

YOUR PATIENCE IS APPRECIATED...



... **LUNCH WITH HALEY** will be served shortly.



Demand Generation

Can you really create demand for staffing services?

Tom Erb
Dan Mori
Mark Winter
David Searns

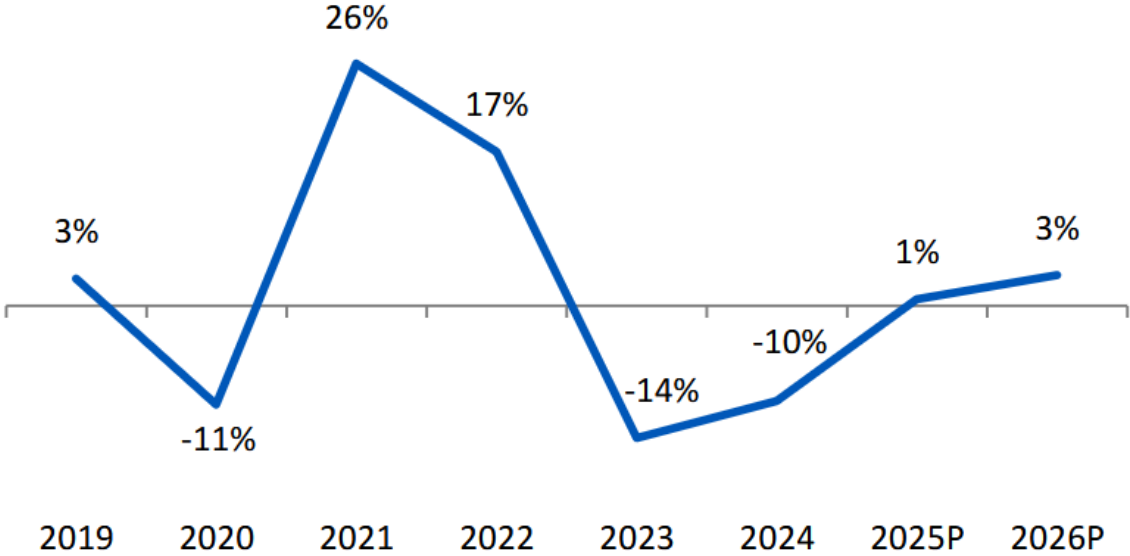
Before we get started...

What's really going on in staffing?



How bad are things right now?

US Staffing Industry Market Size (Y/Y Change)



How bad are things right now?

Since the peak in 2022...

- 20% decrease in industry revenue
- 640K job loss (out of 3M)
- Penetration rate down to 1.59% (Great Recession levels)

Trends by sector...

- Industrial down 19%
- Clerical down 21%
- IT down 16%
- Travel nursing down 59%

Based on GDP, the industry should have grown 6%!

And let's not even talk about the economy



Let's talk about what matters...

Can you create demand for staffing services?



Can you create demand for staffing services?

Questions about creating demand:

- Can staffing companies actually create demand for staffing services?
- What are the core tenants of demand creation?
- Why do staffing agencies struggle to create demand?
- Is there an opportunity to create demand by selling more strategically? (i.e., selling the value of staffing as a tool to control costs, drive productivity, and manage risk)
- How should staffing companies avoid commoditization to drive demand?

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Questions about specific industries and strategies for growth:

- Are there “untapped” markets for commercial staffing?
- What can healthcare staffing companies do in an environment that is so strongly anti-staffing?
- Can SMB staffing companies create opportunities with MSPs and VMS buyers? Can it be done profitably?
- At SIA, Barry Asin talked about staffing companies needing to expand services into more areas. What SIA refers to as Total Talent Management. Have you seen this work? If so, where?
- How can you create more sales opportunities within existing clients?

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Questions about the sales process:

- What are the most common mistakes you are seeing in prospecting?
- Is cold calling dead?
- What marketing process works best for demand generation?
- What is the number one piece of advice you would give a new salesperson?
- What are some ways you can break out of a sales slump or lack of motivation?

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Questions from the audience

- **What is tripping up your sales team right now?**
So many agencies offer such low terms that even when building demand and creating value for our services, it becomes a price war. **How can you avoid becoming commoditized?**
- **What demand gen tactics have fallen flat?**
Biggest struggle seems to be getting the conversation with the influencers and decision-makers so that the sales team can generate demand. **What marketing tools are working best to create the interest to even have an initial conversation?**
- **What's the one thing you wish a prospect would understand about the value of staffing?**
Recruiting takes more time and resources than any other facet of job responsibilities for human resources folks and hiring managers and often they are not experienced enough or trained in how to do it well. This costs the company in lost time for other productive activities, moral problems, bad ROI on sourcing tools and job adverts, and the list goes on and on. **What are some of the best ways to tackle this?**

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Questions from the audience

- How can staffing firms tailor their sales process to highlight the operational flexibility and scalability that temporary workers offer to businesses?
- In a competitive market, how can staffing companies differentiate themselves in the eyes of clients who view temporary staffing as a commodity?
- I am a brand-new staffing manager, and I am still in the process of starting and building up my desk. In my few months I've found that it's not always about the best candidate, but the right one. What are some of the tools you use to narrow down your search and make sure you are finding the most reliable candidate for the job?
- Many companies are doing their own hiring these days. How do we compete?

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Questions from the audience

- Our staffing group is seeing mostly perm orders come across their desks. We're seeing less and less temp or temp to hire needs – is this just an us problem or are others experiencing this as well?
- I would want a prospective employer to know that staffing partners take off their plate recruiting vetting and onboarding the right candidate for their open position. HR professionals are really busy right now and their time is valuable.
- We are recently experiencing the insurance requirements have increased and are too high for us to incur, any tactics on how to get beyond this?
- Share some practical strategies to get listed as a staffing agency for very large accounts?
Share some catchy outreach script for the tech outsourcing business?
What are some of the key differentiators in the staffing business?

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