

YOUR PATIENCE IS APPRECIATED...



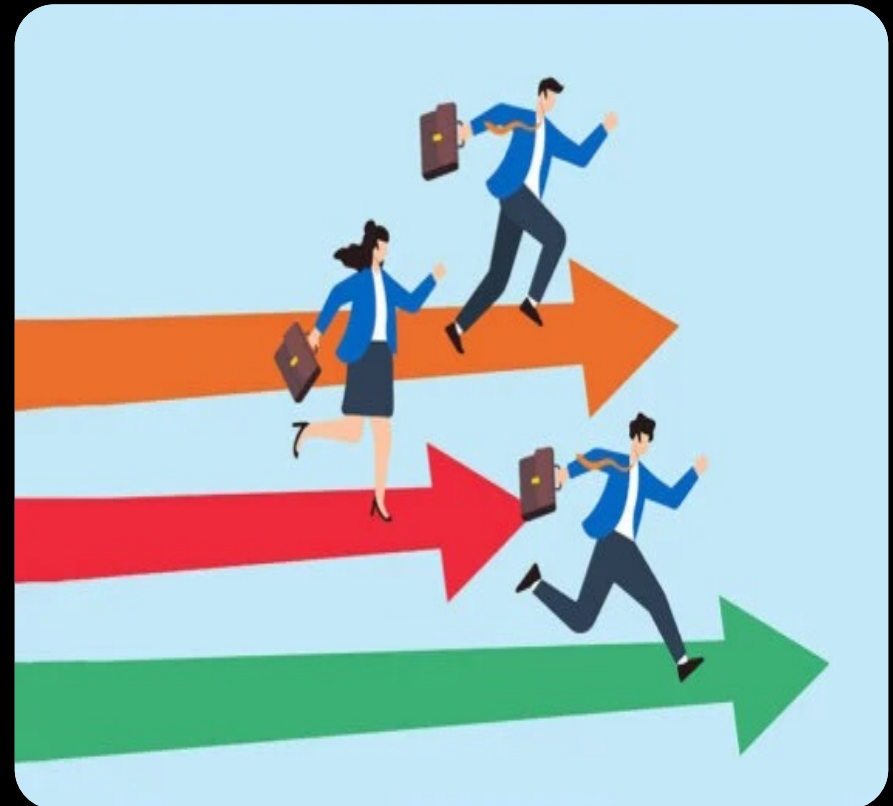
... **LUNCH WITH HALEY** will be served shortly.



Back to School

A Playbook for Restarting Growth

Brad Bialy
Rachel Reed
David Searns



OUR NEXT WEBINAR



REIMAGINE YOUR STAFFING BUSINESS

7 hours. 14 speed talks. Priceless ideas.

Tuesday, September 23 | 9 am – 5 pm ET

Reserve your seat
smartideas.haleymarketing.com



A quick story...

Or maybe a rollercoaster ride?



Signs of life?

- **Last Week's Headlines**
 - Recruitment firms eye growth despite slow rebound
 - Atlantic International sees 'encouraging momentum'
 - U.S. jobless claims edge lower
 - AMN sees July stabilization
 - U.S. staffing hours inch upward; remain at 2025 high

Week ending August 2, 2025	Indexed value*	Year over year	Week over week
US staffing	77	-4%	1.0%
Commercial staffing	66	-4%	1.2%
Professional staffing	105	-5%	0.2%

To Figure Out the Future, Understand the Past

- **What drove the decline in demand over the past two years?**
 - Normalization from the 2021-2022 surge
 - Higher borrowing costs made CFOs cautious
 - Inventory right-sizing, manufacturing contraction, and freight slump
 - “Labor hoarding”
 - Easing labor market tightness via immigration and workforce participation
 - Price sensitivity (sticker shock from 2021-2022 due to wage inflation)
 - Structural buyer shifts (direct sourcing and internal pools)
 - Regulatory whiplash (NLRB joint employer rule and reversal)
 - Overall job openings cooled

BONUS AI TIP

How we used ChatGPT to figure this out

I'd like to talk with you about the value of temporary staffing services in the current market. Over the past two years, demand for temporary staffing has fallen significantly from 2022 peaks. This is true across most sectors of the staffing industry (healthcare, light industrial, IT). I want you to act as an expert business consultant. First, please evaluate the root causes of the decline in demand for staffing over the past two years.

