

TALLANN RESOURCES

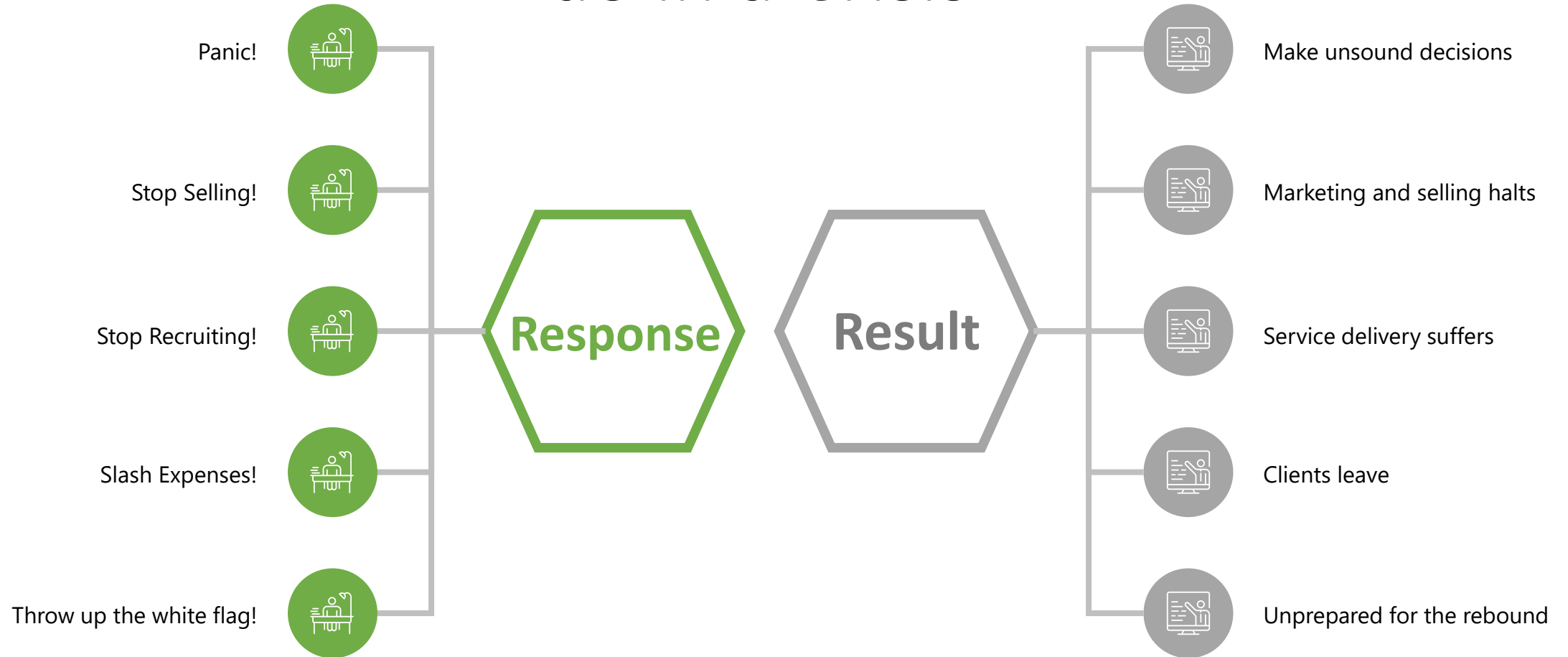
Selling in a Crisis

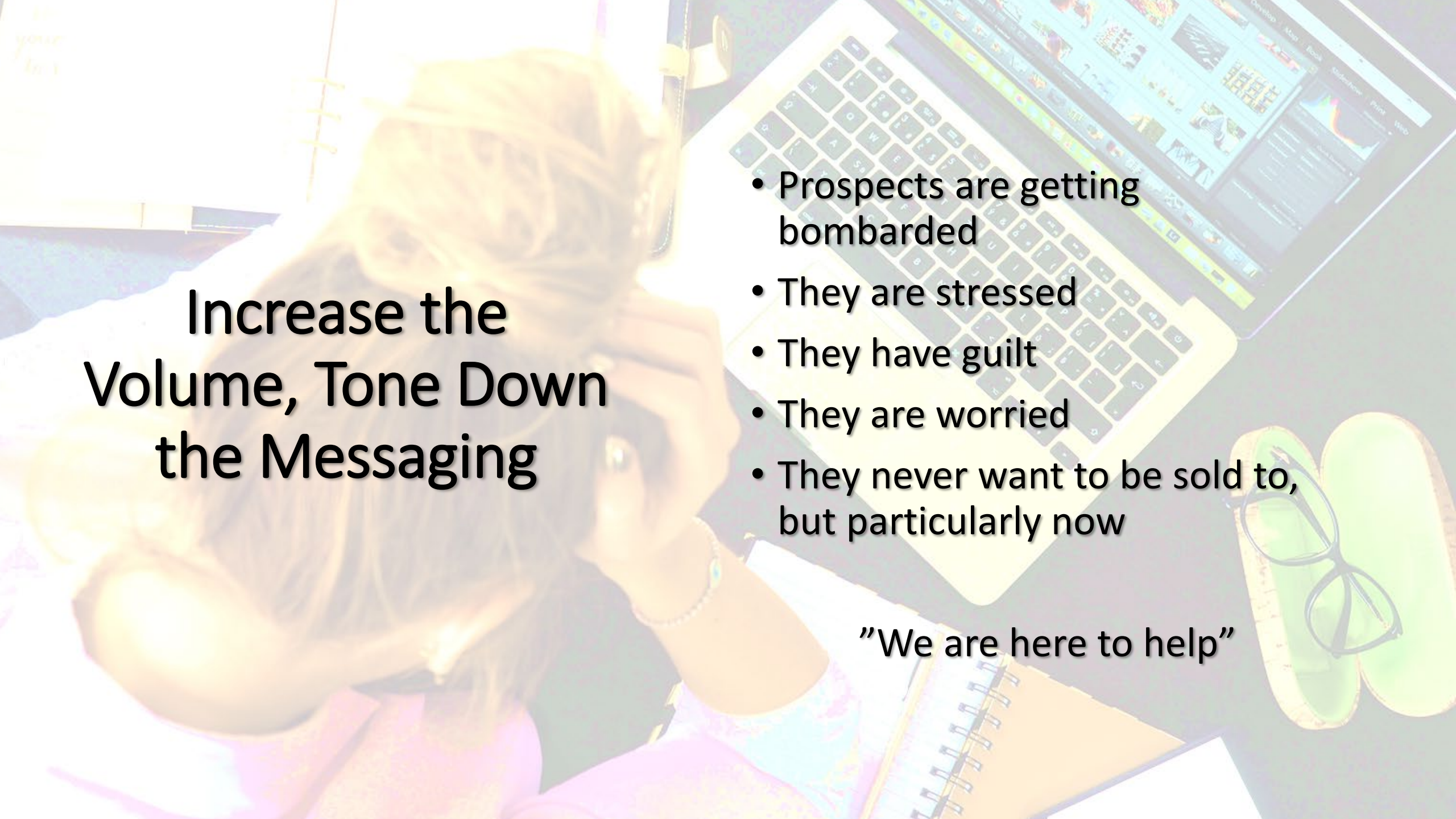


Every Downturn has a Silver Lining

- Scarce, marketable talent becomes available
- Competition thins out
- Prospects and Clients are more accessible
- Our value as recruiting experts increases
- Processes are tightened up
- Client and Prospect relationships are solidified

What most Staffing & Recruiting Firms do in a Crisis





Increase the Volume, Tone Down the Messaging

- Prospects are getting bombarded
- They are stressed
- They have guilt
- They are worried
- They never want to be sold to, but particularly now

“We are here to help”



- Distilled Market Data
- Broader Market Perspective
- Share Past Downturn Experience
- Offer Outplacement Services
- Career Advice
- Recruiting Advice for Rebound

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Verbiage for initial email

Subject: Offering help during this crisis

Hi {first name},

We are seeing employers fall into two distinct categories right now – those that are forced to pull back due to the crisis, and those that need to hire like never before to keep up with business demand and employee attrition. I don't want to assume where you fall, but either way I offer our help.

If you are in the first group and need to lay off some or all your employees, we would be happy to lend support for them.

If you are at a point where you need more recruiting help, we have proven employees ready to start immediately across all shifts.

With over x years servicing {market}'s employers and workforce, {Company}'s clients are heavily relying on our experienced team to support them through these tough times. Please reach out if we can be of assistance to you as well.

