



## Staffing: How recruiting firms can break into the staffing market

The talent industry is shifting, and it is imperative that recruiting leaders adapt to the changing needs of their organization. If you haven't considered delving into the world of staffing, now is a great time to add a staffing arm to your recruiting firm.

### The Benefits of Adding Staffing to Your Talent Business

As the market ebbs and flows, it is common practice to look to other lines of revenue to fill the gap. Initially, some talent leaders may be thinking that they need to break into new industries, which may have a whole new learning curve, set of laws, or just be too far outside your firm's scope to truly make an impact.

That's where staffing comes in. In times of recession, staffing becomes more prominent as permanent placements decline. The inverse is true, too, as the economy becomes more stable, permanent placements increase and contract employment decreases.

By adding staffing, your firm can stay in the same industry, talk with the same clients *and* candidates, and offer a full range of options to become the one-stop-shop for your customers. Not sure where to get started? We've got your back.

#### 1. Start-up funds:

- Calculate how much you'll need to pay the employees before the client pays you
- Determine the cost of training your existing staff

#### 2. Operational:

- Determine business model
- Define roles and responsibilities
- Create processes and workflows in your system

#### 3. Sell to clients:

- Develop competitive pricing models
- Ensure pricing transparency
- Present to client as separate line item than FTE

#### 4. Sell to candidates:

- Offer competitive compensation packages to attract top talent
- Communicate benefits of contract work (flexibility, higher pay, etc.)
- Talk to existing talent pool before sourcing additional talent

