



Your Reputation SUCKS!

*How to beat negative perceptions
of the staffing industry*

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MARKETPLACE REALITIES

“Houston, we have a problem”



THE STAFFING INDUSTRY MARKETPLACE REALITIES

- Near record-low unemployment
- Lowest workforce participation rate in 20+ years
- Quit rate is at all-time high
- Boomers retired at a dangerous speed in 2020 and 2021
- No call / No shows (you know the pain)
- And candidates don't like you!

I Quit!!



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THE STAFFING INDUSTRY MARKETPLACE REALITIES

Not **you** in particular.

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THE STAFFING INDUSTRY
MARKETPLACE REALITIES

But **you**, as in our industry as a whole.



“Staffing agencies are like used car salesmen as they get a commission from you, some will lie, cheat, and even harass/stalk you into accepting an offer.”



THE STAFFING INDUSTRY
MARKETPLACE REALITIES

INDUSTRY PERCEPTION	REALITY FOR MOST FIRMS
Unresponsive	Gets back quickly as possible
Never follows-up	Strives to keep in touch
Misrepresents jobs	Prioritizes job fit
Unethical	Has candidates' best interest in mind

Like it or not, perception IS reality



THE STAFFING INDUSTRY
MARKETPLACE REALITIES

Left unchecked, complaints have more power than ever
to damage your reputation...and your sales!



THE STAFFING INDUSTRY
MARKETPLACE REALITIES

Perception Matters

90% check reviews online before
making a buying decision.

79% trust online reviews as much as
personal recommendations
from friends or family.

48% rely more heavily on reviews
today than they did three
years ago.



THE STAFFING INDUSTRY
MARKETPLACE REALITIES

But managing perception in staffing is REALLY challenging!

- You can't place every candidate
- You can't please every client
- Search engines, where most people learn about you, put a lot of weight on online reviews



THE STAFFING INDUSTRY
MARKETPLACE REALITIES

THE BOTTOM LINE:

In today's labor market, you need a **GREAT** reputation to *survive!*



BUILDING A GREAT REPUTATION

"I've heard so many great things about you"



HOW TO BUILD A GREAT REPUTATION

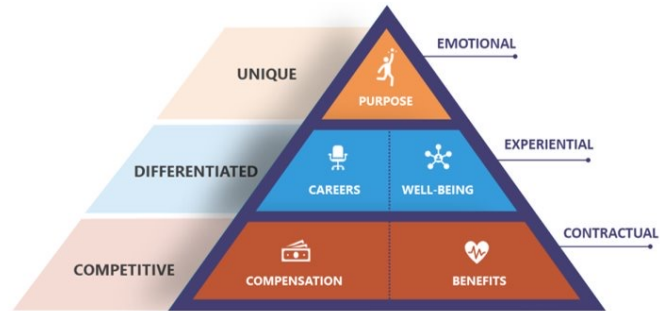
WARNING:
You are not starting at ground zero.



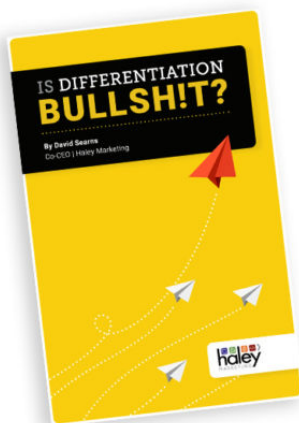
HOW TO BUILD A GREAT REPUTATION

STEP 1: Create the right foundation

- Mission
- Vision
- Values
- Your EVP



HOW TO BUILD A GREAT REPUTATION



Want to master
MISSION, VISION and VALUES?

Download our latest eBook:
www.haleymarketing.com/brainfuel



HOW TO BUILD A GREAT REPUTATION

STEP 2: Shop Yourself

- What is your service experience really like?
- Map your current service process



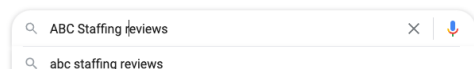
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HOW TO BUILD A GREAT REPUTATION

STEP 3: Where Are You Now?

- What are people saying about you?
 - Ratings?
 - Reviews?
 - NPS scores?
- Look at:
 - Sentiment
 - Quantity
 - Frequency
 - Recency

Google

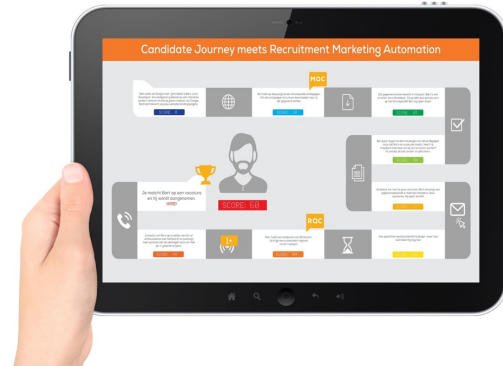


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HOW TO BUILD A GREAT REPUTATION

STEP 4: Build a Solid Foundation

- Restructure your delivery process
 - Eliminate
 - Automate
 - Humanize



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HOW TO BUILD A GREAT REPUTATION

STEP 4: Build a Solid Foundation (continued)

- Select tools for getting feedback
 - ClearlyRated
 - Automation platforms like Sense and Herefish
 - Survey platforms like SurveyMonkey
 - Reputation Management services like Great Recruiters and Haley Marketing
 - Getting people on the phones talking to clients and candidates

clearlyrated®

sense

herefish

SurveyMonkey®

gr
great
recruiters®

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HOW TO BUILD A GREAT REPUTATION