Sincerely,

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Top 10 Most In-Demand Jobs in the US*

- Store Associate
- System Operator
- Certified Public Accountant
- Healthcare Specialist
- Construction Worker
- Warehouse Manager
- Psychologist
- Vehicle Mechanic
- Academic Advisor
- Delivery Driver



The Impending Talent Shortage

Families First Coronavirus Response Act

- Two weeks paid sick leave at 2/3 regular rate for caring for a child
- Additional 10 weeks paid FMLA (2/3 reg. rate) to care for child
- Took effect Wednesday, April 1st
- Potentially significant impact on your clients and prospects



Verbiage for shortage planning

Subject – Helping plan for paid FMLA impact on your workforce

Hi {first name},

As I'm sure you are aware, new emergency regulations providing paid sick leave and FMLA went into effect on Wednesday, April 1st for employers with less than 500 employees. Based on our discussions with other employers and workforce experts, we are starting to see a trend could result in significant labor shortages as time goes on.

Of most concern is that an increasing number of employees are opting to take this paid time off based on the childcare provision. In case you aren't aware, employees with children at home due to school closures have the option to take 10 days of sick pay at 2/3 their regular rate, and up to another 10 weeks at 2/3 pay under paid FMLA.

We don't know how many people will ultimately select this option, but we do know that school closures and the expectation of home schooling has created a significant burden for many employees. {Company} has been working with many of our clients to plan for potential employee shortages and would welcome a conversation with you to see if we might be a resource for you as well. Regardless, we hope this information is helpful and wish you the best during these uncertain times.

The Impact of Enhanced Unemployment Benefits

Standard state
unemployment benefit for
26 weeks

Extended to 39 weeks

Additional \$600 per week
through 7/31

Example:

- \$12/hour employee in Ohio
- $\frac{1}{2}$ of hourly pay = \$6/hr.
- Extra \$600/wk = \$15/hr.
- Total \$21 an hour
- 75% raise to stay home

