



# Top Echelon

## Contract Staffing Fundamentals for the Staffing and Recruiting Profession

### OVERVIEW

#### Session 14 - Follow Up, Touch and Quality Control

Understand the importance of following up with contractors and clients. Determine when you should follow up and how this differentiates you from your competition. Also learn how to establish quality control and set minimum standards to identify methods for improvement.

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### HANDOUT

#### Session 14 - Follow Up, Touch and Quality Control

Most individuals in the Contract Staffing segment of our Profession, often drop the ball when it comes to developing an effective follow up, touch or quality control process. The best advice if you don't have a follow up process in place is "do something" starting immediately.

You will start to build momentum even if you implement small seemingly insignificant steps. A proper follow up process helps develop rapport, trust and elevate you from a vendor to trusted advisor. A touch program is an important aspect of Contract Staffing.

When following up, have a specific reason for contacting your clients and candidates that provides another step forward in your repeatable sales process. With each contact, you have to stress the **benefits they will enjoy** as a result of working with you vs. your competition. Calling or emailing just to check in does not move your sales process forward.

Remember, clients and candidates don't care about you. They care about the **WIIFM (What's In It For Me)**.

During conversations with clients you are attempting to determine:

- What solutions can you provide for them?
- What talent is the most difficult for them to identify?
- What is the greatest challenge or issue they are facing?

During conversations with candidates you are attempting to determine:

- What is most important to them in their next career move?
- The five things they'd change at their current or last job?
- Their time-frame?



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Once you've obtained this information, you can focus on what is most important to your clients and candidates in all follow up conversations. No matter what ATS (Applicant Tracking System) you utilize, make sure you take down notes after each conversation. In my opinion, **BIG BILLER, recruiting software**, is one of the most efficient ATS systems available. It is very effective to quote them and become the best listener in their lives. You are trying to position yourself as an expert they can trust.

When you make informed follow up and touch calls it shows that you are trying to build a relationship with your clients and candidates. Obtain personal information about the other person as often as possible. People work with people they like. If you let someone talk about themselves, they like you more without realizing why.

### **Consider Utilizing Auto Responders**

It is important for you to build and touch your database of clients, prospects and candidates at least bi-monthly to keep your name in front of them. Much of this follow up can be accomplished by utilizing auto responders which is an automated follow up system.

### **When should you follow up with clients?**

- After each step of your marketing process
- After they have provided you with a job order
- Every Friday to provide an update on your progress to identify top talent
- Prep – before interviews
- Debrief – after interviews
- After an offer has been extended

### **When should you follow up with candidates?**

- After each step of your recruiting process
- After you've received a resume or application form
- After your initial interview to validate information
- Prep – before interviews
- Debrief – after interviews
- After an offer has been extended

## **TOUCH**

### **When does the “touch” process begin:**

- After your candidate has accepted or rejected the offer.
- Throughout the time between acceptance of the contract assignment and start date.
- After the candidate has started their new job (for 120 days).
- Your outside sales team (if you have an outside sales team) should thank contractors during their onsite sales appointments.

By establishing a touch program, you will enjoy more successful fills that do not fall-off. Your “touch process” shows your clients and candidates that you care enough to follow up which will result in a higher level of success and referrals for you. You can't place them and forget them.

They continue to be a source of revenue for you, as long as they are employed as a contractor. You also want them to redeploy with you when their contract is completed. You should nurture your contractors throughout the duration of their contract,

## QUALITY CONTROL

In the Staffing and Recruiting Profession, quality control can only be established by monitoring, measuring and setting minimum standards to identify methods for improvement.

The common expression “What gets measured, gets focused on!” is true. We measure to understand, learn, grow and succeed. We measure for warning signs of slumps but also to identify account executives, who are doing a great job. What isn’t measured – doesn’t count!

### **Measurements of activities in the sale process provides feedback that helps you:**

- Set standards for activities that lead to desired sales results.
- Measure the activities at different points of the sales process.
- Make adjustment to activities that need improvement.
- Measure against the new results and then the process is repeated.

There are certain ratios and statistics that are critical to measure to determine the exact results needed each day by the individuals on your sales team. Those ratios include:

### **Candidate Side of the Contract Staffing Process**

- Recruiting Call to Hit
- Hit to Interview
- Interview to Send out
- Send Out to Fill

### **Definition of a Send Out**

First interview between your client and candidate. This can be a face-to-face interview, Skype or phone. When you are placing contractors, most of the interviews you schedule, will be phone interviews.

### **Client Side of the Contract Staffing Process**

- Marketing Call to Contract
- Presentation to Send Out
- Contract to Fill

Once you know your individual stats and ratios, you can eliminate slumps once and for all. It truly takes the mystery out of where you need to focus. You now know the exact results you must achieve each day to attain goals established. It’s not about the number of calls you complete but rather the results you achieve.

You can grow and succeed without measuring, but without measuring and quality control in place you will not understand how or what to measure, which can become deadly when the job market or economy takes a turn.

The job market has become more competitive and it’s clearer now more than ever before that success comes from measuring, making adjustments and measuring the results following the adjustments.