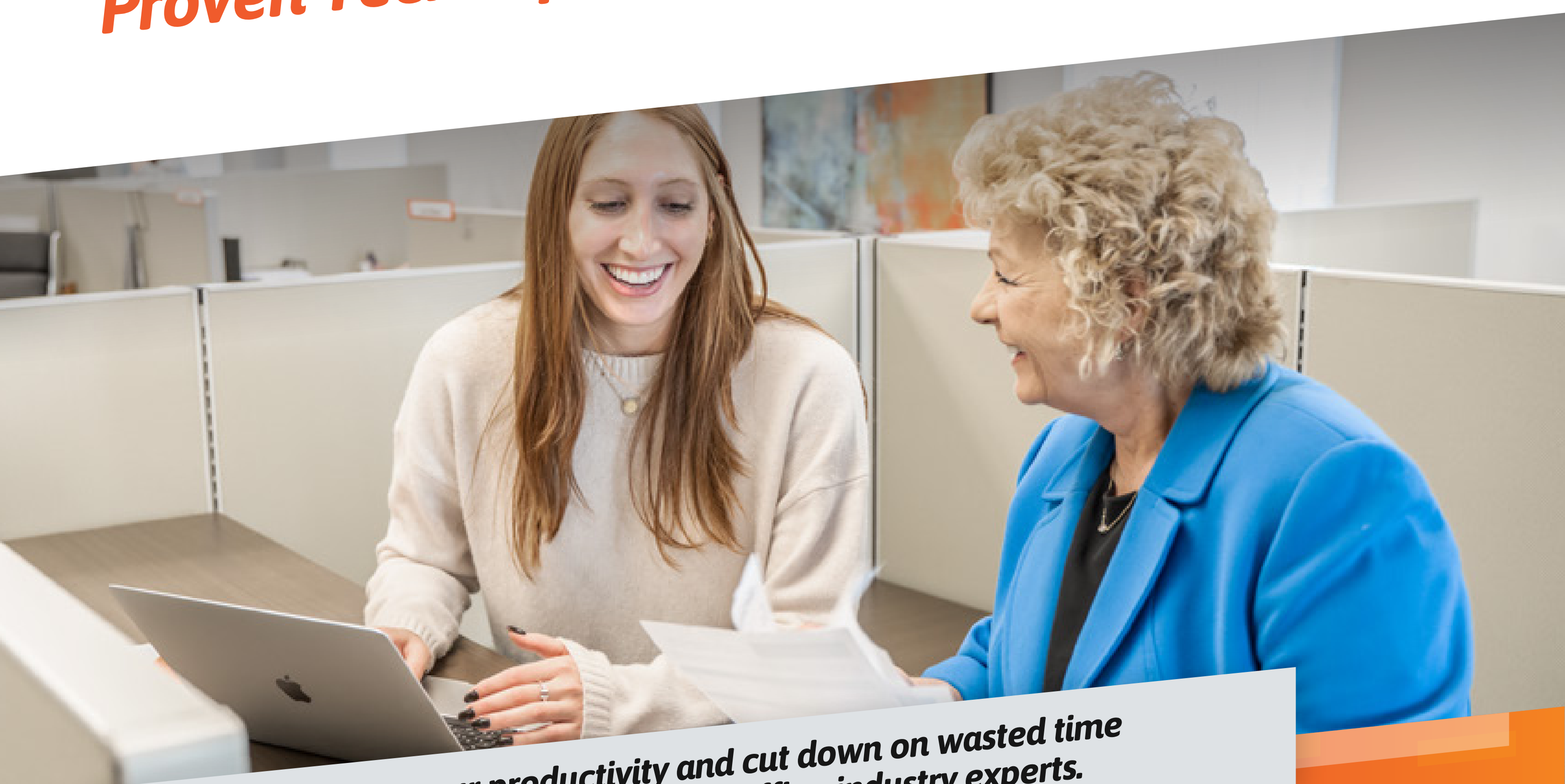
ENCORE FUNDING

How to Streamline Your Sales and Recruitment Processes

Proven Techniques to Do More in Less Time



Maximize your productivity and cut down on wasted time and effort with advice from staffing industry experts.

Top Insights on How to Work Smarter, Not Harder

Staffing agency owners know how tough it can be to carve out time in your day to accomplish everything you need to run your business. Sales and recruitment initiatives are often the biggest drains on your time, and while they're crucial to growth, they can be overwhelming.