Preparing for the Rebound

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United States of America

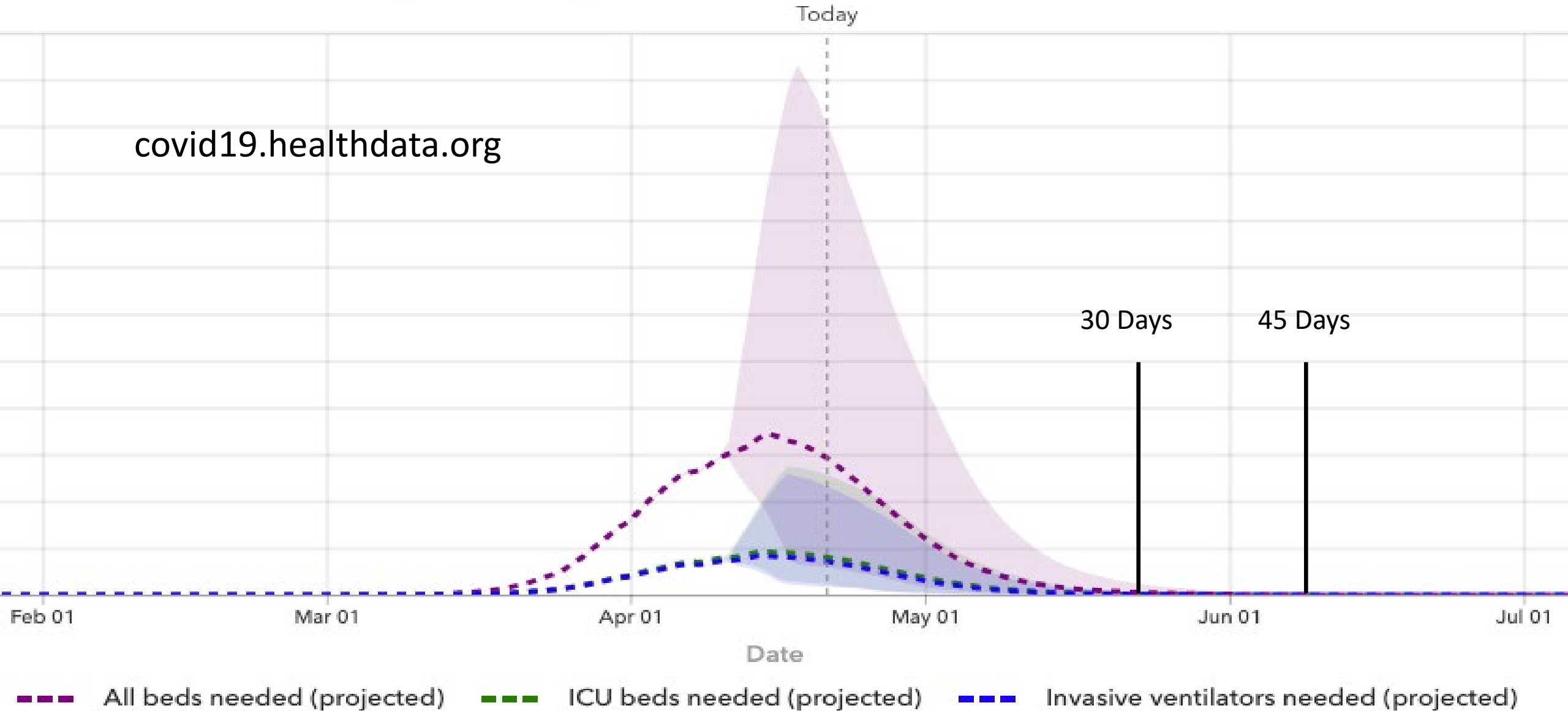
All resources

All beds

ICU beds

Invasive ventilators

covid19.healthdata.org



United States of America ▾

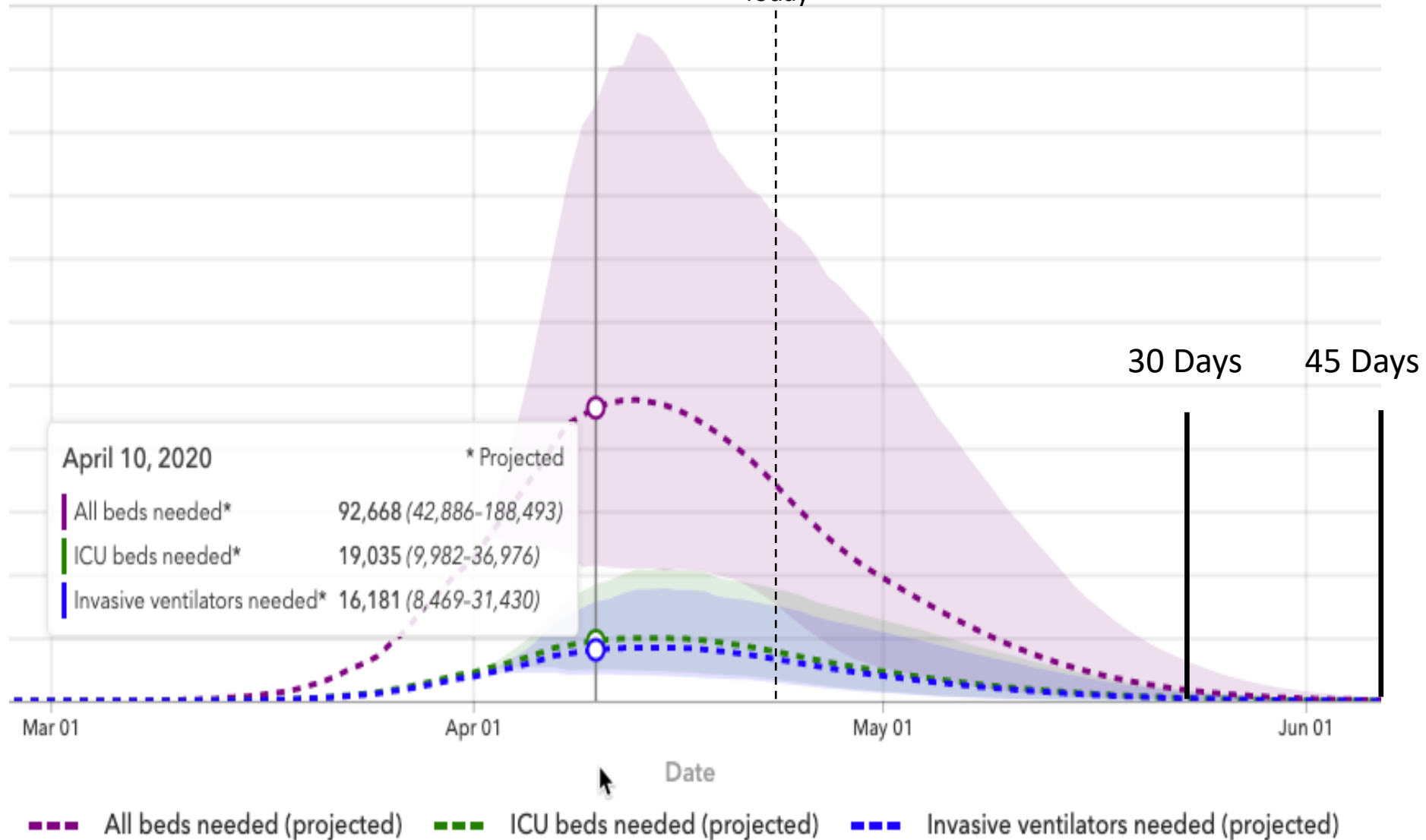
