



# STAFFING INSIGHT

Valuable Insights into Current Staffing Issues

July – August 2010

### WHAT'S INSIDE?

- Results of the State of Staffing Survey
- GSA Proposal Workshops/GSA Professor

A bimonthly newsletter from International Staffing University, div. of Seminars By The Sea

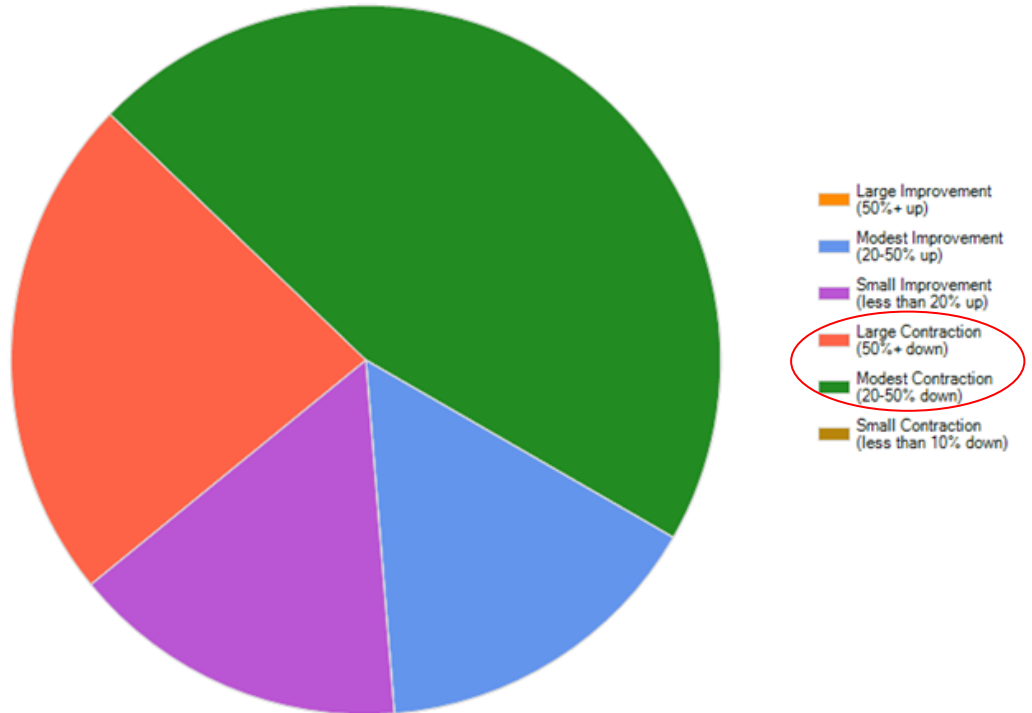
## RESULTS OF THE "STATE OF STAFFING" SURVEY

Did you see an improvement or contraction in your staffing revenues in 2009 over 2008?

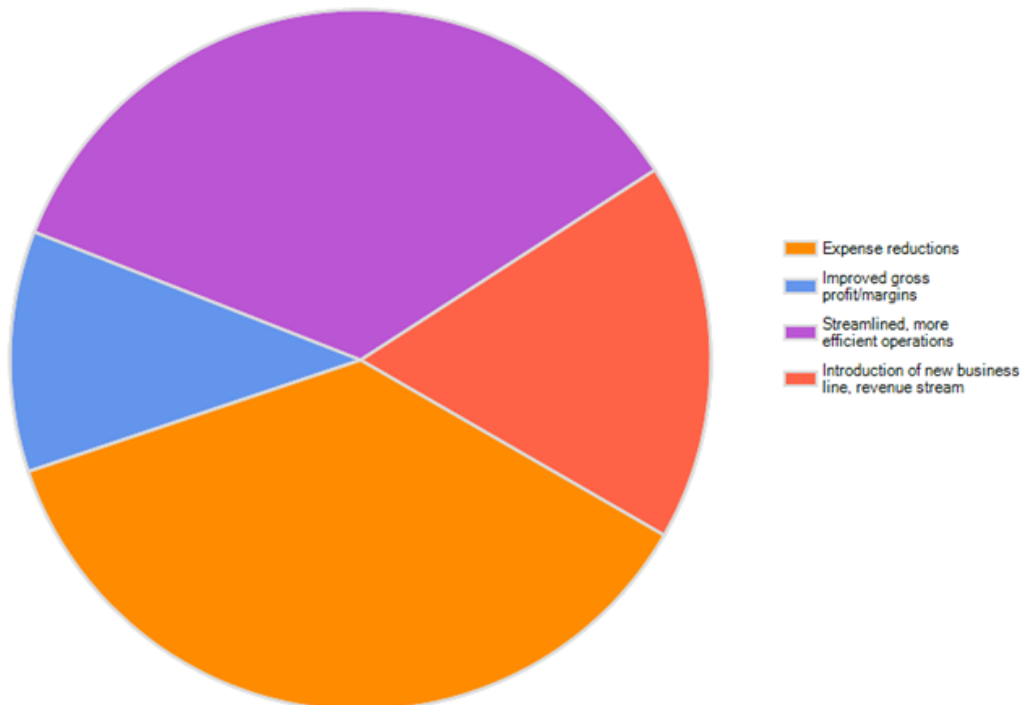
### Summary:

