

## DIFFERENTIATE TO ATTRACT, HIRE, AND RETAIN THE BEST INTERNAL TEAM

Finding the best talent to work in your office has become more challenging than ever. So how do you attract and retain recruiters and account executives who will fill more business written and help you grow your company and profits? Who you hire internally has a tremendous impact on the level of success you will achieve.

Individuals who are considering our Profession too often think all contract staffing firms are alike. You and I both know that all firms are not created equal. So how do you set yourself apart? What is most important to your internal employees and how do you retain your tenured staff?

During this training we will address:

1. Pros and cons of hiring no experience vs. someone with experience
2. Where and how to recruit internal employees
3. Tips to differentiate
4. How Certification enhances training, engagement, and retention

### PROS AND CONS OF HIRING EXPERIENCED vs. NO EXPERIENCE

EXPERIENCED PROS	EXPERIENCED CONS
Can hit the ground running	Higher compensation requirements
Less training	Often bring baggage
Understand the good, bad, and ugly of the career	If they bring a book of business, they will do that to your firm in the future
Technical terminology and position expertise	May not follow your processes, systems, procedures
Track record of success	Possibly "burned out" quit and stayed at prior job
Produce revenue faster	May have clients   candidates already represented by your team
Established individual ratios and stats	Can be more demanding, less flexible

<b>NO EXPERIENCE PROS</b>	<b>NO EXPERIENCE CONS</b>
Less expensive	Ramp up time before generating revenue
No bad habits to break	Lack of technical knowledge
Train them on your processes, systems, basics	May not understand the job or what it takes to succeed
Often less demanding	No established individual ratios or stats
Must attain minimum standards of performance	Lack of trust in their abilities by experienced team

### **SO WHICH CHOICE IS BEST FOR YOU?**

Too often hiring experienced seems to be more lucrative, but if someone brings their book of business or candidates to your company, they have stolen from another owner and will possibly do the same to you in the future. You will also pay a much higher compensation package for someone who is experienced, and you need to validate their income for the past year. If you have no training process, often hiring experienced is a better solution.

If you do have your business set up like a franchise with structured comprehensive training, processes, systems, minimum standards of performance, you can train an overachiever who wants to sell quickly and you're not breaking any bad habits.

I do not believe that you make someone a top producer. I believe you hire them. You can't hire a duck and expect them to be an eagle. It is not possible to motivate an employee to become a high achiever. This is something in their DNA. Whether you are hiring a full-desk direct hire recruiter, a contract staffing recruiter, or account executive they are all sales positions.

### **WHERE AND HOW TO RECRUIT INTERNAL EMPLOYEES**

You notice I didn't say where to advertise for internal employees. Too often individuals responding to ads have quit and stayed at their current job, or they've lost the passion for our business and think a new environment is their solution. Most top producers are too busy working their next contract or order to be conducting their own job search. However, if they were contacted and presented an opportunity that represented career advancement, many of them would be interested in a conversation.

Don't pitch your opportunity. Suggest a conversation to discuss what they see themselves doing next. What do they envision as their next career move? If you pitch too early, potential hires will not respond because you sound like everyone else who is hiring for their internal team.

## Where can you recruit your internal employees?

There are several backgrounds that I've seen work extremely well in our Profession. First, it's important to hire someone with a history of success who wants to sell. Individuals who have sales experience become profitable quicker than those who don't.

Some of the backgrounds include:

- Experienced recruiters
- Successful sales reps (especially tech sales) if you specialize in IT
- Ex-athletes (who actually played)
- Enterprise rental car salespeople
- Hospitality sales or catering managers
- Multi-unit retail managers
- Call center
- Ex actors who have given up the dream (they are great at improv and have sold to eat)
- Account executives who have sold intangible or professional services

The key is to identify someone who is an over-achiever, who wants to sell and earn a high income.

Here are some common denominators of high producing recruiters and account executives. No one has them all, but these are some of the traits you want to identify when hiring.

### 1. HUNTER

Capability to consistently prospect.

### 2. REACH DECISION MAKERS

Anticipate and handle obstacles so that they sell to decision makers.

### 3. RELATIONSHIP BUILDER

Build lasting relationships based on trust and rapport.

### 4. CONSULTATIVE SELLING STYLE

Uncovers challenges and reasons to buy.

### 5. SELLS VALUE vs. PRICE

Quantify the opportunity to prove the ROI.

### 6. QUALIFY PROSPECTIVE CLIENTS AND CANDIDATES

Qualify the business written and candidates recruited.

Limits time spent on 95% of candidates who are least placeable.

### 7. CLOSING ABILITY

Ability to close business in a timely manner.



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**8. TECHNOLOGY SAVVY**

Utilize technology provided (ATS), strong social media presence including LinkedIn Profile.

**9. FOLLOW REPEATABLE SALES PROCESS**

Follows systems and reviews results to adjust and improve.

**10. CONTROLS EMOTIONS**

Consciously chooses how they will or will not react.

**11. COMFORTABLE DISCUSSING MONEY**

Discuss investment with confidence and effectively overcome objections.

**12. PLAN AND PRIORITIZE**

Works closest to the money and plans 100% of outgoing calls.

**13. HANDLES REJECTION**

Recovers almost immediately from rejection.

**14. SUCCESS DRIVEN**

Strives to achieve greater success.

**15. COMMITTED TO ACHIEVE A HIGH LEVEL OF SUCCESS**

Willingness to do whatever it takes to become a top producer.

**16. RESPONSIBLE AND ACCOUNTABLE**

Takes responsibility for actions and holds themselves accountable.

**17. FOCUSED**

Lists six actions closest to the money to complete the following day.

Create a structured interview process asking each prospective hire the same questions. This will prevent you from making an emotional choice where you might hire the person that you like most, instead of hiring your next top producer!

**TIPS TO DIFFERENTIATE**

Why should someone work for you vs. your competition? Your answer to that question will help you identify how you differentiate. Ways to differentiate may include:

1. Flexible hours
2. Ability to work virtual
3. Established client base
4. Great network of experienced candidates to recruit
5. Track record of success of your current employees

6. Unusual benefits or perks
7. Mentorship programs.
8. Most internal employees were referred by your current team
9. Comprehensive training programs.
10. Ability to continually learn and grow within your company

This leads me to our last topic.

## **HOW CERTIFICATION ENHANCES TRAINING, ENGAGEMENT, AND RETENTION**

Many of the hiring managers and candidates you represent are certified. It just makes sense that your internal team members should earn their certification - which is the highest professional designation you can earn in the IT and Engineering Staffing Profession.

When you are attempting to attract someone to your company, and you share that you will invest in their future by helping them earn their Professional Certification - **that is a differentiator!**

TechServe Alliance offers the only certification program in our Profession that is not based 100% on legal training. Most of the program teaches best practices which can enhance your current training program.

You could offer certification as a hiring incentive, or if you have a comprehensive internal training program, you may decide to offer certification after 6 or 12 months of employment to enhance engagement and retention. Certification is also a great tool to retain your tenured team who will be reminded of best practices they are no longer using and new ideas that will enhance their success.

In this competitive market where everyone wants to hire the best people to work in their office, offering Certification could just be the one perk that attracts them to your firm!

## **QUESTIONS?**

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