

A close-up photograph of three fishing reels mounted on fishing rods. The reels are made of brass and have white spools. The rods have black handles. The background is a blurred outdoor setting. The image is overlaid with a semi-transparent dark grey rectangle containing white text.

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Strategies for Securing Orders in a Softening Market

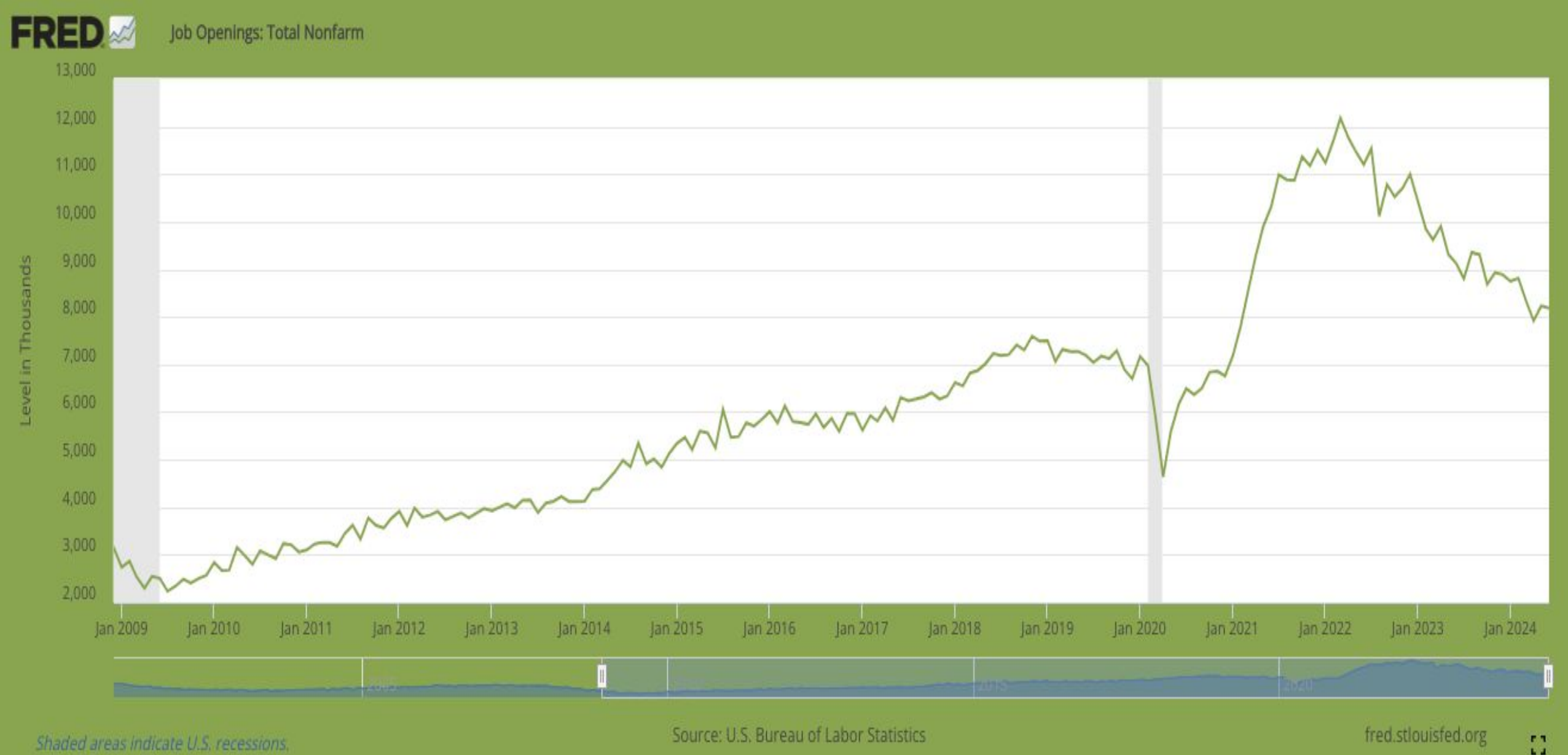
2022
“Why Would I Sell?
I can’t fill the jobs I
already have!”

Today
“Recruit? I don’t
have any jobs!”





Are we even in a
Downturn?