<100 Respondents

- 84% of Owners Responded to Survey
- 35% Midwest Owners
- 35% Reported "Stronger Niches" in Medical, Technical, and Education
- 70% Reported "Modest to Significant Contraction"
- 69% Report "Silver Linings" in the Recession
- Areas of Improvements: Efficiencies, Expense Savings, New Business Lines
- 73% Positive Outlook for 2<sup>nd</sup> Half of 2010 and 2011
- 92% View Training as Important to Company Growth
- 40% Utilize Outsourced Web Training
- Most Appealing Training Method? 68% Say Interactive Web-Based Training



In 2009, did you make improvements in these areas of your business?



## STATE OF STAFFING *Survey May/June 2010*

1. Staffing Company Owners made up 84% of Respondents

**84%**  
**Owners**  
**Responded**

2. Twice as many Midwest Respondents as any other geographic location.

3. 70% of Respondents indicated Modest to Large Contraction (20% to over 50%) in Sales (2009 over 2008).

**70%:**  
**“Modest to**  
**Significant**  
**Contraction”**

4. In answer to the question about “stronger niches” – Medical and Educational niches were commented as stronger.]

5. The “toughest” aspect of the Great Recession was “loss of revenue/income” (92%). Staff reductions and day-to-day survival were also significant responses (28 and 32% respectively). “Bad debt” was indicated by 8% of respondents.

**“Silver**  
**Linings”**

6. 69% of respondent found “Silver Linings”:

- a. Need to **diversify** more
- b. Yes, clients are looking at smaller companies that can provide local staff
- c. We are just about to get a **GSA schedule** and are moving towards temps in the federal government.  
We learned to operate smarter and only **take on good customers**. Not to mention the fact that we had become a bit lazy and are now lean and nimble allowing us to **react very quickly** to our customers needs.
- d. To keep the **best staff** and let others go.
- e. Forced my account managers to learn more sales
- f. I have been in this industry for 25 years. So I learned to get back to basics and **run a tighter ship** without all the frills.
- g. Never take your customers/business for granted.
- h. **Expand our services** to include nursing
  - 1) We learned to run leaner
  - 2) Some of our competition didn't survive it
- i. We learned to **work smarter** and to become more appreciative when times are good
- j. It made us stronger
- k. We successfully expanded our “niche” into several other related areas.
- l. Good candidates
- m. It forced us to do things differently and be more effective with our time

7. Areas of business where improvements were made:

- 84.6% Streamlined, more efficient operations
- 88.3% Expense Reductions
- 42.3% Introduced new business line/revenue streams
- 26.9% Gross Profit/Margins improvements

**Improvements:  
... efficiencies  
... expense savings  
... new business lines**

8. Over the past two quarters (Jan-March/April-June 2010):

- 73% of respondents indicate revenues and job order “slightly to significantly”
- 11.5% Business has not really improved

Comments:

- a. Activity is up and revenues are up but are still narrowly generated. Not enough diversity in income stream--too few busy customers
- b. Temp and Direct Hire are both increasing but not at the rate we had hoped.
- c. All of our clients are calling and adding to their staff.
- d. it seems to get better every month