Creating a staffing sales playbook

Lesson 1: Give 'em a reason to buy



The most critical question you need to ask...

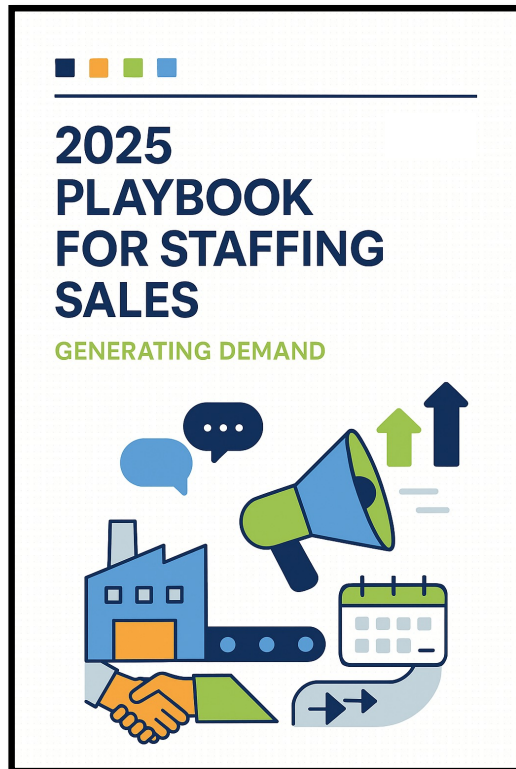
Why would an employer want (or need) to use staffing services now?

Give 'Em a Reason To Buy

Show how you can solve business problems

- Labor shortages/access to talent
- Labor cost and inefficiency
- Expertise gaps
- Driving productivity (eliminating bottlenecks, accelerating projects)
- Mitigating risk (economic uncertainty, employment liability)

Playbook 1: Generating Demand



Research. Training. Outreach.

- **Step 1: Research your ICPs**
Industry trends, business & staffing challenges, potential value
- **Step 2: Train your team**
Target personas, messaging
- **Step 3: Create automation sequences**
Current & former client outreach/re-engagement
- **Step 4: Build lead gen strategies**
Cold outreach to targeted companies and buyers

Give 'Em a Reason To Buy

Campaign Ideas

- **Use automation to systematically reach out to companies you've done business with in the past that haven't placed an order in 6-12 months.**
 - Highlight anything new in your company.
 - Provide your perspective on what's happening in their industry.
 - Highlight positions you've been filling.
- **Cross-sell/upsell to current or past clients.**
 - Have you filled high-volume roles, but have a great accounting or admin candidate? Let them know!
 - You already have the relationship, use this opportunity to show your value.

Creating a staffing sales playbook

Lesson 2: Go where the puck is headed



Go Where The Puck Is Headed

Where is demand about to occur?

- Seasonal and high-variability operations
- Capital projects and infrastructure adjacencies
- Healthcare beyond travel nursing
- AI-driven jobs that require AI-skilled talent
- Industries with chronic skill shortages
- Industries that will be positively impacted by AI