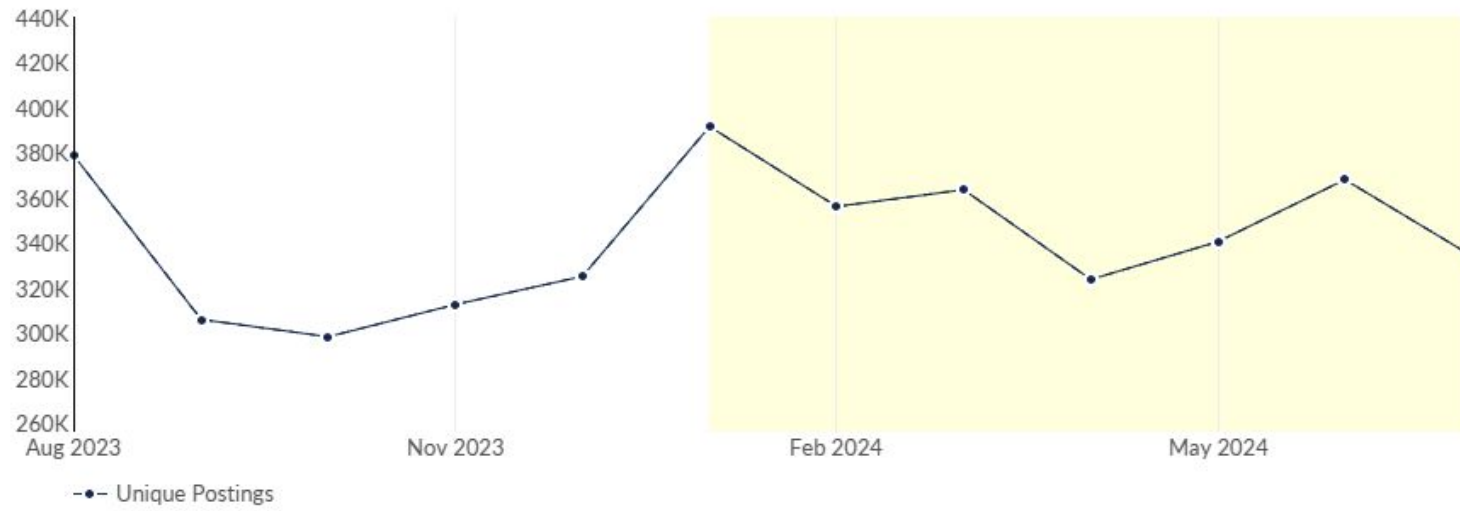
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Job Openings in the US