9. Outlook for second half 2010 and 2011?

- 42.3% Positive
- 30.8% Very Positive
- 19.2% Uncertain
- 7.7% Guarded

**73% Positive outlook for 2<sup>nd</sup> half '10 and 2011!**

10. Initiatives contemplated in 2010:

- 73.1% Increase client base and/or market share
- 69.2% Implement more sales and marketing efforts
- 61.5% Improve client relationships
- 57.7% Improve web site and/or social media initiatives
- 53.8% Invest in more staff training/development
- 38.5% Hire more staff
- 34.6% Pursue government contracts
- 34.6% Pursue new business lines/markets/staffing solutions
- 11.5% Open new office(s)

11. How important is training and staff development to your staffing company’s revenue and client relationship growth?

- 53.8% Very important
- 38.5% Somewhat important
- 7.7% Not important

**92% view training as important**

12. What stands in the way of your company using industry training professionals to strengthen your company?

- 53.8% Financial cost
- 23.1% None of the answers
- 19.2% I understand training is important but I need a program, not a one shot deal
- 19.2% Not sure if I will get the training my team really needs
- 11.5% Internal staff turnover that limits the ROI of training
- 7.7% Don't trust that training will really make a worthwhile difference to my people and/or my company
- 3.8% Not sure if my goals for my company include spending the money to train my staff

13. What training methods are you currently using to train and develop your staff?

- 76.0% In house OTJ (on the job)
- 60.0% In house informal
- 40.0% In house formal
- 40.0% Outsourced web training
- 16.0% Outsourced traditional classroom

**40% use  
outsourced web  
training**

14. Do you plan more or less training initiatives for your staff this year?

- **50% More**
- 38% Less
- 46.2% About the same as last year

15. What training methods are most appealing to you?

- 68% Live, interactive web-based classroom
- 64% Training DVD/Video
- 32% Traditional classroom
- 24% Customized classes at your site

**Most  
appealing  
training  
method?  
68% say  
interactive  
web-based  
training**

*We are coming out of this "Great Recession," albeit slowly. Look at #6 & 10 above to spark your thinking about initiatives reported by other staffing companies! Efficiencies, expense reductions and new lines were clear outcomes of the Great Recession.*

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736 TAPS, 874 MOBIS, FABS, 738, 621, 70, 871

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[8-Modules of User-Friendly Instruction](#)

[E-Mail Coaching](#)

[Written Evaluation](#)

You write/prepare the Proposal; we provide e-coaching every step of the way plus review your final proposal prior to submittal.

**\$1495.00**

**Wow!!**

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May – June 2010

## WHAT'S INSIDE?

- WINNING at the Staffing Game & QUIZ
- Branch Manager Web Class – July 2010
- Spring/Summer 2010 Campus/Web Class Training Catalog/Schedule – ISU
- Things to be POSITIVE About in Staffing
- GSA Proposal Workshops/GSA Professor

## WINNING at the Staffing Game: How the “Highly Effective” Manage It

I'm celebrating my 34<sup>th</sup> year anniversary involvement in the staffing industry and 18 years in providing consulting services to over 700 staffing firms as well as training to over 12,000 professionals in the business. Over the years, I've watched some of our own clients AND other staffing firms go from “start ups” to extremely successful staffing organizations. As ‘a student of staffing’ and an ‘armchair analyst’ and holder of many staffing company stocks, I study Annual Reports and pay attention to those who are winning and losing. This past year in particular I have paid close attention to studying the ‘habits’ of the ‘highly effective’ staffing companies (both clients and non-clients) and those managements who have been able to do what so many of their competitors could not do in the turbulent 2009 market ... effectively manage, at least in one or more significant ways. We can all learn from the habits of highly effective staffing managements. Let's take a look at the healthcare staffing sector and a 2009 overview (positive/negatives) with focus on one firm who we all can study and learn from.