Go Where The Puck Is Headed

Category	Industry / Subindustry	Why it matters (2025)	Example roles / offers
Skill Shortages	Healthcare delivery & support	Persistent vacancy pressure; uneven geographic supply; nights/weekends gaps	Per-diem float pools, imaging/lab techs, rev-cycle squads, credentialed benches
Skill Shortages	Physicians (select specialties)	National shortfall risk through 2030s; rural & specialty gaps	Locums, care-team extenders, schedule optimization + payrolling
Skill Shortages	Skilled trades & construction	Electrification + projects keep demand high amid aging workforce	Electricians, HVAC, welders, industrial maintenance; traveling crews
Skill Shortages	Cybersecurity	Growing threat surface; persistent skills gaps in SOC/GRC/IAM	SOC pods, GRC/IAM contractors, outcome SLAs (MTTD/MTTR)
Skill Shortages	Education (targeted)	Chronic SPED & STEM shortages across districts	Substitute pools, paraprofessionals, SPED staffing benches
AI Opportunities	AI infrastructure & data centers	Rapid build-out; 24/7 ops; power/cooling constraints	Critical-facility techs, commissioning, onsite ops benches
AI Opportunities	Semiconductors (CHIPS-driven)	New fabs & packaging; specialized cleanroom operations	Equipment maintenance techs, metrology, EHS, tool install crews
AI Opportunities	Clean energy & grid modernization	Wind/solar O&M growth; grid upgrades; storage build-out	Wind/solar techs, lineworkers, substation techs; regional redeploy pools
AI Opportunities	Biopharma & life sciences	AI across R&D, clinical, QC/QA, manufacturing	Lab techs, data stewards, CSV/quality, MES support squads
AI Opportunities	Advanced mfg / robotics	Automation increases need for controls/robot maintenance and IT/OT	Controls/automation techs, robot maintenance, industrial IT/OT
The Gold Zone (overlap)	Data centers & power ecosystem	Shortages + AI growth = continuous demand and uptime risk	Onsite MSP-lite, 24/7 ops benches, surge electricians
The Gold Zone (overlap)	Semiconductor fabs	Specialized technicians scarce; multi-year project cycles	Cleanroom techs, PM compliance crews, logistics/kitting, EHS
The Gold Zone (overlap)	Clean-energy O&M	Field tech shortages + project pipeline; redeploy advantages	Traveling O&M tech teams, availability SLAs, safety-first programs
The Gold Zone (overlap)	Healthcare ops with AI-assist	Chronic vacancies; AI augments throughput in back-office & diagnostics	Float pools, rev-cycle squads, imaging/lab support, payrolling/EOR
The Gold Zone (overlap)	Cybersecurity for regulated industries	Compliance-heavy environments; persistent hiring gaps	Managed SOC/GRC pods with performance SLAs

BONUS AI TIP

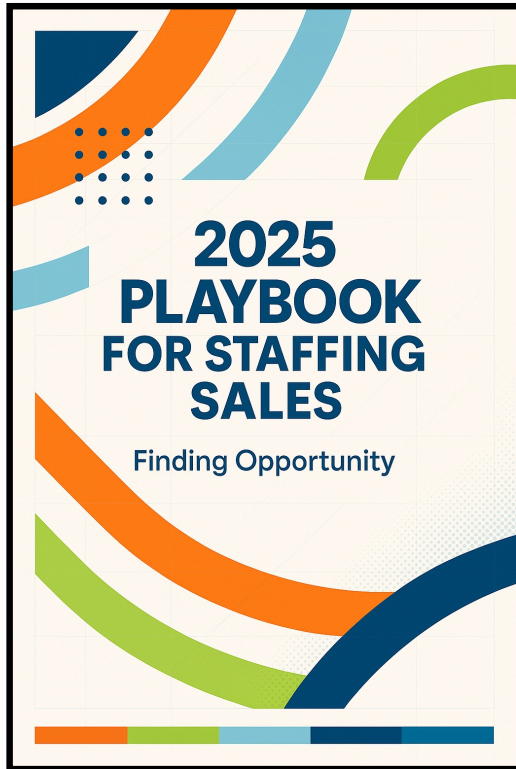
How we used ChatGPT to figure this out



for staffing companies looking to drive sales, where are the best opportunities as well as the smartest sales strategies in the current market? For example, should staffing companies focus on under served markets? Concentrate on sector or industry specific business problems that can be resolved through the use of staffing services? Focus on how staffing can be used to reduce labor costs and/or increase workforce productivity? Look to develop new service offerings beyond traditional temporary staffing and direct hire services? What would you recommend?

