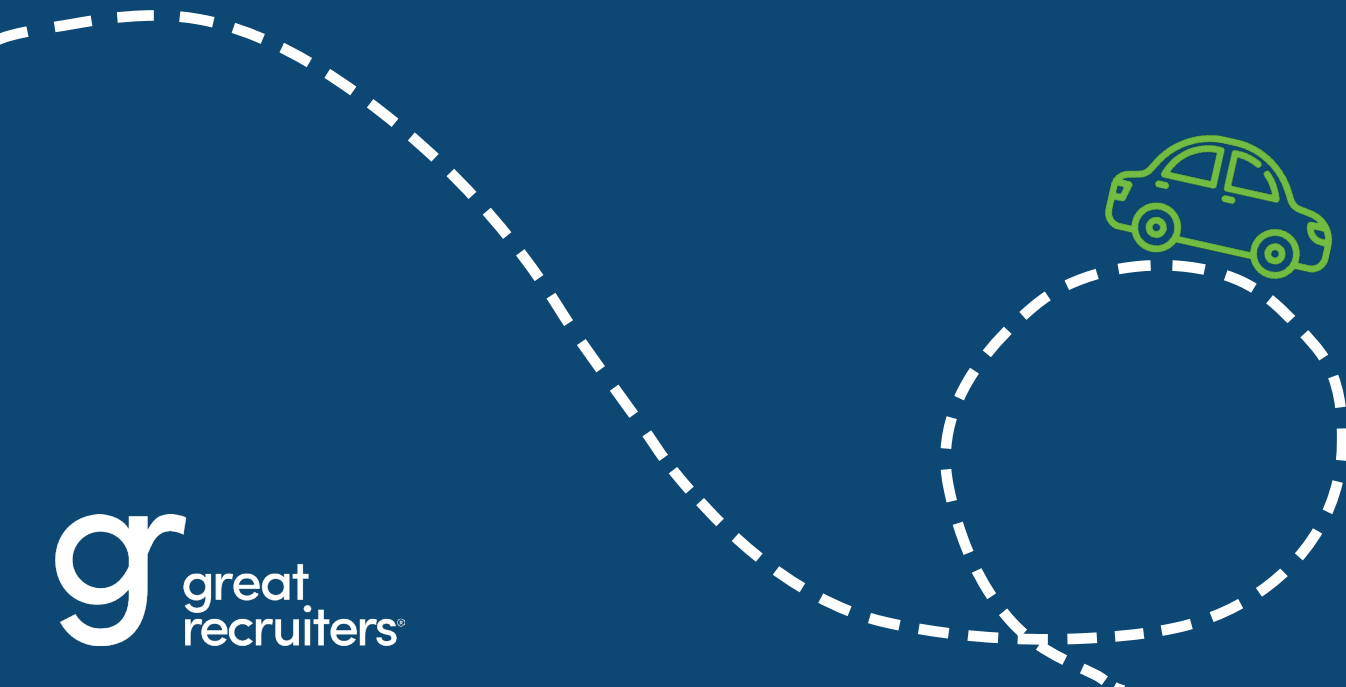


5 WAYS TO THRIVE IN A TOUGH MARKET

The recruiting agency roadmap



Let's get started

1

Grow your digital reputation

Learn where to start and how to stay ahead of this on a consistent basis.

2

Empower your team to thrive

We'll show you how important it is to give your team the tools to succeed.

3

Celebrate wins beyond placements

Discover what you can be celebrating to keep morale up.

4

Remove your blind spots

Find out how to address small issues before they become big problems.

5

Build relationships for life

Understand how to stay in constant contact to nurture candidates.

let's go!

It's no secret: the recruiting industry is facing tough times. As someone who's been in it for 25 years, I get it. I feel it. I'm in the middle of it, right there with you.

So what is proven to edge out the competition? We don't have to guess. Every day, I'm talking with staffing firms that are thriving—yes, even in this tough market. We just need to look at what they're doing.

And since I love this industry, I've compiled these plays into a single resource. Read on for a comprehensive roadmap of five steps you can take to increase placements, get new clients, and beat the competition.



Adam Conrad
Founder/ CXO | Great Recruiters



#1

Grow your digital reputation



If you want your recruiters to thrive, you need to stack the odds in their favor. Top of the list: growing your digital reputation.

Do yourself a favor right now: Google your staffing firm. Then search it on social media.

Whatever just popped up, that's the first thing candidates see.

Are you happy with the results? If not, you've got some work to do.