### 2009 Healthcare Staffing Industry Sector Overview

- Poor economy had negative impact on healthcare staffing
- Average '09 revenue contraction for healthcare staffing overall: 33%
- Average '09 revenue contraction for travelers: 44%
- Job requisitions contraction '09 from hospitals: 30% average
- Most major healthcare staffing firms posted losses in 2009
- Weak projected growth for 2010 in per diem nursing

### Positive Outcomes:

- Not all healthcare sectors nor firms saw contraction in 2009
- Growth in locum tenens (9%) AND within specific allied modalities.
- Up-tick in gross profits within some healthcare staffing firms
- AMN Healthcare, the country's largest healthcare staffing company, saw their revenues decline by 38% in 2009 (over 2008) yet achieved a 7.5% pre-tax net profit by reducing SGA expense, expanding business with more profitable niche lines and by lowering % of business exposure in travelers and increasing % of direct hire to 13% of revenues. AMN managed to improve operations, restructure the nurse staffing division, put more energy into more dynamic niches, cut expenses, improve both gross and net profits and strategically retool and plan in significant (and smart) ways to ‘land on their feet’ during tough times plus position themselves well for future.
- Whether owner or manager or other, “students of staffing” should study the habits of highly effective staffing managers and a good start to the study would be to read the 100 page 2009 Annual Report of AMN.

<http://amnhealthcare.investorroom.com/index.php?s=120&item=93>

- Cathy Vee, Founder/President – International Staffing University/Seminars By The Sea

### *Notable Offerings from ISU:*

Looking to improve your sales and market share? You cannot do it alone. You need a trained staff to implement the plan. Did you know that our web classes at ISU are offered in ‘real time’ allowing for the same type of role plays and interactivity that we do in a traditional classroom setting? Participants get the benefit of an instructor who has decades of experience involved in the staffing industry.

If the scheduled dates don't work for you, we can customize a class and deliver it

### Featured Web Class:

## STAFFING BRANCH MANAGEMENT IN TODAY'S ECONOMY

July 19, 20, 21

For the staffing business owner or manager(s) this outstanding 3 hour per day - 3 day intensive web class emphasizes the "top-down-view" re: business/sales planning, key business area auditing and metrics, internal staff hiring & development, increasing sales & profits, assessing and rebuilding a staffing business, limiting loss, customer service and recruiting! Web Classes start at 9:00a and finish at 12:00p Pacific Time.

Fee: \$995.00 – 1-3 PARTICIPANTS on a single connection

Instructor: Cathy Vee

[http://www.istaffingu.com/index.php?l=product\\_detail&p=123](http://www.istaffingu.com/index.php?l=product_detail&p=123)

## SPRING/SUMMER CATALOG OF ISU CAMPUS & WEB Classes

\*\*\* Available to download in PDF \*\*\*

<http://bit.ly/isuCatalogs>

## ARE YOU WINNING AT THE STAFFING GAME? HOW “HIGHLY EFFECTIVE” ARE YOU MANAGING YOUR STAFFING OPERATION?

### QUIZ

1. Did you manage to ‘survive’ the Great Recession of 2008-2009?
2. Have you been **proactive** in making good management decisions to mitigate the impact of the Great Recession on the industry/your firm? Have you found the silver linings in the clouds?
3. Have you taken the opportunity to **improve** your service?
4. Have you taken the opportunity to **cut** expenses, maintain a strong balance sheet/cash flow and/or streamline your operations?
5. Have you **added** innovative and profitable service lines, staffing solutions and/or types of clients (such as federal government) to pursue and minimize niches and markets that are ‘dragging you down’?
6. As the staffing industry and economy stabilizes in 2010 and is projected to grow, does your strategic plan involve **pursuit** of increased revenues, staffing lines/solutions/new client bases and market share? Do you have a solid Plan for 2010 and beyond?
7. Are you and your staff/team ‘students of staffing’ ... staying **up-to-date** with growth sectors, service lines and profitable staffing solutions ... ‘following the money’ ... and studying the Annual Reports and Forward Statements of ‘winners’ (and losers) in the industry as well as the activities of your privately-held competitors?
8. Are your staff members **trained** to sell and staff in a transitional market and build relationships with clients to build revenues/capture market share?
9. Are you realizing **positive** outcomes in increased revenues and margins for 1<sup>st</sup> Quarter 2010?
10. Do you maintain an ‘attitude of prosperity’ and **optimism** and convey that attitude to your staff/team?

***Give yourself +2 for each “Yes” answer and a bonus of +5 for answering question #1 with a “Yes”. Good job!***

**As a entrepreneur of more than three decades, in my humble opinion, “Survival” is highly underrated and quite an accomplishment for those who have achieved it through the greatest recession in my lifetime anyway.**

### THINGS TO BE POSITIVE ABOUT IN STAFFING

....

