



Staffing Industry Virtual Roundtable  
Expert Advice on How to Overcome the Unique Challenges of 2020



*Sheri Tischer*

Sheri brings to her role over 15 years of front-line staffing experience and has an authentic passion for the industry. She is responsible for developing staffing industry partnerships and driving TCI's payroll funding solutions throughout the nation.

She has extraordinary knowledge of the staffing industry. Sheri's experience and understanding of sales, recruiting, operations, and management in the staffing industry, along with TCI's long history of providing payroll funding solutions to staffing owners is a perfect combination.

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*Amy Bingham*

With more than twenty years' staffing industry leadership expertise, Amy Bingham works with owners and executives to increase the value of their firms. It is Amy's broad exposure to the best practices of high-growth staffing firms that equip her to help others succeed by providing advisory services, operational consulting, and leadership coaching.

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*We Help Staffing Firms Grow*



# Topics for Today's Discussion

1. Managing Interview No-Shows
2. Selling Candidates to the Client
3. Reducing Job Refusal Rates
4. Getting Job Orders During the Pandemic
5. Winning Profitable Business



# Managing Interview No-Shows

This starts with how the recruiter approaches the phone screen.

Mindset:

Get 3 things out of every call = candidate now or in future, referral, lead

“Direct approach” phone screen

Describe your ideal next position

By what date do you absolutely need to be working?

If we offered you a position like the one you describe right now, would you return to work now?



# Selling Candidates to the Client

This starts with how the recruiter submits candidates.

Recruiter books :15 meeting for resume review when the job order is placed

During the resume review, highlight candidate sizzle

- Connect requirements with candidate skills
  - Highlight candidate “sizzle”

*Accomplishments in previous jobs, job stability, strong testing, good references*

- Ask client for commitment to set up interview on the spot



# Reducing Job Refusal Rates

This starts with how the recruiter makes the job offer.

Strategy:

Don't offer the job, *sell it*.

Highlight the job sizzle – why our employees like to work for this client.

Remind candidate this position meets all of their criteria and ask for agreement.

“Given what I've just offered you, is there anything holding you back from accepting?”



# Getting Job Orders During the Pandemic

This starts with who the salesperson is targeting.

Strategy:

Go where the business is now.

Essential businesses, industries in growth mode, skills in demand.

Any business in technology or healthcare!

Find an open position and skill-market a great candidate.

Use a structured touch plan and persist until you get a response.





# Winning Profitable Business

This starts with training your sales team.

Strategies:

They should be targeting good business.

They should know how to price business for your target GP and not go below your GP floor.

They should know what to say when asked to meet other suppliers' rates.

*“Why are we talking? You aren't happy with the quality today; the same rate will produce the same results.”*

They need your permission to walk away.

There is another prospect around the corner.....!





Strategic and Operational Consulting for the Staffing Industry

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