Then go a step further with your digital reputation audit:

- Look up your company profile on websites like Glassdoor and see what people are saying about you.
- Perform a search for your company name on platforms like LinkedIn.
- Find your individual recruiters on social media and see what people are saying about them.
- Review your website to make sure your current language reflects how you want people to perceive your agency.
- Talk to people you trust in the industry and ask what they've heard about you.

All top rated staffing firms proactively manage their digital reputation. They echo their value prop across all channels. Even better, they have the reviews and testimonials to back it up.

Trust and credibility are critical for recruiters. Given the high competition you're facing, don't let this fall by the wayside.

Will this move the needle and make the job orders flow tomorrow? Absolutely not. But when your recruiters are trying to get callbacks, it makes a massive difference whether candidates perceive you as trustworthy.

75%

of candidates say that they consider employer branding before they begin to apply

nextmove
healthcare

★★★★★ 4.92

97% highly recommended

“We believe creating raving fans is critical to our success.”





#2 Empower your team to thrive



Your team is feeling the brunt of the reduced headcount. You want to make sure you give them every tool to succeed.

Let's talk about what it really means for your recruiters to thrive, despite a team reduction.

You've displaced people. Your team feels that. And they get nervous. Plus, placements are fewer and farther between, so they're feeling the crunch. That's a recipe for low morale.

The key to overcoming this challenge is to empower recruiters with everything they need to be successful. We already talked about digital reputation, but here are some other helpful tools:

1 Client & Candidate Relationships

Success in recruiting is about relationships. Strong relationships built on trust and consistent communication can lead to loyalty and increased business once the market rebounds. Recruiters can use this time to understand their clients' evolving needs and candidates' concerns, positioning themselves as valuable partners rather than just service providers.

2 Innovation & Adaption

Find new, innovative solutions to new challenges. Think out of the box to seek out talent, whether that be new industries, roles, or types of placements.

By encouraging creativity and flexibility, staffing firms can discover new opportunities and revenue streams that can offset declines in traditional markets.

3 Building a strong talent pipeline

Empowering recruiters to nurture talent during these times can help build a robust pipeline of candidates. Recruiters who are active and present in their communities and professional networks can also attract passive candidates who might be considering their options more carefully in an uncertain job market.

65%

of candidates say they rarely or never receive an update on their application



#3 Celebrate wins *beyond placements*



Maintaining morale is vital to keeping your team motivated. Celebrate the small things and recognize other accomplishments than placing candidates.

A high company morale fosters a positive work environment and encourages team cohesion. You need to celebrate other wins. This means you need a system to capture feedback so you can identify those wins. These can be something as simple as having a great conversation with a candidate, receiving a referral, or seeing a review come through showing an excellent candidate experience.

Here are three ways leadership can celebrate their recruiters' achievements.



Recognition Programs

Implementing recognition programs that highlight various achievements is a great way to celebrate success. This can include awards for exceptional customer service, innovation, teamwork, and contributions to the firm's culture or community. Be creative in how you recognize these employees. You can have fun with how you announce the winners. Make it internal to your team only or put it on social media to build your brand and provide a way for the recognized employees to share their accomplishments.



Professional Development

Encourage your team to become 1% better every day. Offering opportunities for professional growth is an excellent way to celebrate and reward recruiters for their hard work and achievements. This could take the form of hosting a networking

event, providing access to training courses, or offering mentorship programs. These opportunities not only serve as a form of recognition but also help recruiters enhance their skills and career prospects, showing the firm's investment in their personal and professional development.



Team Building & Social Events

Events could range from casual lunches, happy hours, and group outings to more structured team-building exercises. If your team is remote, think of how you can make these virtual. Listen to what is important to your team and create events around that. These activities provide a break from the daily routine, allow team members to interact in a non-work setting, and build stronger relationships.

By adopting these approaches, leadership can acknowledge and celebrate their recruiters' successes in ways that bolster engagement, motivation, and loyalty, contributing to a more positive and productive work environment.



★★★★★ 4.78

90% highly recommended

“It has been an eye-opener for our recruiters. Before we seldom asked for referrals. Now, one referral request after a positive review, and we can place two or three people from one person’s network.”





#4 Remove your blind spots



Automate feedback loops at the most meaningful moments to see where you're succeeding and where you can improve.

Without an automated system for capturing feedback, you can't see your blind spots. And if you can't see the whole picture, you'll miss little opportunities that could grow into big wins—or, on the other hand, little issues that grow into big problems!

1 Enhanced Candidate and Client Experience

By automating feedback collection at critical touchpoints, staffing firms can gain real-time insights into the experiences and satisfaction levels of both candidates and clients.