- Staffing Industry Analysts project an 8% revenue growth for temporary help staffing in 2010 and 2011; 6% for overall staffing industry/2010 and 8%/2011
- Industrial sector expected to grow 16% in 2010
- Projections are welcomed - good news after 26% contraction in 2009
- According to American Staffing Assn, staffing employment in May 2010 was 19% higher than the same month 2009
- Staffing employment in May increased 3% over April's index/numbers
- Staffing employment has shown steady growth over the past 14-16 weeks
- According to a Survey conducted by American Staffing Assn., staffing sales in the 1st Quarter/2010 totaled \$14.3 billion, a 10.2% increase over 2009.
- Over the past two quarters, the staffing industry has created more jobs than any other private sector industry.
- American Staffing Assn. predicts **robust growth** for the industry in the 2<sup>nd</sup> half of 2010.
- Bureau of Labor Statistics predicts that staffing services will add nearly 700,000 jobs between now and 2016, making staffing one of the top two fastest growth industries.
- Our clients – nation and worldwide - are reporting higher revenues and more job orders over the past two quarters.
- Most clients are outpacing projections and seeing 10-20%+ improvement in revenues and job order activity.

What's NOT to be positive about, really?

Take this opportunity to:

- Solidify Winning Strategic Plan
- Plan for Growth
- Be Positive – Present & Future
- Improve Your Service
- Improve Market Share
- Invest in your Staff –  
*Train – Train – Train!*

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March-April 2010

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- Staffing Execs Optimistic/Planning 2010
- Growing Staffing PROFITS Webinar
- Spring/Summer Campus/Web Class Training Catalog/Schedule – ISU
- Cathy Vee on turning 18
- GSA Proposal Workshops/GSA Professor

## Staffing Executives Optimistic and Planning for 2010 & Beyond

The headline on the cover of the latest edition of SI Review says it all:

**“2010 Moving UP!”** <http://bit.ly/2010MovingUp>

Staffing executives from large and regional firms shared with **SI Review** some of their perspectives, challenges, trends and plans for 2010.

### Some Highlights from the article:

#### Perspectives of Staffing Executives

- 2009 most challenging business year in memory
- 2009 sales revenue decline of 25%+
- Most “optimistic” (some “excited”) about 2010 business outlook

#### Plans of Staffing Executives

- Increase **sales** & marketing efforts
- Expand sales 10-15%+ in 2010
- Improve market share, client rosters, client retention
- Grow niche divisions – professional, healthcare, IT, VMS, other
- Go after **GSA Federal Government Contract** to expand business
- Hire more (and better) staff
- **Train** and develop staff
- Better definition of company core values
- Better articulation of services/skill sets offer to clients
- Business expansion through new offices, acquisitions, franchise sales
- Improve web site, technology and social media strategies

#### How They Will Spend \$\$\$ This Year

- Staff & Staff Training & Development
- **Social Networking Strategies**, Technology, Software, Infrastructure

#### Trends/Challenges

- Trends: Growth in RPO, M&A, Social Networking
- Expect modest growth for temp sales in 2010
- Expect some pickup in direct hire in 2<sup>nd</sup> half/2010
- Uncertainty over high unemployment, jobless recovery and healthcare reform
- Tight credit market
- Margin compression and erosion with clients demanding more services and staffing companies incurring more expenses such as higher unemployment rates

Do take time to read the article – lots of good insights! <http://bit.ly/2010MovingUp>

Different strategies for different staffing firms – but what is fairly universal, the outlook is bright for staffing companies this year and into the future!

### Notable Offerings from ISU:

\*\*\* Web Event \*\*\* **SMART STAFFING:**  
**35 Practical Ideas for Growing Profits**  
 90 Min. Webinar for: Management  
 April 22, 2010 – 12 Noon Pacific Time  
 Fee: \$199  
 Instructors: Cathy Vee & Jonathan Paul  
<http://bit.ly/isuCatalogs>

### CAMPUS & WEB Classes for Staffing Professionals

\*\*\* Spring/Summer School Catalog and Schedule available to download in PDF\*\*\*  
<http://bit.ly/isuCatalogs>

#### Classes include:

Sales, Advanced Sales, Staffing Consultant, Account Manager, Branch Manager, Dedicated Recruiter, Multi-Office Manager, Medical Staffing Start-Up, Medical Recruiter, Home Care Staffing, Industrial Staffing, Direct Hire Recruiter, On-Site Manager, Government

If you need customized class or date, call us.