STEP 4: Build a Solid Foundation (continued)

- Train your team
 - When and how to ask for feedback
 - How to identify and address issues...before they become fires
 - How to respond to positive and negative reviews
 - Create a response team
 - Develop templates / starting points for follow up
 - Escalation protocols when things don't go well



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DEALING WITH FEEDBACK

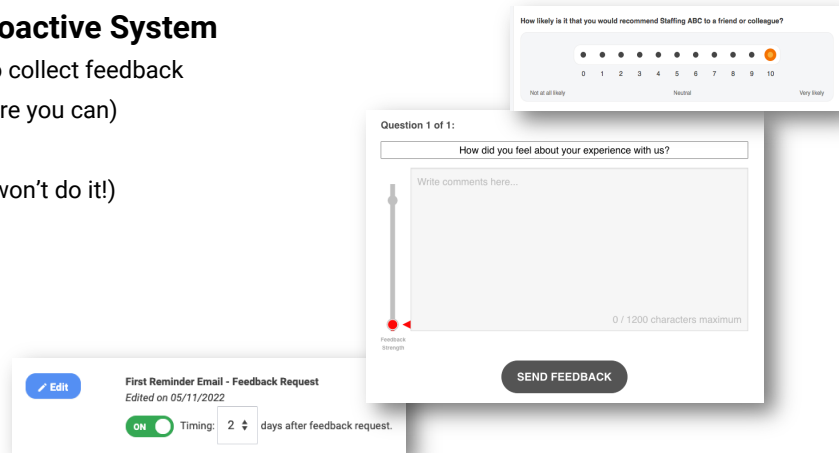
POSITIVE FEEDBACK	NEGATIVE FEEDBACK
Say thank you! Acknowledge what they liked Encourage them to do more with you Ask for referrals	Take a deep breath! Consider a 24-hour rule Offer thanks (feedback is a gift!) Be authentic and transparent Acknowledge mistakes Avoid getting defensive Take follow up conversation offline Bury the bad with more good!

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HOW TO BUILD A GREAT REPUTATION

STEP 5: Create a Proactive System

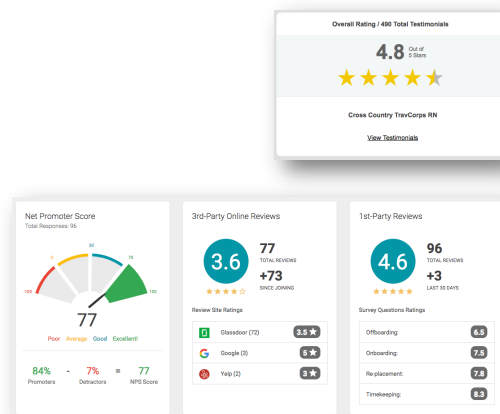
- Identify optimal points to collect feedback
- Automate outreach (where you can)
- Script the messages
- Build in follow up (once won't do it!)
- Monitor response



HOW TO BUILD A GREAT REPUTATION

STEP 6: Rinse and Repeat

- Track results and response
- Look for trends
- Mine for insights (good and bad)
- Promote the positive (more in a minute)
- Address the negative
- Review your process...how can you improve?



MAKING THE MOST OF YOUR REPUTATION

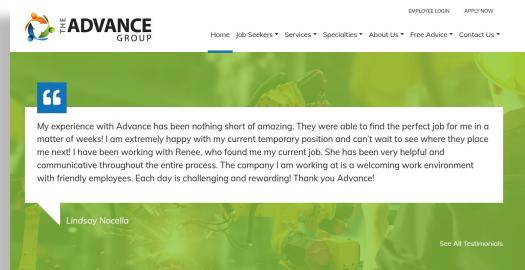
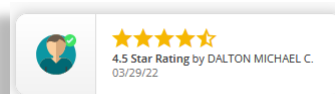
“Sometimes you have to toot your own horn!”



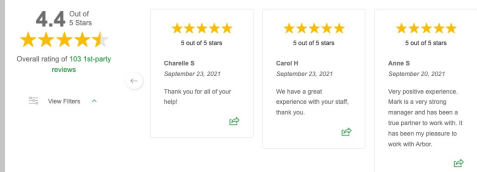
HOW TO MAKE THE MOST OF YOUR REPUTATION

Digital Leverage

- Your website
 - Testimonials
 - Review widgets
 - Video reviews
 - Career Portal integration (recruiter reviews)



Check out our 5-star reviews.



HOW TO MAKE THE MOST OF YOUR REPUTATION

Digital Leverage

- Social media and paid ads
- Make your candidates (and clients) the heroes!



HOW TO MAKE THE MOST OF YOUR REPUTATION

In the real world

- Sales collateral
- PR
- Increase your visibility



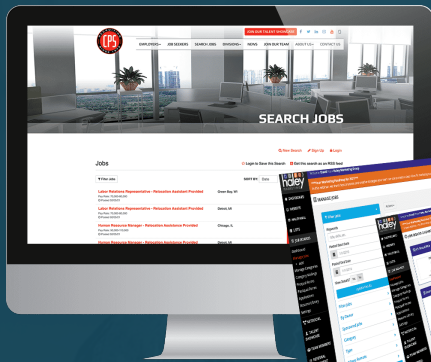


Questions? Need help with your Reputation Management?

Reach out to our team today.

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UPCOMING WEBINARS



Reputation Management
Tuesday, May 17 at 2:00 PM ET



No Applications? It's Not Your Fault But Here's How to Fix It
Tuesday, May 24 at 2:00 PM ET

Reserve your seat
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