All resources

All beds

ICU beds

Invasive ventilators

Today



Florida



All resources

All beds

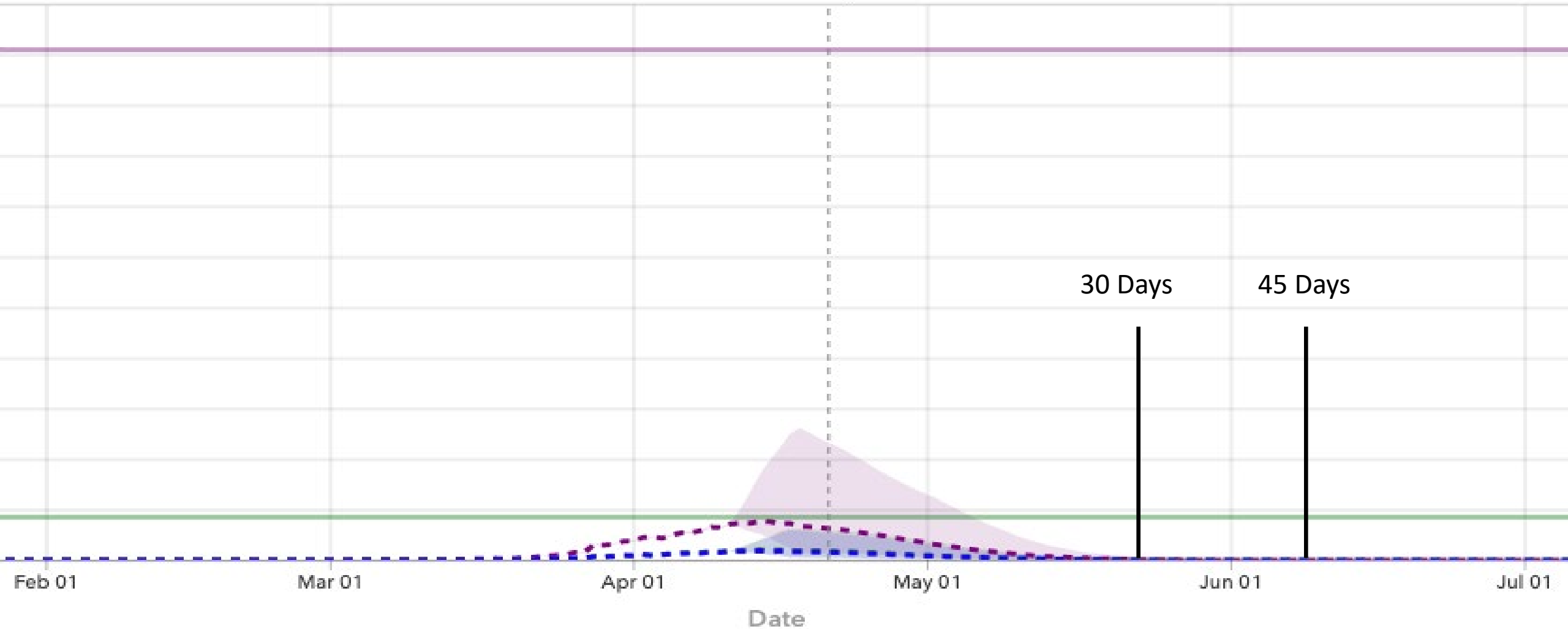
ICU beds

Invasive ventilators

Today

30 Days

45 Days



--- All beds needed (projected) --- ICU beds needed (projected) --- Invasive ventilators needed (projected)

