Timing is easier.

In a slow hiring market, that becomes much harder.

Employers delay. Hiring processes drag. Approval takes longer. Buyers hesitate. That means there is often a long gap between recognizing a staffing problem and doing something about it.

That gap is where consistent marketing matters most. It helps staffing firms stay relevant during the slow build, not just during the visible moment of demand.

What staffing firms should do now

If your marketing strategy starts when the requisition appears, you are probably already behind.

The stronger approach is to market while the need is forming:

- while the pain is building
- while the employer is delaying
- while the team is stretched
- while approval is still in limbo
- while the buyer is aware of the problem but not ready to act

That is how staffing firms stay in position.

The goal is not just to generate leads. It is to build familiarity, relevance, and trust early enough that when a real job order emerges, your firm is already part of the conversation.

Because in this market, waiting for the req is not a strategy. It is a delay.

The best time to market to a staffing buyer isn't when the req is live—it's before the need ever becomes formal.

Haley Marketing's Staffing Growth Engine shows you how to build the visibility and consistency that keeps you top of mind early—so when the job order comes, you're already the first call.

Human Resourcefulness in the Staffing and Recruiting Industry

Why judgment, adaptability, and relationships remain the industry's greatest strengths

The staffing and recruiting industry is built on a simple but demanding challenge: connecting the right person with the right opportunity. Job requirements shift, labor markets tighten, candidate expectations evolve, and business priorities can change overnight. In this environment, human resourcefulness is not merely helpful; it is the quality that keeps hiring moving forward. People find solutions!

Turning Constraints into Possibilities

Recruiters rarely work with perfect conditions. A client may need a specialized professional immediately, compensation may be below market expectations, or the local talent pool may be limited. Resourceful recruiters look beyond the first search results. They translate job descriptions into transferable skills, identify adjacent industries, reconnect with overlooked candidates, and suggest realistic changes to the role, location, or hiring process.

This approach changes recruiting from a transaction into problem-solving. Instead of simply reporting that talent is scarce, a resourceful staffing professional brings alternatives: a contract-to-hire arrangement, a remote candidate, an emerging professional with strong potential, or a team-based solution that distributes the required skills across several people.

Reading What a Résumé Cannot Say

Human judgment is especially valuable when a candidate's potential is not obvious on paper. Recruiters listen for evidence of curiosity, resilience, collaboration, and learning ability. They recognize when experience from hospitality, the military, education, retail, or another field can transfer successfully into a new environment. By asking thoughtful questions and understanding context, they can distinguish between a missing keyword and a genuine capability gap.

Building Trust on Both Sides

Staffing professionals serve two customers at once: organizations seeking talent and people seeking meaningful work. Resourcefulness therefore includes emotional intelligence and communication. A strong recruiter can explain a client's needs clearly, prepare a candidate for an interview, surface concerns early, negotiate competing priorities, and preserve trust when plans change. These relationships often reveal information that no database contains; what truly motivates a candidate, which trade-offs a manager can accept, and what will make a placement last.

Using Technology Without Losing the Human Touch

Modern recruiting tools can accelerate sourcing, screening, scheduling, and routine communication. Their best use is to create more time for human work, not to eliminate it. Current industry research shows that organizations continue to face recruiting challenges while expanding the use of artificial intelligence and skills-focused strategies. Resourceful recruiters know when to trust data, when to question it, and when a conversation should outweigh an automated recommendation. They combine technological speed with people accountability and sound judgment.

Resourcefulness in Action

- Reframing the search: converting rigid credentials into the underlying skills a role actually requires.
- Expanding access: reaching passive candidates, community networks, training programs, and talent from adjacent fields.
- Adapting the solution: proposing temporary, project-based, fractional, remote, or contract-to-hire options when a traditional hire is impractical.
- Removing friction: simplifying interviews, clarifying expectations, and keeping candidates informed so strong prospects do not disengage.
- Learning continuously: using feedback from placements, clients, and market data to improve the next search.

A Durable Competitive Advantage

Human resourcefulness is the staffing and recruiting industry's durable advantage. Technology can organize information and automate repeatable tasks, but people create options where none appear to exist. They interpret nuance, earn confidence, challenge assumptions, and design solutions around real lives and real business needs. As the world of work continues to change, the most effective professionals will be those who pair powerful tools with creativity, empathy, persistence, and practical judgment.

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NPAAworldwide and Dimensional Search Associates Forge Strategic Partnership to Expand Membership Pipeline and Revenue Opportunities

NPAAworldwide, the world's leading recruitment community, announced a strategic partnership with the Sanford Rose Associates family of companies, including Dimensional Search Associates. This partnership brings together two strong organizations with complementary strengths and a shared commitment to helping independent recruiting firms succeed.

For NPAAworldwide, the agreement represents a meaningful extension of its mission to connect independent recruiting firms for success locally and worldwide. Dimensional Search Associates firms are an excellent membership match for NPAAworldwide, strengthening the recruitment community it has built since 1956.

For Dimensional Search affiliates, the benefits are equally compelling. Through their affiliation with NPAAworldwide's global recruitment community, they gain access to split placement revenue opportunities they would not otherwise have, alongside a network of like-minded firm owners who are invested in each other's success.

"We are excited about the opportunities this alliance creates and the value it will bring to our members. By combining the strengths of Sanford Rose Associates/ Dimensional Search, and NPAAworldwide, we are building a stronger, more connected recruiting community where collaboration, shared expertise, and new business opportunities help every member achieve greater success. We look forward to growing together and celebrating the many partnerships and accomplishments that lie ahead," said Patti Steen, NPAAworldwide board chair and interim president.

The partnership reflects a shared belief that collaboration, not competition, drives better outcomes for recruitment firm owners, their clients, and the candidates they serve. Both organizations are committed to supporting independent firms at every stage of their growth, from launch through scale.