### GSA SCHEDULE PROPOSAL WORKSHOP

In three days, expert consultants coach you through the process of writing your own GSA Schedule Proposal.

Professional Review included.  
 Dates: May 24-26 OR July 26-28

<http://bit.ly/GSAProposalWorkshop>

### GSA Professor (new)

Prefer to write your Proposal in your own office with expert coaching every step of the way?

<http://bit.ly/GSAProfessor>

## CATHY VEE ON TURNING 18 THIS YEAR

*I'm turning 18???*

*("In your dreams" as my 23- year old daughter would say.)*

*Actually, I'm turning 60 this year ... but don't tell anyone ... and I'm celebrating my 35<sup>th</sup> year involved in the staffing industry.*

*In 1992, strictly 'by accident', after selling my 2<sup>nd</sup> staffing firm to a 'national' firm, I founded a small consulting/training company ... Seminars By The Sea.*

*I started offering seminars that I presented at the Newport Dunes Resort (and then later at Pepperdine University campus) in which I could share my passion for staffing and teach ideas that I had learned about starting, managing and building a placement firm with other staffing entrepreneurs and professionals.*

*After time, we started developing campus and web classes and felt that "International Staffing University" better fit what we did (and still do) on the training side of our business. In these 18 years, myself and my team have had the pleasure of working with over 650 staffing company clients, taking on **consulting** and training and consulting projects of all types from staffing firms worldwide - and **training** many thousands of staffing professionals who have come to our campus from all parts of the world AND have joined in on our web training events and classes. Our training includes owner/management issues; sales; staffing; recruiting; direct placement; niche staffing; government staffing; risk management; VMS; on-site management; branch management; and the list goes on and on.*

*We have presented programs for staffing companies located in all States of the country and in various parts of the world. Over the years, we have delivered presentations for most all of the trade associations and have been proud to do so.*

*We have collected over 1,400 thank you letters, cards and email testimonials from satisfied customers and class attendees. I have the best time working with our clients and their staff as well as with my treasured associates, Jon Paul, who has been with me for twelve years, Annette Clancy, who has been onboard with me for 11 years, Elaine Blum – 9 years – and our team of staffing industry superstars.*

*People ask me what has surprised me most in consulting & training to the staffing industry over these past eighteen years. I tell them:*

1. *I never realized how many brilliant people we have in the industry – from executives, owners, suppliers, managers, staffing and sales people et al – when I ran MY staffing companies, I used to think I was the only one!*
2. *No matter where I have gone in the world to consult and train from Overland Park, Kansas to Dublin, Ireland and everywhere, staffing professionals have the same 'issues' with some regional 'tweaks'.*

*Each year, those 'issues' are different, which makes my life interesting.*

*What a blast these past 18 years have been – and I look forward to many more exciting experiences to come. If you are looking for me eighteen years from today (and I hope you **are** looking for me), I am likely to be doing something involved in the staffing industry.*

*Despite the dynamics, changes and challenges that each year brings the industry, our clients and my own business and personal set of circumstances, my **PASSION FOR STAFFING** continues to grow with each passing year.*

*- Thank you for your support and inspiration! – Cathy Vee*



THANKS  
TO  
MY TREASURED ASSOCIATES,  
TO ALL  
THE CLIENTS  
AND  
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WHO HAVE SUPPORTED AND  
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[8-Modules of User-Friendly Instruction](#)

[E-Mail Coaching](#)

[Written Evaluation](#)

You write/prepare the Proposal; we provide e-coaching every step of the way plus review your final proposal prior to submittal.

**\$1495.00**

### GSA WORKSHOP Includes:

- \* Pre-workshop Preparation Guidelines
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\* Workshop Time: 9 a.m. – 4 p.m.

\* Lunch and Snacks included

#### Who Should Attend:

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Call for more details. 714-960-5992

OR download the PDF

<http://www.istaffingu.com/GSAProposalPreparationWorkshop.pdf>



# STAFFING INSIGHT

Valuable Insights into Current Staffing Issues

A bimonthly newsletter from International Staffing University, div. of Seminars By The Sea

January – February 2010

## WHAT'S INSIDE?

- Temp/Staffing Growth – 2010-2020
- Management & Sales Webs - March
- Training Tools for Sales & Sales Managers

## Growth Projected for Temporary Help and Overall Staffing Services for 2010 - 2020

As a 35 year veteran of the staffing industry, past owner of staffing services, and for these past 18 years, consultant/trainer to more than 700 staffing company clients, I have just witnessed our industry (and clients) weather the worst recession in my lifetime.