Let's come back to the playbooks. One place I think staffing companies need to focus sales efforts is on industries (and subindustries) that either have chronic talent shortages or those that will be positively impacted by AI. What industries would you say fall into these two categories?

Playbook 2: Finding Opportunity



Research. Training. Outreach.

- **Step 1: Research your local market/target industry**
Who's going to be hiring?
- **Step 2: Train your team**
Industry issues, buyer personas, messaging
- **Step 3: Build lead gen strategies**
More coming on this!

Go Where The Puck Is Headed

Campaign Ideas

- **Use tools like Apollo to find companies hiring for positions you can fill.**
 - Rather than using the generic "are you hiring?" messaging, this allows you to get super specific on the need you can fulfill.
 - Use a mix of email, LinkedIn, and phone to reach buyers where they're at. (and don't forget "old school" mail, drops, and deliveries to capture attention).
- **Use resources to open the door.**
 - Hiring data, industry insights, and success stories go beyond a "can we talk about your hiring process" message.
 - Think beyond whitepapers to interactive calculator and other tools that offer utility for staffing buyers.

Creating a staffing sales playbook

Lesson 3: Differentiate your sales process



Differentiate Your Sales Process

Lead gen strategies

- Shock and Awe (AIDA to the extreme)
- SFA/IDM (persona lead, problem-first campaigns)
- ABM (ICP-focused campaigns tailored to specific companies and buyer personas)
- Nurturing (high-value, consistent communication with all relevant stakeholders)
- Get found (SEO, AIO, PPC)
- Automation (dormant clients, placed talent, targeted skill marketing, seasonal outreach)

Playbook 3: Differentiating Sales



Document your current playbook. Then reinvent it.

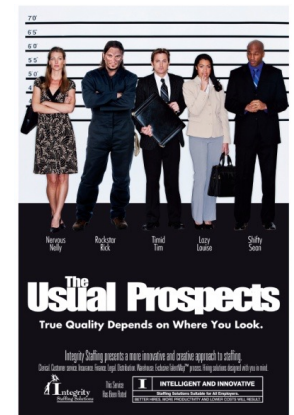
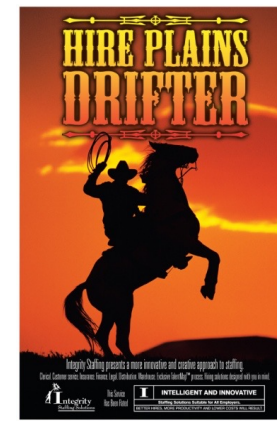
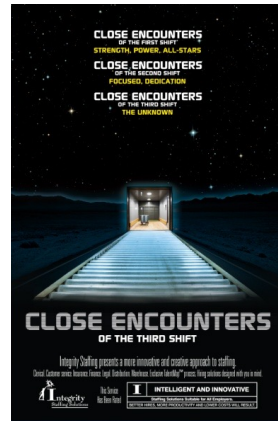
- **Step 1: Define current processes**
Prospecting, qualification, presentation, closing
- **Step 2: Create a new playbook**
 - Problem-first plans by buyer persona
 - Wedge offers (soft offer to open the door)
 - Talk-track outline (email, LinkedIn, calls, in-person)
 - New approaches to pricing
 - Create a simple scorecard for prospect evaluation
 - Track metrics that prove your value
- **Step 3: Define your go-to-market plan**
 - Automation sequences (current & former clients)
 - Lead gen strategy
 - Land and expand strategy

Differentiate Your Sales Process

Campaign Ideas

- **Avoid the spray and pray and get segmented with your outreach.**
 - Identify your buyers and their pain points and specify your message to each.
The way you talk to HR and Plant Managers is never the same!
- **Diversify your touchpoints.**
 - It's becoming increasingly difficult to break through the noise in email.
Add direct mail, LinkedIn, and phone outreach touchpoints to meet your contacts where they're at.
- **Focus on the long-haul (15 to as many as 50 touches).**
 - The B2B buying process has gotten much, much longer.
 - Many of the touches are “no-click” (people see your brand, engage with your content, but don't respond).