Georgia



All resources

All beds

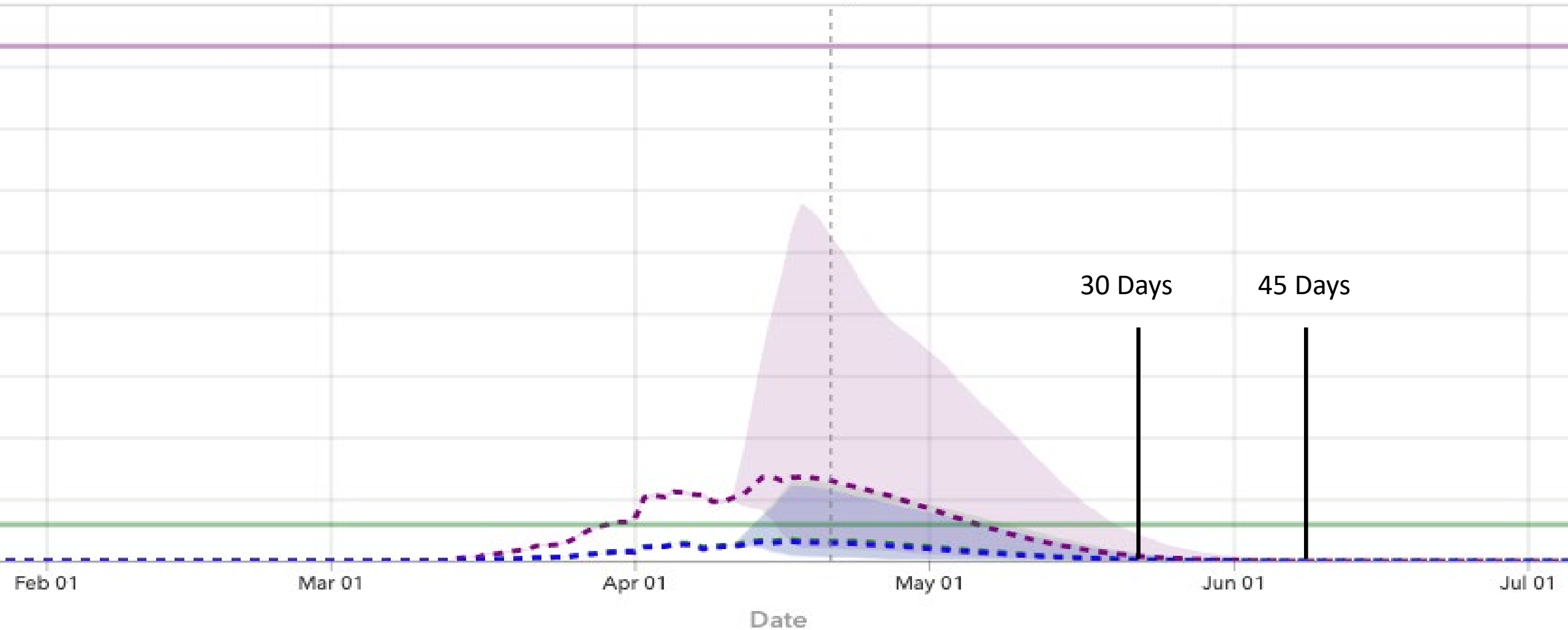
ICU beds

Invasive ventilators

Today

30 Days

45 Days



--- All beds needed (projected) --- ICU beds needed (projected) --- Invasive ventilators needed (projected)