**Positive** news/outlook has been a long time coming, but it's here! Despite the current national unemployment rate of 10% and projected flat or contracted overall U.S. employment growth, the Labor Department projects *modest growth* for temporary help and overall staffing for 2010. For many of our staffing company clients, projected growth in job orders and revenues for 2010 is welcome news ... despite the modest predictions. So what growth does the Feds predict for temp and staffing?

### 2010 PROJECTED GROWTH

- \* **Temporary Help Services: 7%**
- \* **Staffing Services Overall: 5%**

"Thawing out" of the 2008/2009 revenue contractions, most of our staffing firm customers have reported **increased** job orders and sales for the past 60-90 days. Spring time is here. We've seen the groundhog!

According to USA Today (12/11/2009), employers are bringing on temps again. "A big reason employers shed a far-less-than-expected 11,000 jobs last month is that temporary staffing agencies found slots for 52,000 additional workers, the most since 2004." What's more, Manpower's revenues increased 10-15% last quarter.

The outlook for staffing companies looks even brighter beyond 2010. The labor department expects total employment to rise by more than **10%** over the next 10 years. While less than 2% of American (non-farm) workers are "temping" today, growth projections for overall temporary contract jobs is as high as **25%**.

***Are you and your sales team adequately prepared & trained to SELL temporary help and/or staffing services effectively in this transitional market?***

Let ISU educators (85 years in staffing) assist you in business planning/forecasting and sales training for 2010 and beyond.

In March, we will offer two (2) webinars – one for **Sales Management** and the other for **Sales Staff** (see details column right).

On the next page, you'll find sales/sales management training tools that you can purchase to "power up" yourself and your team to be pro-active and effective in leveraging the coming opportunities.

**Time to start your sales engines!**

- Cathy Vee, Founder/President – International Staffing University/Seminars By The Sea

## Notable Offerings from ISU:

### Managing to Grow Staffing Revenues in 2010's Transitional Market

90 Min. Webinar for: Management  
March 4, 2010 – 12 Noon Pacific Time  
Fee: \$199 (Early Bird: \$179)  
Instructor: Jonathan Paul

### Selling Temporary Help & Staffing Services in 2010's Transitional Market

90 Min. Webinar for: Sales staff  
March 11, 2010 – 12 Noon Pacific Time  
Fee: \$199 (Early Bird: \$179)  
Instructor: Cathy Vee

## Sales Training Tools Available:

- Staffing Sales Video Training
- Sales Management Ultimate Success Blueprint CD Program
- Best Practices Sales Manual/CD
- Build Sales From the Staffing Desk/CD

## Sales Classes – At Our Campus, Your Site or Interactive Web Delivery:

- Rookie & Advance Sales Classes
- Interactive Live Web Classes for all levels of salespeople

## Government Sales:

- GSA Proposal Prep 3 Day Workshop
- GSA Professor (new)

**See next pages  
for more information**

**SALES TRAINING TOOLS FROM INTERNATIONAL STAFFING UNIVERSITY****Interactive Active Web Training for Rookies & Advanced Level Salespeople**

Customized classes Include:

- \* Staffing Sales 101
- \* Advanced Sales
- \* Direct Hire
- \* Full Service Account Manager
- \* Medical Staffing Sales

<http://bit.ly/isuWebClasses>



Just like being in a physical classroom, our web training allows participants and instructors to communicate, interact and role play via webcam without trainees needing to travel to our campus! Call for scheduling/pricing.

**Staffing Sales – Comprehensive DVD Video Training Program (4 Hours)**

Include: (2) DVDS, Manual, 4 Workbooks & Final Exams + Electronic Files

<http://bit.ly/dvdstaffingsales>

A must-have for training “rookie” temporary help/staffing salespeople!