Streamline your sales and recruitment initiatives with the Three P Method, developed by the Encore Funding team:

- **Proactive habits** that help you spread out the crunch of landing a new client then immediately recruiting for them.
- **Positioning** that aligns your service footprint, the industries you serve and your clients' needs.
- **Progressive methods** that leverage the power of automation to lighten your task list.

At Encore Funding, we're happy to share our resources and expertise. Our industry experts have been in your shoes and want to make your path to growth easier. We've helped thousands of staffing entrepreneurs, now it's your turn!

Read on for impactful tactics that can make your sales and recruitment initiatives easier to execute.

Proactive Habits Make the Daily Grind More Manageable

Daily Habits

Just thirty minutes a day can keep mounting tasks at bay. When you spread sales and recruitment efforts across several days, it's easier to maintain a consistent focus on both aspects without feeling overwhelmed. A structured routine contributes to better time management and ensures that essential tasks aren't overlooked.

If you're new to the staffing industry or have recently become an agency owner, here are some sales and recruitment tasks to consider.

CLIENT ACQUISITION AND SALES:

- ☑ Conduct prospecting calls or emails to potential clients | 1 hour/day
- ☑ Research industry trends and client needs | 10 minutes/day
- ☑ Plan/attend networking events or conferences | 1-2 days a month
- ☑ Update and maintain social media profiles and company website | 15 minutes/day

CANDIDATE RECRUITMENT:

- ☑ Review job postings | 15 minutes, 2x per day
- ☑ Source candidates through job boards, social media, referrals | 1-3 hours/day
- ☑ Screen resumes & communicate with qualified candidates | 1-3 hours/day
- ☑ Negotiate terms and agreements with clients and candidates | 30 minutes/day

CLIENT AND CANDIDATE MANAGEMENT:

- ☑ Provide ongoing support and communication throughout the hiring process | 1 hour/day
- ☑ Follow up with clients and candidates for feedback and satisfaction | 30 minutes/day

While some of these won't happen every day, they're important tasks to work into your weekly schedule. You can figure out how many hours per day you should dedicate by dividing the total number of hours spent on sales and recruitment per week by the number of days you work (five is the average).

"Begin your day with the end of it in mind."

-Ed Burr, Director of Client Success

This mantra, a favorite of our Director of Client Success, Ed Burr, emphasizes the importance of setting objectives and priorities for the day ahead. A clear vision of the tasks that need to be accomplished by the day's end helps you be more proactive versus reactive.

THREE P METHOD: PROACTIVE HABITS

Proactive Habits Make the Daily Grind More Manageable

Building a Database

Cast a wide, yet strategic net to reel in qualified candidates. A trusted, vetted database of workers to call on saves hours of recruitment time when the next client job comes in.

Online, platforms like LinkedIn and other job boards help you search for and connect with qualified candidates. Likewise, you can also tap your own personal and professional connections for candidates.

Once they're screened, keep their contact information and relevant information in a spreadsheet editor or CRM. Microsoft Excel, Google Sheets, Zoho Sheet and AirTable are powerful software options with plenty of organization features. Consider categorizing candidates based on skills, experience, industry, location and more for quick and easy sorting to find who you need in a pinch.

STEP 01

Search for qualified candidates online based on your niche and client needs

STEP 02

Email or message them and request contact information (see templates on page 4)

STEP 03

Place contacts in a spreadsheet editor or CRM with applicable tags or categories

STEP 04

Reach out to contacts when relevant opportunities come in

Use these message templates to spark conversations with prospects online via email, job boards or social media. Customize, shorten or reword these messages to make them your own!

Sample Messages

Nursing or Healthcare

Subject: Exciting Nursing [or other specialty] Opportunities Coming Soon!

Hi [Candidate's Name],

Are you passionate about making a difference in healthcare? We're currently building our network of talented nurses for upcoming job placements. Whether you specialize in medical-surgical, pediatric or critical care nursing, we want to hear from you! Our clients are looking for dedicated professionals like you to join their teams.

Please take a moment to provide your contact information and a brief overview of your work experience. We'll keep your details on file for future opportunities. Kindly note that prior to placement, candidates will undergo a screening process to ensure the best fit for available positions.

Looking forward to connecting with you soon!