Ohio



All resources

All beds

ICU beds

Invasive ventilators

Today

30 Days

45 Days

Feb 01

Mar 01

Apr 01

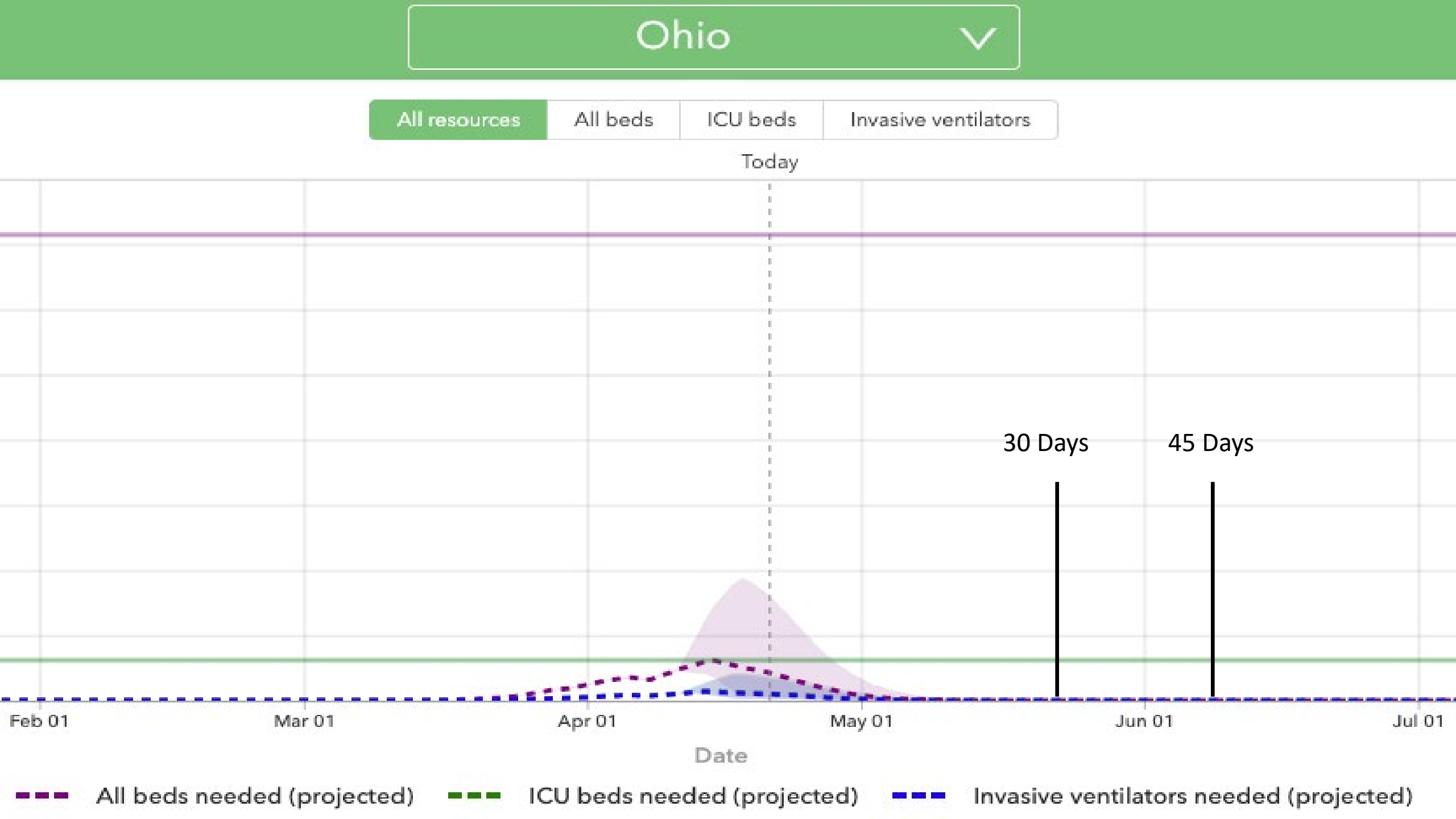
May 01

Jun 01

Jul 01

Date

--- All beds needed (projected) --- ICU beds needed (projected) --- Invasive ventilators needed (projected)