**Sales CD Sets with Comprehensive Handouts**

Our most popular offerings include:

- \* Sales Management Ultimate Success Blueprint
- \* Selling Staffing Services to the Federal Government
- \* Driving More Profits Through Direct Hire & RPO Programs
- \* Growing Staffing Gross & Net Profits
- \* It's a Big Deal: Selling Major Accounts
- \* Mega Sales: Selling & Managing Large Staffing Contracts

And more!

\$129.00 per set

<http://bit.ly/isuCDsets>

**Manuals Plus CD-Sets:**

Our most popular offerings include:

- \* Building Sales From the Staffing Desk CDs +103 Page Manual
- \* Staffing Industry Sales (Best Practices) CDs + 102 Page Manual

\$215.00 per set

<http://bit.ly/isuManuals>

**ISU CAMPUS CLASSES** – Classroom training is the heart of ISU.

More than 12,000 staffing professionals have come to our campus in beautiful seaside Huntington Beach, California for 'best practices' training.

Spring/Summer Class Schedules will be posted on our web site soon.

<http://bit.ly/isuCampusClasses>

We also offer customized at your site training + consulting services.

**MARCH WEBINARS**

**Managing to Grow Staffing Revenues in  
2010's Transitional Market  
March 4, 2010**

- \*12 Noon Pacific Time
- \* Instructors: Jonathan Paul, Cathy Vee
- \* Unlimited participants/one site
- \* This 90-minute webinar is geared for staffing *managers*. Consultants will share ideas for sales plans, strategies and sales management that should result in optimal staffing revenue generating for 2010. Two (2) Q&A sessions offered during web program.

Key Topics to be covered:

- 2010 Staffing Industry Outlook
- Goal Setting & Re-Tooling of Strategies, Sales Metrics, Pricing Models & Sales Methods
- Hiring, Training & Re-Focusing Sales Team to WIN in 2010

Visit <http://bit.ly/ManageRevenues> for details

**Selling Temporary Help & Staffing  
Services in 2010's Transitional Market  
March 11, 2010**

- \*12 Noon Pacific Time
- \* Instructors: Jonathan Paul, Cathy Vee
- \* Unlimited participants/one site
- \* This 90-minute webinar is for *sales staff*. Consultants will share ideas for revising sales strategies that should result in optimal staffing revenue generating for 2010. Two (2) Q&A sessions offered during web program.

Key Topics to be covered:

- 2010 Staffing Industry Outlook
- 10 Things YOU will need to KNOW and DO to sell staffing most effectively this year
- Client Development – Reactivation & Expansion for 2010
- Improving your Presentation, Conversational, Negotiation and Closing Skills
- Personal Goal Setting/Planning that should pay off!

Visit <http://bit.ly/StaffingSales> for details

## GSA 3-Day Proposal Preparation Workshop for Staffing AND Professional Services

**Our focus and expertise is on**

**Staffing, Professional Services and MOBIS**

**Schedule Contract Proposals including:**

**736 TAPS, 874 MOBIS, FABS, 738, 621, 70, 871**

**Class Dates:**

**March 15, 16 and 17, 2010**

**Location: International Staffing University**

**Huntington Beach, CA**

**Attend a Hands-On Workshop where GSA & Staffing Industry Experts Guide you through the Process of Writing/Submitting your completed GSA Proposal – the #1 key vehicle to winning federal contracts!**

Have you been interested in obtaining a GSA Schedule Contract Award but *just looking at the solicitation* has given you cause to pause? No surprise. You are definitely not alone. There is no question that writing a GSA Proposal can be a daunting (and often confusing) task --- IF you don't understand the process. Look around and you will find consultants who want to charge you \$10,000-\$20,000 to write a GSA Proposal for you. In our humble opinion, not only is that route an expensive one to take, there are other things to consider. If you have someone else write your Proposal for you, that approach does NOT teach you many of the things you need to know to prepare a responsive Proposal, to negotiate effectively with the Contracting Officer and to manage & market your contract award.

**Call (714) 960-5992 and talk with Jonathan Paul to discuss reserving a space or download the Brochure:**

<http://www.istaffingu.com/GSAProposalPreparationWorkshop.pdf>

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Note: If you have no writers among you and would prefer to have an expert develop your Proposal for you --- we CAN do that at a lower cost than most consultants because we limit our writing to staffing-related GSA Schedule Proposals. It is our preference that YOU come to the workshop; however, because we believe that is what is beneficial to most of our staffing clients.

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