US Job Postings

Unique Postings Trend

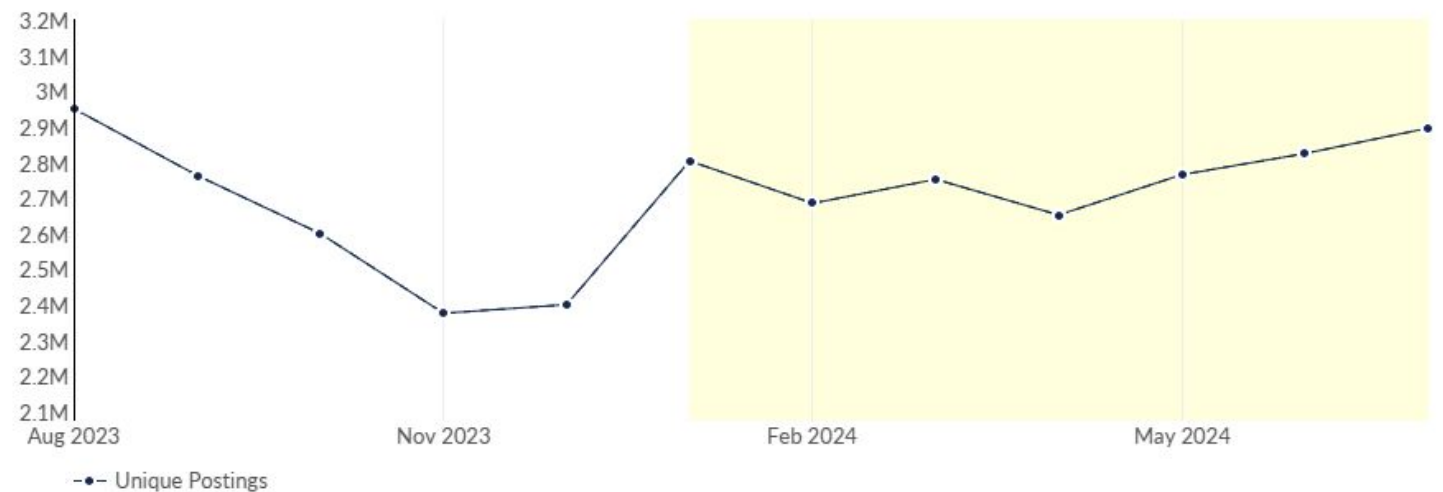
Staffing Firms

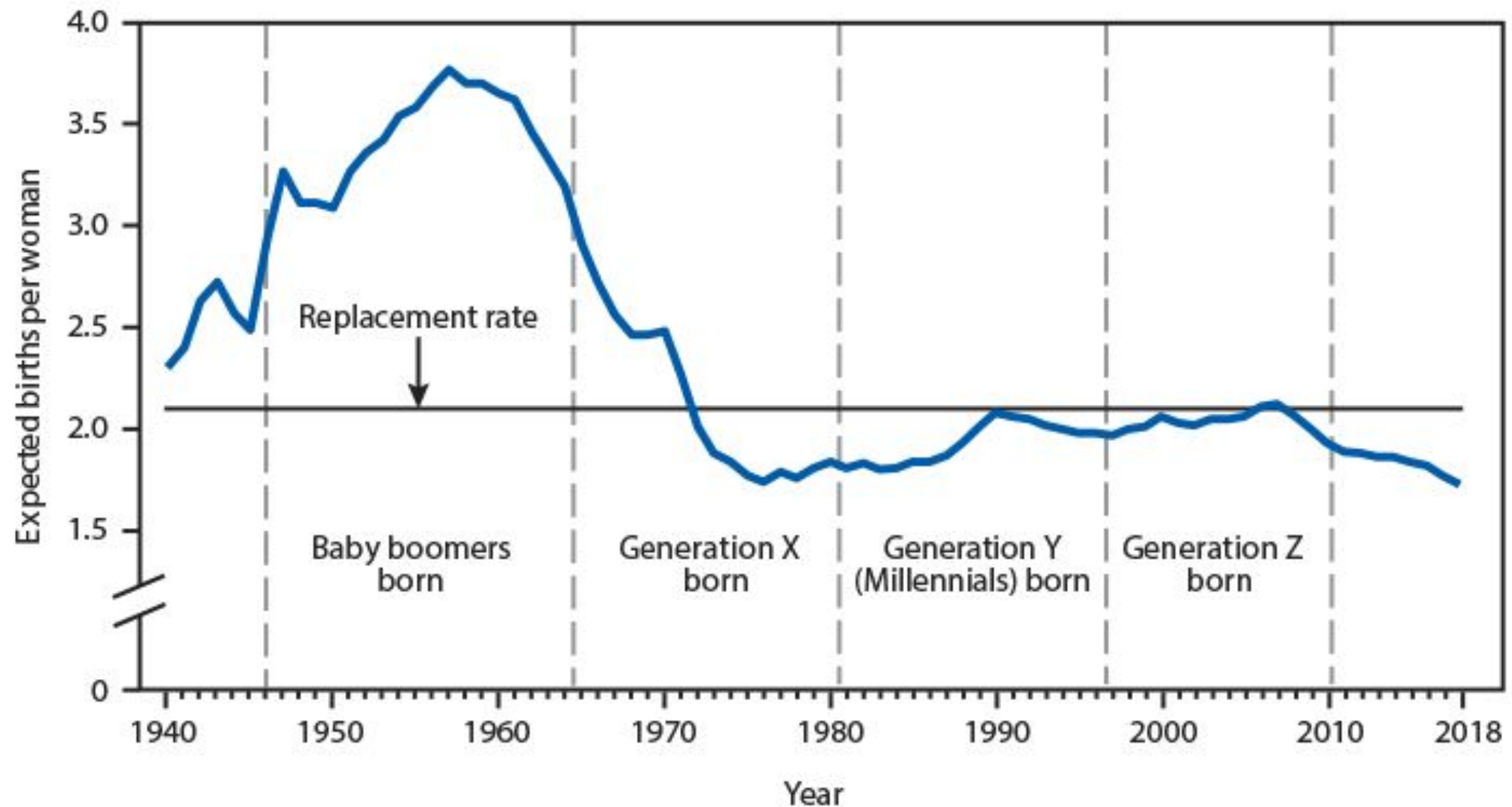


Source: Lightcast

Unique Postings Trend

Non-Staffing





Source: Center for Disease Control

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US Fertility Rate

A group of cyclists is riding on a dirt path, viewed from behind. They are wearing blue and white cycling jerseys with various logos, including 'ESTRUCTURAS METÁLICAS MERO, S.L.' and 'POLAR LISTENS TO YOUR BODY'. The cyclists are wearing helmets and backpacks. The path is surrounded by greenery.

The Recruiting Industry:

- Benefitted from 13 years of unprecedented economic growth
- Has gotten complacent about selling
- Began to think that having dozens/hundreds of jobs is the norm

Growing Your Business - The Three-Legged Stool

1. New Business Development
2. Maximize Client Relationships
3. Optimize Order Fulfillment



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Maximizing Performance

Efficiency

02



03

Planning &
Goal Setting

Set
Goals

Technology



04



Skills Mastery

05

Activity

01



1. New Business Development



How has Sales Changed?