For candidates, opportunities you can capture feedback are:

- After your initial call
- Via email if they don't call you back
- After the interview
- Immediately upon placement
- 30, 60, or 90 days post-placement
- After they give a "no" on either you or the role

For clients, it could involve feedback after a Candidate starts a position, helping to ensure the match meets their expectations. Enhanced experiences lead to higher satisfaction rates, which can translate into repeat business, referrals, and a stronger reputation in the market.

2 Continuous Improvement and Quality Assurance

By understanding what works well and what doesn't, firms can refine their recruitment strategies, improve their service offerings, and make operational adjustments to enhance efficiency and effectiveness. This ongoing optimization can lead to better candidate placements, more satisfied clients, and a competitive edge in the staffing industry

3 Increased Engagement and Retention

If you show a candidate you value their input, they'll see you as committed to their growth and success. So even if they don't take a placement now, they're more likely to call you back later. This level of engagement can increase loyalty and retention among both groups.

For candidates, feeling heard and supported throughout the recruitment process can enhance their perception of the staffing firm, making them more likely to seek future opportunities through the firm.

For clients, regular feedback opportunities can reinforce the staffing firm's commitment to meeting their needs, encouraging ongoing collaboration and repeat business.



#5 Build relationships for life



The more meaningful relationships you build, the less you will have to rely on job boards.

Success in recruiting is about building relationships. Relationships + time + continual value = placements.

Top rated staffing firms are committed to supporting candidates at every stage of their journey. That doesn't always mean an immediate placement. In fact, it often doesn't.

Three main advantages to building relationships for life are:

1 Increased Repeat Business

Stay in constant contact and provide value where you can. Clients who have experienced high levels of satisfaction are more likely to return for future staffing needs. Candidates who feel valued are more likely to seek new opportunities through the firm as their career progresses. When the candidate is ready, you'll be their first call. Plus, you never know what referrals, sales leads, and potential connections will come from these relationships.

2 Enhanced Reputation

Positive experiences lead to positive word-of-mouth. In the competitive staffing industry, reputation can be a significant differentiator, attracting more high-quality candidates and clients.

A strong brand, bolstered by personal testimonials and referrals, can accelerate growth and market penetration.

3 Deeper Market Insights & Agility

Regular interactions and feedback allow firms to stay ahead of industry trends and adapt their services to meet changing demands. This agility enables staffing firms to respond quickly to market shifts, such as emerging skill requirements or changes in hiring practices, ensuring they remain relevant and valuable to their stakeholders.

Moreover, understanding the long-term career aspirations of candidates and the strategic goals of clients can help staffing firms facilitate better matches and contribute more effectively to their partners' success.

Roadmap Cheat Sheet

Did you miss our [5 Ways to Thrive Roadmap?](#) Click here to download your copy!

----- **Google your staffing firm** - How do you show up? Are you proud of the reviews you see?

----- **Look through your company's profile on Glassdoor** - What's the feedback like? Can you do better?

----- **Examine your company's profile on LinkedIn** - Is there recent interaction? Is your company getting tagged by recruiters or candidates?

----- **Take a look at your website** - Are you telling prospective candidates that you're great or showing them that you're great?

----- **Look at how you measure success for your recruiters** - Is it just placements or do you look at connections and relationship building between recruiters and candidates?

----- **Encourage your recruiters to regularly follow up with ALL candidates placed or not** - Recruiting should be all about relationships.

----- **Work with your recruiters to set non-placement goals and rewards** - Give your recruiters a platform to be celebrated and held up for the work they are doing.

----- **Put team building time on the calendar** - A simple lunch, or team knowledge sharing meeting can go a long way in connecting.

----- **Start collecting real-time feedback** - Gather feedback at every step of the candidate journey. The more info the better

----- **Create transparency and build a culture where failure is ok** - Making mistakes is normal. Sharing the mistakes and failures in a safe way can benefit the entire team.

----- **Celebrate your recruiters/give awards** - Create ways to celebrate individual recruiters or teams on a regular basis.

----- **Don't tell people you're great - Show them you're great** - Every agency is going to position themselves as the best. With real-time feedback, regular awards, and a highly motivated group of recruiters - you'll be able to show why you're the best.

Reach your destination

Believe us, we know what it's like to face challenging times. But you will never arrive at your destination if you don't make all the necessary stops to help promote growth. We want to set you up for future growth when conditions improve.

Take advantage of this downtime when you're not making placements like before. Curate authentic talent pipelines. Have deeper conversations. Jump on referrals and new sales opportunities when they come up.

Most importantly: give your people what they need to be successful. If you're expecting recruiters to do more with less, at least give them the tools to accomplish the steps mentioned above.

If you can establish those habits today, you'll get your house in order for tomorrow. Do that, and you'll be on the fast track to recruiting success.

great
recruiters®

