



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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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. You write/prepare the Proposal; we provide e-coaching every step of the way plus review your final proposal prior to submittal. \$1495.00

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.

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>