- Prospects have become even harder to get in front of through traditional sales activities – Phone calls, networking, in-person cold calls
- Decision-makers continue to shift towards informational buying – Internet, social media, mailings
- Marketing has become even more interwoven with sales
- Sales activities must be more purposeful, targeted, and consistent

Adapt to the Informed Virtual Buyer

- Provide “Proof”
 - Content
 - Website
 - Online Reputation
 - Social Media
- Leverage Video
 - Embedded in emails
 - Video testimonials
- Use Alternative Communication Methods
 - Snail Mail
 - Social Media



Implement a Structured, Multi-Touch Sales Process



1. Identify suspect companies and contacts
2. Implement 10-week sales contact schedule
3. Qualify prospects and targets
4. Add opportunities to your sales pipeline
5. Work opportunities through pipeline stages
6. Close wins and losses



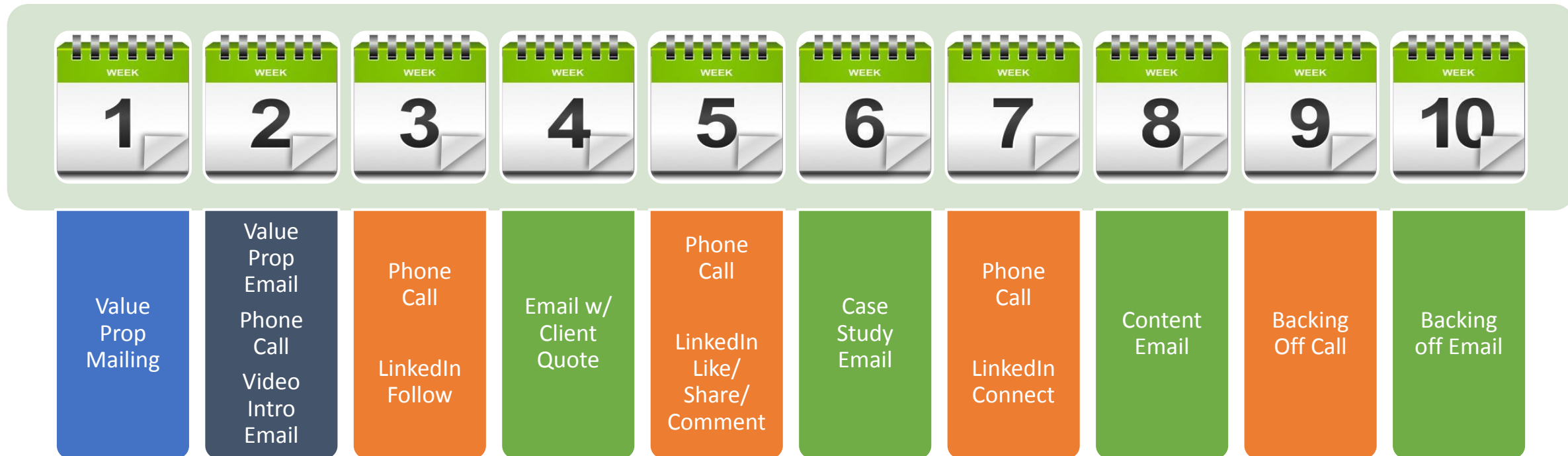
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Define Your Ideal Client