Further details on the partnership and how recruiting firm owners can take advantage of its benefits will be available through both organizations' respective channels.

About NPAAworldwide

NPAAworldwide is the world's leading recruitment community, connecting independent recruiting firms across industries, cultures, and continents to exchange ideas, support one another, and team up to place people together. With over 550 member firms across six continents and more than 40 countries, NPAAworldwide has been helping independent recruiting firms confidently make more placements since 1956. For more information, visit npaworldwide.com or npaworldwideworks.com.

About Dimensional Search Associates

Dimensional Search Associates is a national franchise recruiting network made up of independently owned firms specializing in executive search. The organization provides franchise owners with proven tools, resources, and infrastructure to launch their businesses with confidence and build lasting success. For more information, visit dimensionalsearch.com.

The AI Skills Race: 43% of Workers Say Their AI Skills Are Behind What They Need to Stay Competitive

New Resume Now report finds workers feel behind, pressured, and increasingly measured against coworkers as AI skills become a workplace benchmark.

As employers raise the bar for AI readiness, many workers are feeling pressure to keep up or risk losing their competitive edge. According to a new national survey of more than 1,000 U.S. employed workers conducted by AI resume builder Resume Now®, 43% of workers say their current AI skill level is behind what they believe is needed to stay competitive. The findings from The AI Skills Race Report show that workers are not only measuring their AI readiness against changing career expectations, but also against their coworkers, with 39% concerned that coworkers who adopt AI faster will have a competitive advantage at work.

Key Insights:

- Workers are falling behind: 43% say their AI skills are behind what they need to stay competitive.
- Faster AI adopters are gaining an edge: 39% worry coworkers who adopt AI faster will have a competitive advantage.

- AI skills are becoming a workplace benchmark: 24% say their AI skills are behind their coworkers'.
- AI skills are becoming part of job security: 35% worry that not having AI skills could negatively affect their job security.
- Pressure is following workers home: 37% feel pressure to build AI skills on their own time to keep up with coworkers or avoid falling behind.
- AI anxiety is rising: 32% are more concerned than they were a year ago about needing AI skills to stay competitive.

The AI Skills Race Is Leaving Workers Behind

Workers are divided on whether their AI skills are keeping pace with what they believe is needed to stay competitive. When asked how they would rate their current AI skill level against that benchmark, workers reported:

- Far behind: 20%
- Slightly behind: 23%
- Adequate: 45%
- More advanced than needed: 12%

The AI Skills Race Is Driving Coworker Competition

As AI tools become more common at work, workers are paying attention to how quickly their colleagues are adapting. Thirty-nine percent are concerned that coworkers who adopt AI more quickly will gain a competitive advantage.

- Very concerned: 12%
- Somewhat concerned: 27%
- Not very concerned: 27%
- Not concerned at all: 34%

Peer Pressure Takes On a New Meaning in the AI Skills Race

Nearly one in four workers say their AI skills are behind their coworkers', adding another layer of pressure as employees try to stay competitive in their roles. When asked how they would rate their AI skills compared to their coworkers, respondents said:

- Far behind: 11%
- Somewhat behind: 13%
- About the same as their coworkers: 43%
- Somewhat more advanced than their coworkers: 23%
- Much more advanced than their coworkers: 10%

Falling Behind on AI Is Becoming a Career Risk

As AI skills become a growing workplace expectation, some workers are concerned that not having them could negatively affect their job security. When asked how worried they are about this risk, respondents said:

- Very worried: 10%
- Somewhat worried: 25%
- Not very worried: 31%
- Not worried at all: 34%

AI Pressure Is Following Workers Off the Clock

As workers feel pressure to keep pace with AI expectations, some feel pushed to build skills outside of work hours to keep up with coworkers or avoid falling behind.

- Feel significant pressure to develop AI skills on their own time: 14%
- Feel some pressure to develop AI skills on their own time: 23%
- Do not feel pressure to develop AI skills on their own time: 63%

AI Pressure Is Not Letting Up

For many workers, concern about AI's growing role at work is either rising or holding steady. When asked to compare their concern to one year ago, respondents said:

- Much more concerned than a year ago: 11%
- Somewhat more concerned: 21%
- About the same: 45%

- Somewhat less concerned: 9%
- Much less concerned than a year ago: 14%

"The AI skills race is turning AI adoption into a new form of workplace competition," said Keith Spencer, career expert at Resume Now. "Workers are watching coworkers adopt AI faster and wondering whether falling behind could cost them opportunities, visibility, or job security. That anxiety is understandable, but workers do not need to master every AI tool at once. A practical first step is to focus on one or two routine tasks where AI can save time or improve their work, then document those examples as concrete skills and outcomes they can apply in current and future roles."

To view the full AI Skills Race Report, please click [here](#).

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Letter From The Editor

Don't miss out!

It is certainly an exciting time to be in recruiting and staffing. Some niches are booming, but have the usual difficulties finding talent. Industries in need of skilled labor are training people needed at a record pace.

AI has created a boom in the data center building and many trade skills labor is needed. Growth in these has created high school graduates choosing community colleges over the high cost traditional college degrees and are attending trade skill centers to find a career in these high demand areas. People find solutions so keep sourcing!

Most of you reading this already have the expertise to find candidates and place them. However, it's never a bad thing to sharpen those skills with a little training or reading that turns on that bright light of imagination! Trainer and author, Steve Finkel has provided an article in this issue that just might help you recharge your people and/or yourself!

Keep the faith and know how important your abilities are to your clients and candidates. Choose wisely using AI to help in the repetitive areas of your business. BUT!! Always proof read what you are sending out using AI.

Happy Recruiting.

Pat Turner

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