Best regards,
[Your Name]
[Your Contact Information]

Light Industrial

Subject: New Job Opportunities in [Specific Position/s like Assembly, Welding, Etc.]

Hi [Candidate's Name],

Are you looking for work in manufacturing? From warehouse associates to forklift operators, we're actively seeking motivated individuals to join our talent pool for upcoming job placements. Whether you have experience in logistics, manufacturing or distribution, we have new opportunities coming up all the time.

If you're interested, please share your phone number, email and a brief summary of your skills and experience. Our team will keep your info on file and reach out when suitable positions become available. Please note that candidates will be screened prior to placement.

Let's talk soon.
Warm regards,
[Your Name]
[Your Contact Information]

Hospitality

Subject: Exciting Job Opportunities in the Hospitality Industry!

Hi [Candidate's Name],

Are you passionate about providing exceptional guest experiences in the hospitality industry? Whether you're a seasoned bartender, housekeeper or restaurant server, we're looking for talented individuals like you to join our network. From luxury resorts to bustling restaurants, there are exciting opportunities waiting to be explored with our clients.

Please share your contact information and a brief overview of your hospitality experience. Our team will keep your details on file and reach out when suitable positions become available. Kindly note that prior to placement, candidates will undergo a screening process to ensure the best fit for available positions.

Let's connect for new opportunities!

Best regards,
[Your Name]
[Your Contact Information]

THREE P METHOD: POSITIONING

Establish Credibility with Positioning

What is positioning?

Set your staffing agency apart in a crowded landscape. Positioning is the strategic foundation to build your identity and reputation in the marketplace. It defines what industries you serve, clients you pursue, and candidates you recruit!

Another way to approach positioning is to consider your staffing agency's niche. When you focus on specific segments of the market where your expertise and services are most relevant, you can tailor sales and recruitment efforts more effectively. It's essential to understand where your agency fits into the market. Market and competitive landscape research help identify opportunities for growth and areas where your agency can excel.

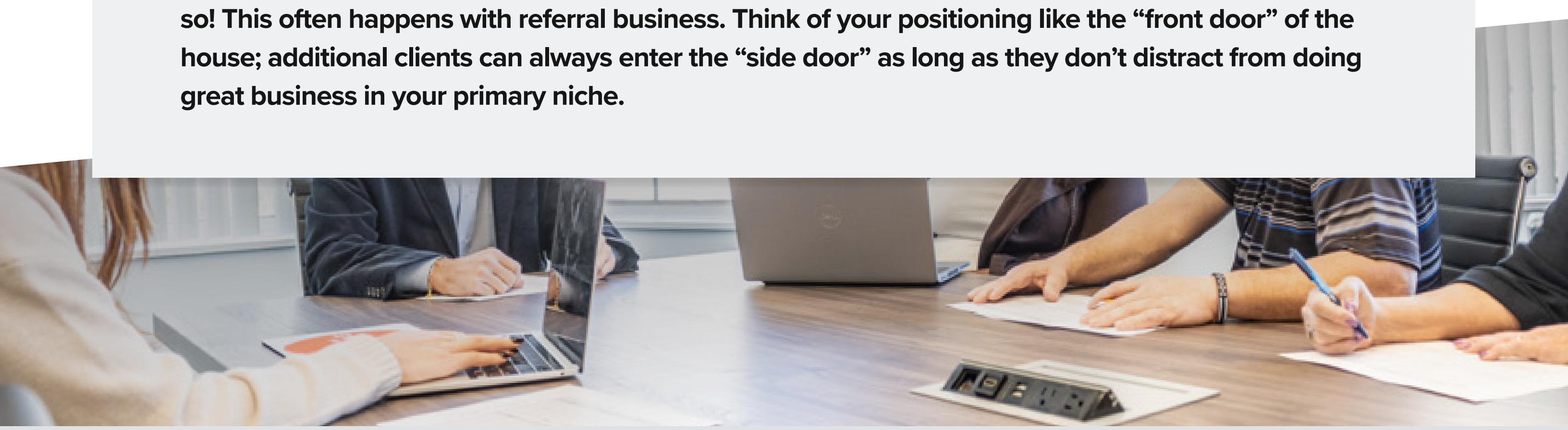
Why is it important?

Rather than spreading your agency's efforts across many industries, you can consolidate resources to serve just a few markets. This targeted approach helps you hone in on the needs of specific types of clients and candidates. Plus, you can establish credibility and trust as the leading voice within your niche market or markets.