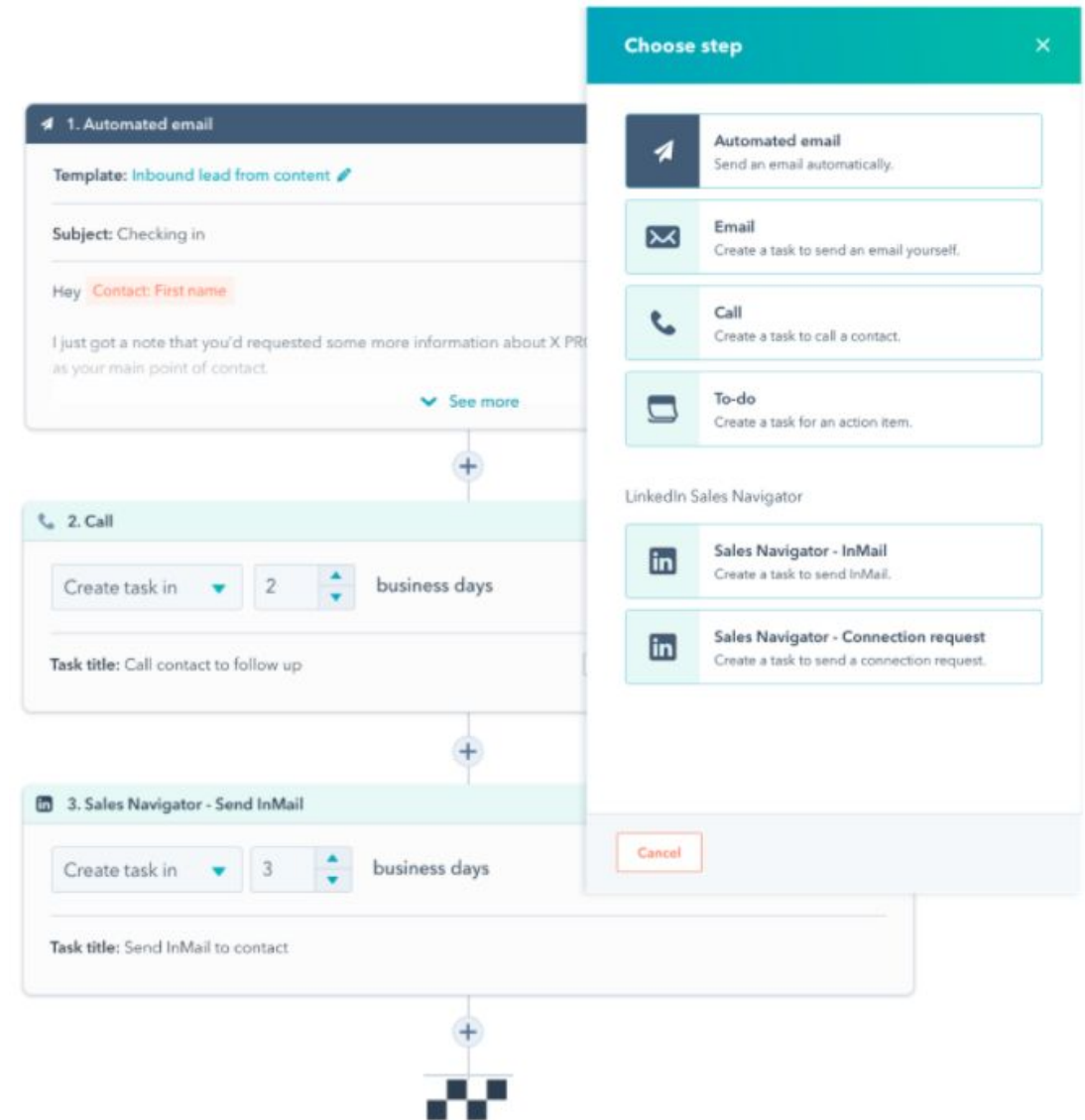
Number of Employees

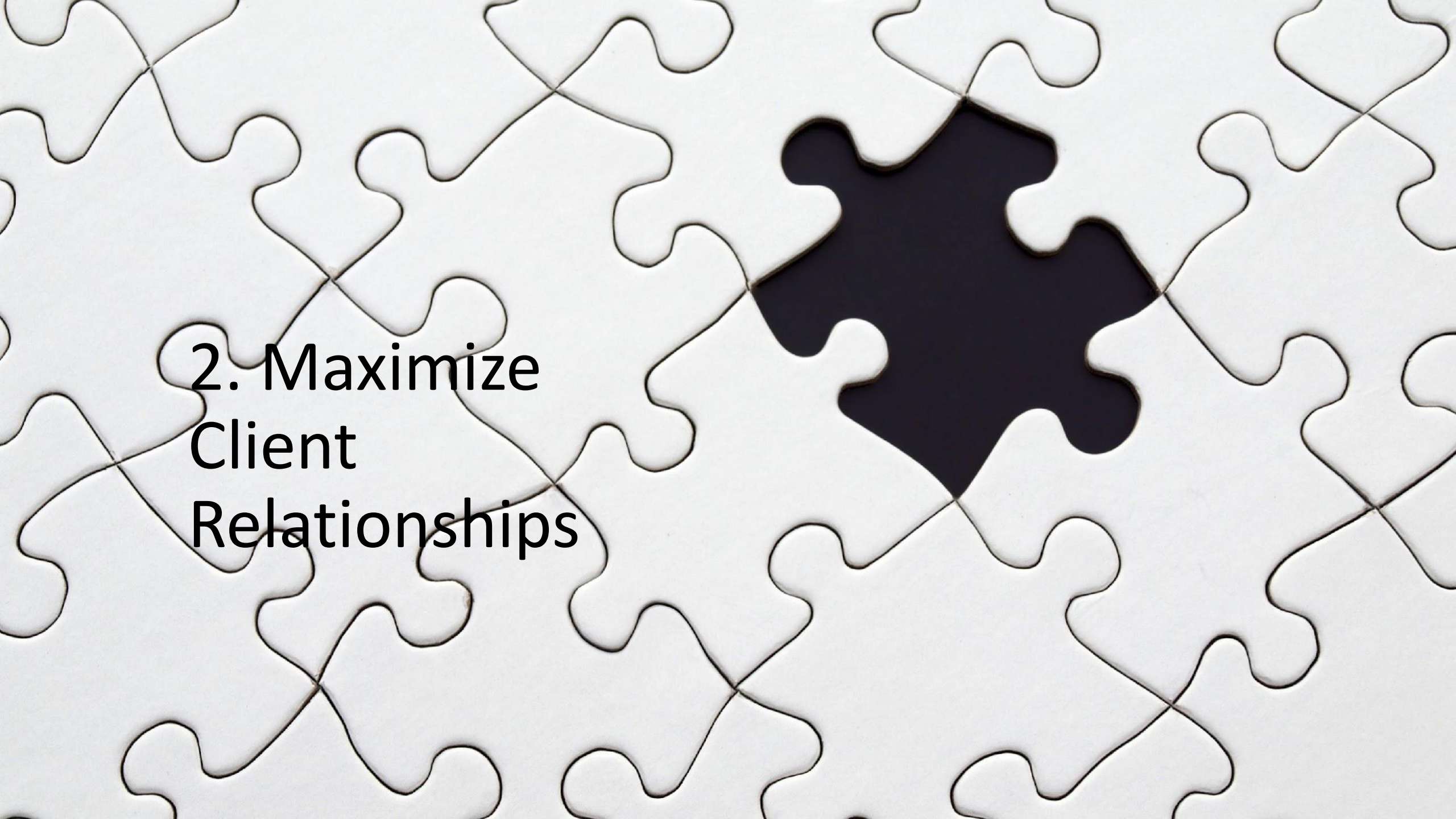
	50-200	200-500	500-1000	1000-5000	5000+
Owner/ President/ CEO	X	X			
Other C-Level – COO, CTO, CFO	X	X	X		
VP HR/Talent Acquisition	X	X	X	X	X
Department Heads /Hiring Managers	X	X	X	X	X
Director HR/ Talent Acquisition	X	X	X	X	
HR Manager	X	X			

