



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

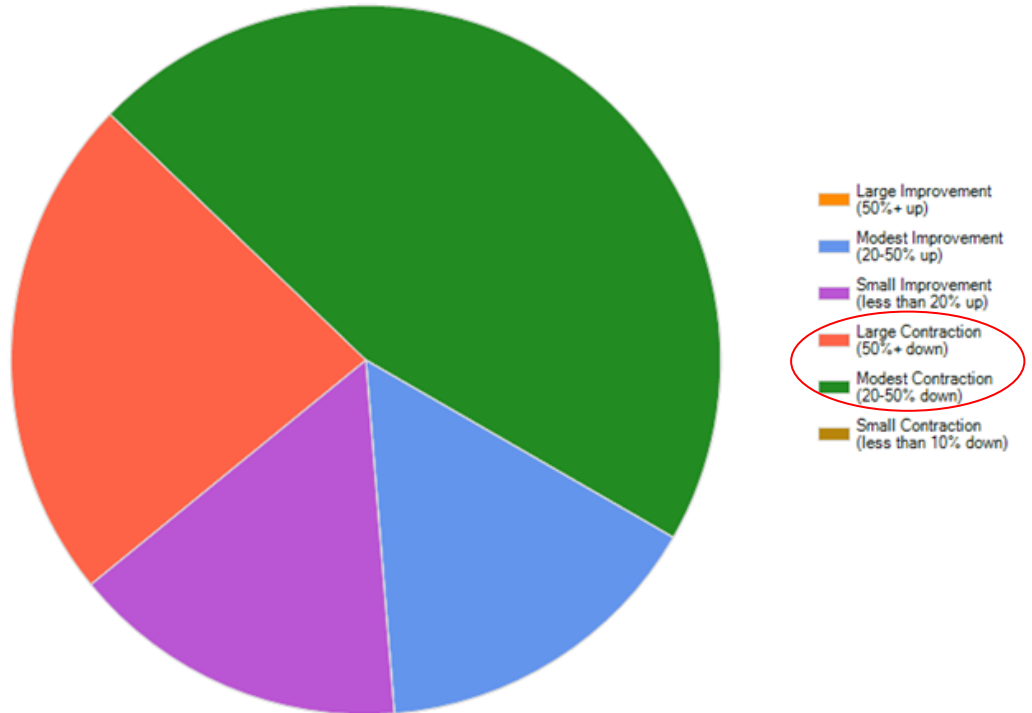
RESULTS OF THE "STATE OF STAFFING" SURVEY

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

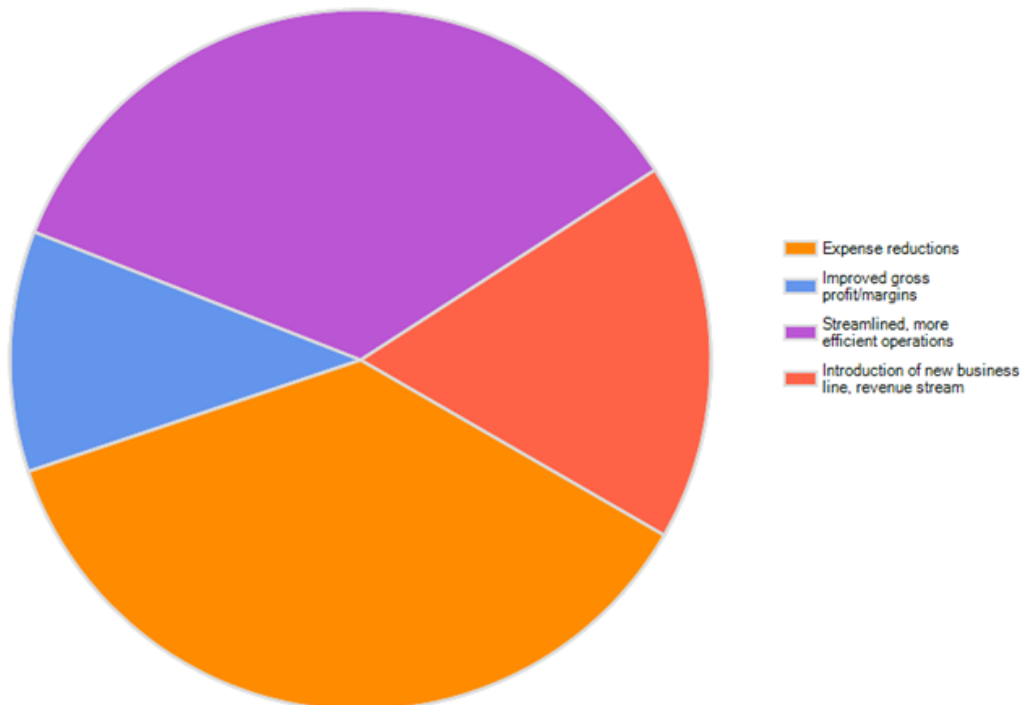
Summary:

<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 2nd 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:

- Activity is up and revenues are up but are still narrowly generated. Not enough diversity in income stream--too few busy customers
- Temp and Direct Hire are both increasing but not at the rate we had hoped.
- All of our clients are calling and adding to their staff.
- 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 2nd 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.

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

Our focus and expertise is on Staffing & Professional Services
Schedule Contract Proposals including:

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

Class Dates: July 26, 27 and 28

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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Prefer to write/package your GSA Schedule Offer with some e-coaching from us? You can do that through our brand *new* **GSA PROFESSOR** course. www.gsaprofessor.com.

[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!!

GSA WORKSHOP Includes:

- * **Pre-workshop Preparation Guidelines**
- * **Instructions** on writing **Administrative, Technical** and **Pricing Proposal** for one of the following Schedules: **736, 874, FABS, 738, 621 I, 70, 871** or **MOBIS**
- * **Three-Ring Binder** containing **instructions** including **templates** and **samples** for writing a complete Proposal
- * **Guidelines for "Acceptable" Technical Proposal Writing** – in order to complete a responsive and acceptable proposal
- * **Pricing templates and directives** – to simplify the pricing 'mystery' and offer acceptable (and profitable) prices
- * **Consultants** to act as guides and answer questions throughout the workshop
- * **Instructions on Packaging and Submitting** the Proposal properly
- * **Instructions on Marketing/Selling** an awarded GSA Schedule contract; who buys and how to sell to buyers; how to get a "leg up" over your competitors
- * **Information on What Happens after Proposal is submitted to GSA** – including **Negotiations, Preliminary Reviews, Financial Reviews and Final Offer Submittals**
- * **Preliminary Reviews of Proposal** on final day of Workshop (if Proposal completed)
- * **Post workshop: Consultant's comprehensive review of your completed Proposal**

* Workshop Time: 9 a.m. – 4 p.m.

* Lunch and Snacks included

Who Should Attend:

Staffing company owners and executives/ managers interested in obtaining a GSA Proposal Contract Award

Call for more details. **714-960-5992**

OR download the PDF:

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