From a prospect and client perspective, a strong position fosters integrity and client loyalty. As the staffing agency owner, positioning allows you to make smarter decisions faster.

Am I leaving money on the table?

Positioning allows you to intentionally target specific industries and build a positive reputation within it. That doesn't mean you can't accept new clients in other industries if you have the resources to do so! This often happens with referral business. Think of your positioning like the "front door" of the house; additional clients can always enter the "side door" as long as they don't distract from doing great business in your primary niche.



Positioning Starter Guide

Consider these prompts as a starter guide to positioning. The result is a more defined approach to sales and recruitment. Use your responses to guide your choice of market, clients and candidates.

Aspects	Prompts	Responses
Target Audience	Who are your ideal clients and candidates?	
Unique Value Proposition	What sets your business apart from competitors?	
Business Personality	How would you describe the personality of your business?	
Core Values	What values and principles does your business embody?	
Market Differentiation	How do you differentiate your business in the market?	
Niche Focus	What specific industries or sectors do you specialize in?	
Messaging Strategy	What key messages do you want to convey to clients and candidates?	
Business Image	How do you want your business to be perceived by clients and candidates?	
Competitive Analysis	What are your strengths and weaknesses compared to competitors?	
Client-Centric Approach	How do you prioritize the needs and satisfaction of your clients and candidates?	

A healthcare staffing agency was challenged by their funding partner's lack of follow-through on accounts receivable collections. See how they flourished with Encore's funding, personalized support and deep knowledge of Managed Service Providers (MSP) that resulted in increased billings by 156%.

READ THE STORY >

THREE P METHOD: PROGRESSIVE METHODS

AI & Automation Help Maximize Efficiency

Harness technology and tools to streamline sales and recruitment efforts. AI-powered candidate sourcing platforms help identify and attract top talent more efficiently, saving you time and effort in the initial screening process.

AI-driven analytics tools can also provide valuable insights into market trends, candidate behavior and sales performance. This knowledge keeps you ahead of the curve.

Encore clients use AI to work smarter:

- **CANDIDATE SCREENING**
  Pre-employment assessment tools identify qualified candidates quickly.
- **CHATBOTS**
  Robust, automated candidate communications can save teams time.
- **RESUME PARSERS**
  Streamline resume review and data collection.
- **MEETING ASSISTANT TOOLS**
  Automated meeting notes and summaries allow for more present participation in meetings.

Read more about specific AI tools that boost sales and recruitment efficiencies here!

AI & Automation Help Maximize Efficiency

Encore clients use automation tools to gain efficiencies like:

TIME SAVINGS
AI and automation software streamline repetitive tasks to free up valuable time for staff to focus on high-value activities such as relationship-building and strategic decision-making.

ENHANCED ACCURACY
Make decisions with confidence and accuracy thanks to precise insights into market trends, candidate behavior and sales performance.

IMPROVED CANDIDATE EXPERIENCE
Automation software enables personalized communication and streamlined processes, which can enhance the candidate experience and increase engagement throughout the recruitment process.

INCREASED PRODUCTIVITY
Centralized data, real-time updates and reduced routine tasks result in improved collaboration and productivity across sales and recruitment teams.

Automation software can automate follow-up emails, schedule appointments and manage client communications. Repetitive tasks set to autopilot allow you to focus your energy on building relationships and closing deals. Boost team collaboration and communication using automation tools, too. When data is in one central location and updates can be made in real-time, your team's productivity can increase with fewer errors.

Maximize Your Productivity with Payroll Funding

Encore Funding supports staffing success with quick, secure access to funds.

A fourth, bonus P in the Three P Method is payroll funding. Steady cash flow from a trusted partner allows you to pay employees, cover operational expenses and seize growth opportunities without waiting for client payments. Without financial limitations, you can do what you do best: building your client base and recruiting top talent.

You've put in the hard work to start or even expand your staffing agency. Now, accelerate growth with a payroll funding partner who has been in your shoes and understands your needs. Encore Funding combines quick, reliable funding with the back-office technology and strategic guidance you need to grow.

With Encore Funding, you gain a partner who has helped thousands of entrepreneurs like you succeed. Connect with our team for support on streamlining your sales and recruitment process.

CONNECT WITH ENCORE

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