Prospecting Contact Schedule

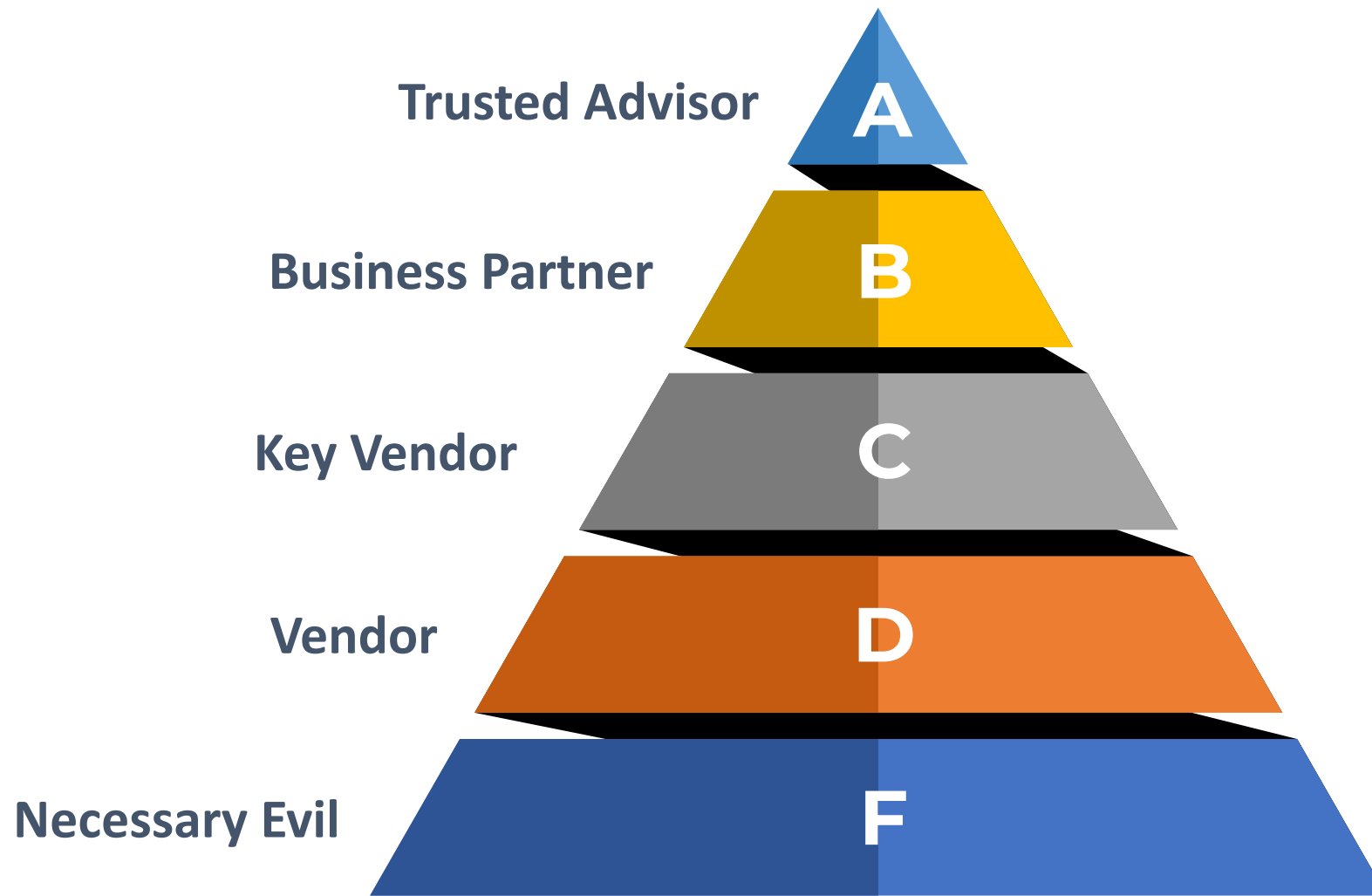


- Automates repeatable tasks, such as email
- Adapts to prospect behaviors – clicks, views, etc.
- Variety of Automation Tools
 - Hubspot
 - ZOHO CRM
 - Apollo
 - ZoomInfo
 - Monday.com
 - SourceWhale



A close-up photograph of a white jigsaw puzzle. One piece is missing from the upper right quadrant, revealing a dark, solid-colored piece underneath. The puzzle pieces have a standard interlocking shape with wavy edges.

2. Maximize Client Relationships



Grading your
Client
Relationship



A person is holding a notepad with various business sketches and notes. The sketches include a business card for 'William Tyler', a circular diagram, a flowchart, and a table with numbers. The notes include 'Humble, effective, adaptable, remarkable, transparent' and 'remodeled, transparent'.

Identifying Opportunities

Review your active

Determine which
more business wi

Identify percentag

Identify additional

Schedule an acco

Identify how you

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A close-up photograph of two people shaking hands. The person on the left is wearing a white long-sleeved shirt, and the person on the right is wearing a light blue long-sleeved shirt. The handshake is firm and central to the image. The background is slightly blurred, showing a yellow wall and a grey wall.

3. Order Fulfillment Optimization

Approach Recruiting as a Consulting Engagement

Job Intake Call

Development and approval of Ideal Candidate Profile

Job Description review and recommendations

Compensation market analysis and recommendations

Online Reputation review and recommendations

New hire onboarding review and recommendations

Job Marketability Report and Score



Terms of Engagement

- The Ideal Candidate Profile must be agreed upon in writing before search begins
- Submissions are exclusive for 12 business hours from time of submission to time of feedback/scheduling
- Candidates who meet at least 80% of the Ideal Candidate Profile will be interviewed (by phone or in-person)
- Feedback will be provided by the client within 24 hours of candidate submission, interview, or other candidate activity
- Offers to be made to candidates will be sent to the recruiter, who will present the offer to the candidate (unless mutually agreed otherwise by client and recruiter)
- There is no guarantee of a placement resulting from this engagement. Client agrees that we have no control over your interview and selection process, your ability to attract candidates during the selection process, competitiveness of job offer, and any subjective criteria you or any of your interviewers use to screen candidates beyond the agreed Ideal Candidate Profile

Which Search is Best?



Engaged Search
Article

Contingent

No fee until a placement starts

Pros

- Easiest to get orders
- No commitment for recruiter to fill
- Most common arrangement for clients

Cons

- Significant risk of working without pay
- No commitment on the client side
- Attracts clients that aren't serious about hiring
- Much lower placement rate

Engaged

Partial fee up front, remainder when placement starts

Pros

- Paid for your initial efforts
- Both sides are committed through a customer relationship
- Discourages "pretenders"
- Significantly improves placement rate

Cons

- May deter some valid customers
- Can be a harder sell
- May commit the recruiter to a bad search/client
- May cause some clients to have elevated expectations of candidates and results

Retained

Substantial, or all of fee is paid up front

Pros

- Paid in advance for your efforts
- Clients view you as trusted advisor, consultant
- Only the most committed customers will elect for retained search

Cons

- Increased pressure to perform
- Increased expectations of advising and results
- Recruiter is typically committed until a hire is made

Direct Hire Comparison Example

	Contingent	POPULAR Engaged	Retained
	30% Upon Hire	25% \$4,000 Engagement Fee Remainder Upon Hire	22% 1/3 Up Front 1/3 at First Interview Remainder Upon Hire
Priority	As Available	High	Highest
Database Search	✓	✓	✓
Intake Call	✓	✓	✓
Dedicated Recruiter	✗	✓	✓
Market Comp Analysis	✗	✓	✓
Digital Reputation Review	✗	✓	✓
Ideal Candidate Profile	✗	✓	✓
Weekly Update Call	✗	✓	✓
Weekly Update Report	✗	✗	✓
Candidate List & ATS Upload	✗	✗	✓
	30 Day Pro-rated Refund	90 Day Pro-rated Refund	120 Day Replacement Search

In Closing

Focus on the “Three-Legged Stool” for Growth

- New Business Development
- Maximize Client Relationships
- Optimize Order Fulfillment



Thank You!



