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Five Tips for Closing Job Orders during the Economic Recovery

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Executive Summary

Recruiters who constantly focus on business development in this global economic recovery have a unique and big opportunity to take full advantage of the initial stages of a recovering hiring market. Experienced and veteran recruiters know that the best opportunity is to expand market share in the next two years at the beginning of this recovery period.

According to, "2010 Recruitment Outlook: Sunshine after the Storm" Research shows that most recruiters believe that 2010 will be a better year for business. This survey of recruiters in the United States shows that 72 percent said they expect to have more job orders in 2010 than last year, and nearly 31 percent expect their placement fees to increase as much as 10 percent over 2009.

Whether hiring in your niche business segment is still low or it has already picked up, it is significant not to forget that this is not a time to be hesitant. Now is the time for staffing firms to create new customer relationships and increase market share against competitors with new strategies.

"Recruiters are proactively expanding their book of business again in this rebounding market, with changed rules"

Traditionally, the staffing and recruitment industry hasn't been optimistic in filling and satisfying the new -business pipeline. Recruiters and their firms, who survived the worst of this recession, need to be geared up for the execution of critical and bold business development initiatives in 2010. For those who do not have an outstanding possibility to grow quickly and build market share against their competitors, Diaspark offers you five tips for closing job orders under this white paper.



Tips for Smarter Sourcing - Turning Orders into Hires



Tip 1: Distinguish yourself

Most staffing and recruiting firms struggle to build up a significant difference starting from value proposition to a clear statement of what is unique about you - among themselves and their competition.

Your offerings should be different and unique from the next firm, whether it's your service, your abilities, your domain knowledge, your candidate database or the relationships you have with your candidates.

For example, Diaspark had developed a customized program for its clients to carry out different searches from the recruiter's candidate database. For prospects, we have a candidate teaser program where they can click "find a candidate," and if they want more information.

Some more suggestions to differentiate yourself apart from the rest:



Strengthen existing relationships:

- Go back to your strongest clients to create deeper relationship.
- Leverage those relationships
- You should look at more than just the fees that your client pays.
- Understand your client's plans for the future and how you can fulfill that plan.



Prove your value:

- Recruiters need to become their own motivators and cheerleaders
- Returning to clients on a constant basis and present their unique value proposition in the existing terms.
- Justify how exactly this recruitment process will add value to the client
- Communicate them clearly by filling a position quickly will minimize the cost of lost productivity



Don't ignore the intangibles:

Differentiation can flow from various magnitude & dimensions.

- Firms may focus on a specific
 - o market niche,
 - o on something unique about their recruiting process,
 - o on the quality of their recruiters or
 - o Something special about their culture.



Tip 2: Target market identification and create a market reach plan

With the global economic recovery and the constantly changing business landscape, it is crucial that recruiting firms revisit their target markets. To understand the needs of your clients, you have to understand the unique drivers of their industry and offer them a full-proof conclusive advice.

Staffing & Recruiting firms can place themselves up for winner position if they carefully identify their target market and then prospect clients within the guidelines of that particular market. For example, if a staffing & recruiting firm decides to focus only on a single vertical, such as Media & Publishing, it can start developing a database of potential prospects and have faith that its future marketing communication can target to the uniqueness of that industry. Hence creating an industry expertise and providing a powerful competitive differentiation.

After identification of your target market, you should:



Understand who are your best clients:

- Go back and look at the clients where you made your most placements and focus your marketing efforts on the similar sources.
- Go back three years, look at the positions you placed, including title, location and salary level, and focus your marketing efforts on companies that need these types of candidates.



Stay in touch via email and direct-mail marketing:

- Establish a marketing tempo that enables frequent communication with your prospects via a direct mail or email.
- Demonstrate industry knowledge and insight into unique challenges of your industry niche, the prospects will always remember who you are.





Tip 3: Expand existing Client relationships

Expand your business within existing relationship accounts is the most reliable and fastest way to grow your staffing & recruitment firm in this rebounding market. Recruiters need to evaluate their existing relationships accounts and ask their staff and clients directly how they can best meet the needs of each existing client-regardless of which parts of the recruitment process they are providing now.

You need to do more of tactical thinking based on client's requirement and your firm's abilities to solve problems. This attempt to add value will help a recruiter widen its description of what a client relationship can be.



Broaden your client relationships:

- One major key challenge is that recruiters have a relationship with one contact at a client organization and they don't build relationships beyond that contact, this leaves them in the shallow end of the relationship pool; therefore broaden your client relationship.



Re-package your services and fees:

- Break up your services for an existing client
- Recruiters need to shift away from the "all-or-nothing" state of mind when it comes to services they offer



Diversify clients and diversify risk:

- During the global slowdown, many staffing & recruiting firms learned the vulnerability of having too much business enfold in only a few clients.
- Diversify your risk by adding new key clients and emerging market niches.





Tip 4: Increase your online marketing presence & reach

In the rebounding market, good marketing and branding strategy requires more focus towards online marketing competence. With the expansion of Web 2.0 and social media networking, recruiting firms will also develop a focus on search engine optimization (SEO), pay-per-click advertising and Internet candidate sourcing.

Staffing & Recruiting firms must become well-versed in using social networks such as LinkedIn, Twitter and Facebook, not only to find candidates but also to search for and connect with potential clients. At a minimum, a staffing & Recruitment Company's website should be integrated with a web-enabled job posting solution, which in turn integrates with job posting applications that can connect the company to candidates and clients across the Web.

To maximize your online marketing efforts, you should:



Optimize your website for SEO:

- Search engine optimization (SEO) should be in place.
- Website should include the right keywords for your industry.
- Also, your website should be built in a way that search engines can index (for example, use HTML not Flash).
- Add a blog. This is an easy way to add fresh content that search engines value highly in determining page rank.



Give away knowledge for free with thought leadership articles.

Leverage free channels:

- Popular sites such as LinkedIn, Twitter and Facebook provide free channels for you to broadcast and distribute job postings and find both job orders and candidates.
- It will make easier for prospective clients to find you and candidates to validate you.
highly in determining page rank.





Tip 5: Use consultative selling to create reliability

By identifying client/candidate pains and discussing how you have solved a similar problem, you can position yourself as a trusted consultant. This approach will showcase your staffing & recruiting knowledge, expertise and problem-solving ability. To flourish during this global economic recovery, recruiters need to carefully assess their sales process and take steps to create a consistent approach and expected results.

A consultative sales process make sure that recruiters realize the business requirements of their clients and are able to create strong links between their requirement and the services provided by the recruiting & staffing firm. Implementing such a practice involves a value-based approach to the business development and by providing this at every turn; recruiters can become a trusted consultant. Finally creating a relationship based on the combined exchange of value rather than onesided sales quest.





Conclusion: it's time to shine

Now this is the time to bet on growth, invest in marketing & business development strategy with changed rules - especially given the cost-cutting measures. Bid your best efforts and communicate your differentiation through effective marketing and a consultative sales approach with optimism against your competitors and you'll never lose new business to other firms.

Software & Services

Microsoft office

Microsoft office SharePoint Server 2007
Microsoft Office 2007

Server

Windows Server 2003
SQL Server 2005

Development

Microsoft Visual Studio 2008
Microsoft SharePoint Designer

Technologies

Microsoft .NET Framework 3.0
InfoPath and Excel Services



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