Differentiate Your Sales Process



Creating a staffing sales playbook

Lesson 4: Reinvent your service delivery model



Reinvent Your Service Delivery Model

Think beyond temp help and direct hire

- MSP-lite (co-managed staffing programs)
- Direct sourcing as a service (you own the private talent pool, lower mark-up for redeployments)
- Payrolling/EOR for casual, intern, and seasonal staff
- Onsite/embedded teams
- SOW-lite (price against units of output)
- Recruitment marketing + Referral engine (compound candidate supply where clients struggle)
- Rapid float-build pool (manage internal travel/per-diem programs for clients)
- Local or niche staffing platform
- Talent management/Workforce management solutions (human or AI-driven)

AI for HR Opportunity Heatmap

Degree of Expected AI Impact:

= AI Powered = AI Augmented = AI Assisted

Org Relationships		Talent Acquisition						Onboarding	Employee Data Management			WFP
Create / Maintain Foundational Structures	Create and Maintain Jobs	Create and Post Job Requisition	Manage Evergreen Requisition	Internal Applicants Apply	External Applicants Apply	Manage Employee Referrals	Manage Agency Sourcing	Conduct Pre-Boarding	Personal Data Changes	Work Data Changes	Employee Movement	Strategic Workforce Planning Setup
Create and Maintain Positions	Monitor Open Positions	Manage Talent Acquisition Events	Passive Candidate Sourcing	Establish and Maintain Candidate Pool	Screen Candidates	Assess Candidates	Manage Interview Scheduling	Manage Day 1 Activities	Mass Data Changes	Manage Data Quality / Corrections	Employee Contract Management	Workforce Management
Establish and Maintain Org Structure		Interview and Select Candidates	Prepare and Extend Job Offer / Contract	Perform Pre-Hire Due Diligence	Prepare Rejection	Manage Job Requisitions	Rescind Offer	Manage First 90 Days	Employee File Management	Employment Verification	Contingent Worker	Headcount Planning
Compensation				Manage Leave of Absence		Separations		Employee and Labor Relations				Operational Planning
Manage Salary Surveys	Manage Job Evaluations and Pricing	Manage Salary Structures	Conduct Budget Review	Support Leave Decision	Manage Leave Requests	Process Voluntary Separation	Process Involuntary Separation	Receive Notification of Non-Compliance	Assess Allegations and Notify Partners	Conduct Investigations or Review	Determine Actions to Address Issue	Enterprise Strategic Workforce Plan
Communicate Budget w/ Stakeholders	Manage Non-Variable Pay	Manage Variable Pay	Manage Ad Hoc Pay Adjustments	Manage Alternative Duty / Schedule Mod	Manage Return to Work	Manage Separation Due to Death	Manage Retirement	Take Agreed Actions	Manage Appeals	Confirm If Discipline is Required	Address Misconduct	Manage Program Effectiveness
Manage Ad Hoc Payments	Manage Awards and Recognition			Conduct Appeal / Review	Manage Long-Term Disability	Manage Reduction In Force		Advising, Coaching, & Counseling	Support Reductions in Force	Support Mergers, Acquisitions, and Divestitures		
Payroll					Benefits					Workforce Management		
Maintain Payroll Data	Receive Earnings / Deductions / Payment Info	Process Wage Garnishments	Process Separation Payment	Process Reversals	Manage Benefits Enrollment	Administer Spending Accounts	Administer Disability Claims	Process Benefits Termination	Maintain Eligibility	Create and Allocate Schedule	Process Time Off Request	Setup Holiday Calendar
Data Exchange Inbound	Data Exchange Outbound	Treasury Funding	Produce and Distribute On / Off Cycle Pay	Coordinate Payroll with Third Party Vendors	Manage Provider Payments	Manage Life Event Changes	Administer COBRA (US Only)	Administer Affordable Care Act (US Only)	Manage Retirement Plans	Capture Time Entry	Input to Process On / Off Cycle Payroll	Process Historical Adjustments
Post Payroll to General Ledger	Undaimed Disbursements / Returned Pmts	Process Adjustments	Tax Administration		Data Transmission to External Vendors	Manage Evidence of Insurability	Manage Compliance Programs	Manage Benefit Program Effectiveness		Manage System Access	Review, Resolve, and Approve Time	
Learning						Integrated Talent Management						
Learning Needs Analysis	Curriculum Management	Build / Buy / Modify Learning Content	Design / Redesign Learning Content	Manage Certifications and Compliance	Measurement Design and Development	Create / Maintain Competency Models	Identify Critical Workforce Segments	Identify Key Talent	Assign Organizational Goals	Create and Assign Performance Goals	Create or Maintain Development Plans	
Curate Content	Manage Learner Requests	Scheduling Logistics - In Person Training	Scheduling Logistics - Virtual Training	Deliver Classroom / Virtual Training	Manage Course Completions	Create and Maintain Talent Pools	Create and Maintain Talent Profiles	Manage Check-in	Get Feedback On Self	Get Feedback on Worker	Give Feedback	
Manage Course Enrollment / Cancellations	Deliver On the Job Training	Assess / Evaluate Training Effectiveness	Manage Catalog	Manage Learner Waitlists	Manage External Learning Events	Create and Execute Perf Improvement Plan	Conduct Year End Performance Review	Conduct Performance Calibration	Conduct Talent Review	Define and Execute Succession Plan	Manage Global Talent Mobility	
HR Operations							Engagement					
Manage Strategy and Effectiveness	Vendor Management	Manage Communications	Service and Experience Management	Content Management	Manage Inquiry and Transaction Resolution	Manage HR Reporting and Analytics	Manage Organization-Wide Pulse Surveys					