New York



All resources

All beds

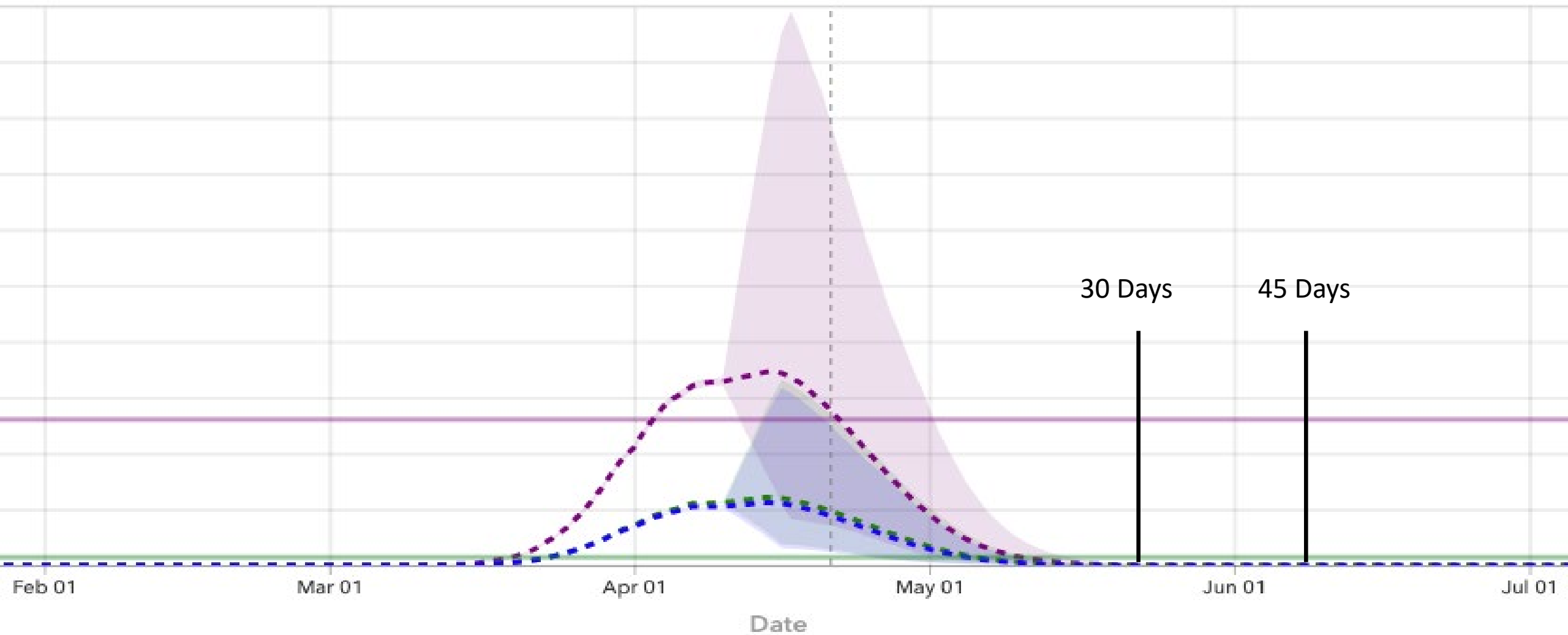
ICU beds

Invasive ventilators

Today

30 Days

45 Days



--- All beds needed (projected) --- ICU beds needed (projected) --- Invasive ventilators needed (projected)

- 
- A photograph of two women sitting at a table, looking at a document. The woman on the left has long brown hair and is wearing a patterned top. The woman on the right is wearing a dark top and a black watch. They are both looking down at a piece of paper on the table. A blue pen is lying on the paper. The background is slightly blurred, showing a window and some indoor plants.
- Average Search – 90 Days
 - Previously unavailable talent is now accessible and open to talking
 - Encourage clients and prospects to be opportunistic and ahead of competition
 - Heavy focus on skill marketing

“Now is the time to be connecting with and building relationships with new talent”

Selling
Search



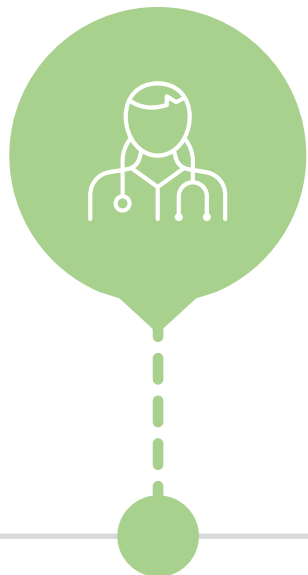
Consider Letter of Intent or Contingent Offer

- Offer based on certain assumptions
- Can have anticipated start date
- “Non-binding”

Keep in Touch

- Regular communication
- Planning for hire
- Strengthen the relationship

Secure Now,
Hire Later



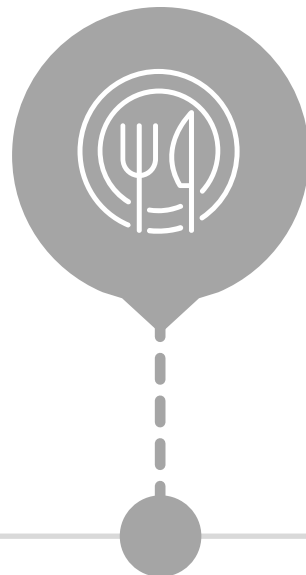
1 month

Healthcare
Supply Chain/3PL
Talent Acquisition
Some Manufacturing
Some Retail



3 months

Retail
Manufacturing
Finance/Accounting
Sales & Marketing



6 months

Restaurant
Hospitality
Domestic Air Travel
Some Tourism
Oil & Gas



12+ months

Tourism
International Travel
Cruise Lines
Sporting
Events/Festivals/Concerts

- Evaluate your niche/client base/market
- Determine your timeline
- Identify similar niches
- Take action
 - < 3 months – Recruit & Sell!
 - < 6 months – Look for Opportunities to Diversify
 - > 6 months – Target new niches
- Add contract staffing if not already

Modifying the 10-week process during the pandemic

1

The Letter

Consider holding off on letter if market is under Shelter in Place order

COVID19 Emails

Incorporate new emails into process

2

3

Eliminate “Tone-Deafness”

Modify email and phone verbiage to reference current times

Skill Market

Add more skill market candidates to process

4

Thank You!



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