Tom Erb

tomerb@tallannresources.com



View my
LinkedIn® Profile

TALLANN RESOURCES

Tallann Resources Online Training

- Sales, Recruiting, and Management Content
- Over 30 hours of staffing-specific content
- More than 80 self-paced, micro-learning modules with related worksheets, documents, and other content
- Mobile-optimized and ADA-Compliant
- Company admin rights to add, remove, and monitor users
- New hiring training schedules for recruiters, sales, managers, and other staffing roles

[Learn More About Our Training](#)

The collage displays various training materials from Tallann Resources. At the top, a video player titled "Why do employees fail?" features tabs for "Personal" and "Organizational" content. Below this, a video titled "Power Networking" with the subtitle "Why Network?" is shown. To the right, a screenshot of the Tallann Resources website's "Course Library" is visible, listing 23 courses. The courses shown include "Account Penetration", "Advanced Recruiting Techniques", and "Building a High Performance Team", each with a description, duration, and an "Add To My Plan" button.

Why do employees fail?

Personal Organizational

Why do employees fail? While we tend to place blame on the individual, there are actually two sides of the equation, personal and organizational.

Click each item to learn more and advance.

Power Networking

Why Network?

TALLANN RESOURCES Click the NEXT button to advance.

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Search My Training Configuration Users Content Orders Reports

Course Library

23 courses

Account Penetration

Course

Do you have all of the business with your existing clients? Likely not! The quickest way to increase revenue is to...

Duration: 30 minutes
[More information](#)

Add To My Plan

Advanced Recruiting Techniques

Course

Are you struggling to attract talent that once was plentiful? This session delves into how you can create an effective...

Duration: 1 hour
[More information](#)

Add To My Plan

Building a High Performance Team

Course

Are you challenged with finding and retaining quality internal talent for your staffing firm? Your most important role...

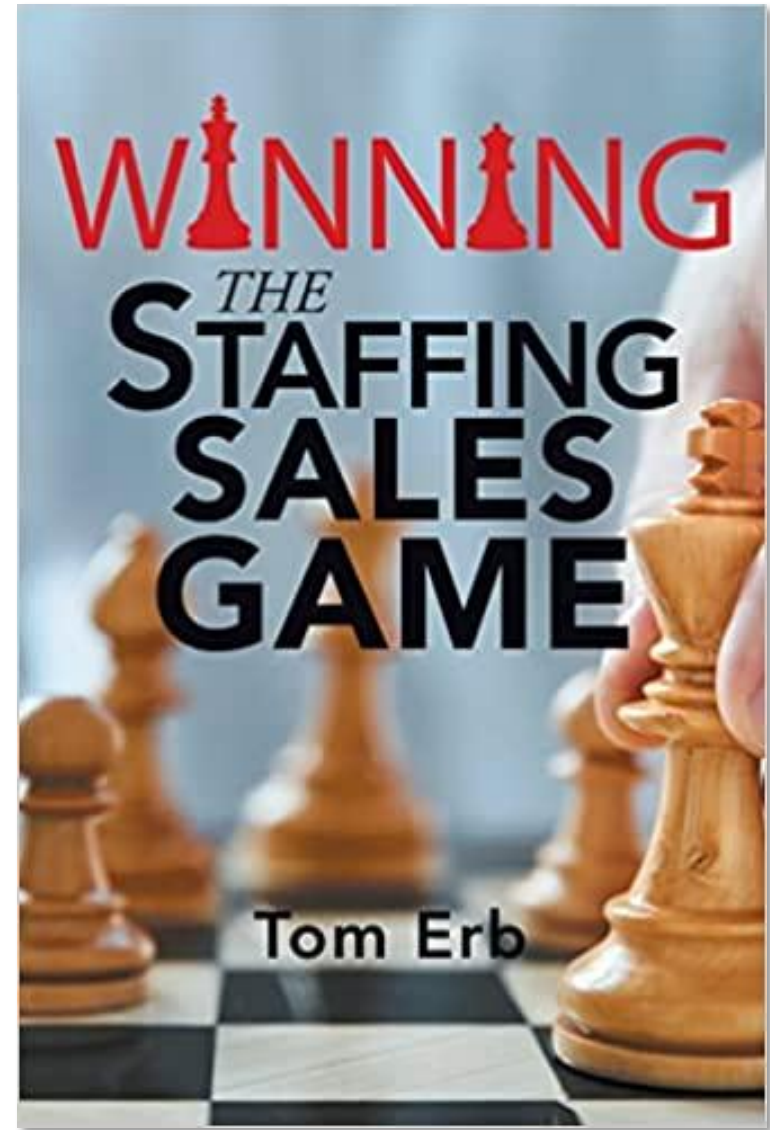
Duration: 1 hour, 30 minutes
[More information](#)

Go To Course

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Check out Tom's Book!

available at
amazon



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