Reinvent Your Service Delivery Model

Speaking of AI...

- Automate your own workflows (sales, job order intake, sourcing, screening, matching, etc.)
- Re-engineer your cost model
- Pass (some of) the savings to your clients

Playbook 4: New Business Models



Find a problem. Create a novel solution.

- **Step 1: Evaluate your current clients**
What problems are they having? How can you help?
- **Step 2: Develop your new business solution**
 - New service line
 - New product/service deliverable
 - New delivery model
 - New pricing
- **Step 3: Define your go to market plan**
 - Beta testing with “friendly” clients
 - Model perfection (delivery, value proposition, pricing)
 - Lead gen campaigns

Reinvent your service delivery model

What some companies are doing

- **Changing their product.**
 - SOW services
 - Consulting (HR, workforce planning)
 - MSP services
- **Changing their pricing.**
 - Fractional recruiters
 - Subscription models
 - Outcome based pricing
- **Changing their distribution strategy.**
 - Online staffing platforms
 - Focusing on remote talent (domestic, nearshore, offshore, AI-agents)

Creating Your Playbook

Do less...only better.



Your Playbook for Restarting Growth



Evaluate your options.

- Generate demand
- Find opportunity
- Differentiate your sales process
- Create new business models

Focus on your best opportunity.

OUR NEXT WEBINAR



REIMAGINE YOUR STAFFING BUSINESS

7 hours. 14 speed talks. Priceless ideas.

Tuesday, September 23 | 9 am – 5 pm ET

Reserve your seat
smartideas.haleymarketing.com



Get 30 Ideas to Increase Your Staffing Sales

Proven strategies to help you sell more!

Scan the QR Code or Visit the Link Below to Learn More:
haleymarketing.com/30salesideas/



TAKE THE *Stage*

Q1
25

JANUARY - MARCH
GUESTS



TAKE THE
Stage

APRIL-JUNE
GUESTS





Questions?

Need help with your marketing?

1.888.696.2900 | info@haleymarketing.com

1.888.696.2900 | [@haleymarketing](https://www.instagram.com/haleymarketing) | [haleymarketing.com](https://www.haleymarketing.com)