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Establishing
Credibility in
Recruiting and
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It's a Wonderful
Staffing Life
Marketing Your Value
& Planning for 2025



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DID YOU KNOW?

* According to the American Staffing Association, nearly 2.5 million temporary and contract employees worked for America's staffing companies during an average week in 2023. Additionally, during the course of 2023, America's staffing companies hired 12.7 million temporary and contract employees. pg 5

* Your website must communicate not just what you do, but why and how you do it better than anyone else. pg 8

* Additionally, if your staff spends 2 hours or more weekly addressing employee pay inquiries, you'll save \$250/month by offering employee portal access. pg 11

* Citing Cathryn Baker, President of Avanzara', "One of the top reasons employees leave is lack of opportunities for growth. Talent development is essential to company growth, it's not an afterthought."pg 12

* I can promise a lower level of service, by the way, and deliver a higher level of service, and then I am in integrity, meaning I only have a little to work on. pg 15

* In recruiting, your reputation is everything. By consistently treating clients and candidates with respect and integrity, you set a high standard for yourself and your profession. pg 16

* Detailed background checks help identify criminal histories, reducing the likelihood of hiring individuals who may pose risks to the workplace. pg 17



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It's a Wonderful Staffing Life

Marketing Your Value and Planning for 2025

By Jennifer Roeslmeier Mikels

The holiday season is in full swing! It's the time of year for holiday shopping, cookie baking, singing carols, and embarking in your favorite holiday traditions. It's also the time of year to watch some of your favorite holiday movies. One of my favorites is *It's a Wonderful Life*, starring Jimmy Stewart. *It's a Wonderful Life* follows the story of George Bailey, a struggling businessman, who has the opportunity to see what life would be like if he had never been born. As he is taken through different life events, **he quickly sees the impact he has made on lives throughout his life and begins to appreciate everything that he has.**

We have seen renditions of *It's a Wonderful Life* countless times in popular TV show episodes, where characters have the chance to see what life would be like if certain events didn't take place. This got me thinking about *staffing* and **the value staffing companies bring**. Have you ever thought about the value you have brought by working in staffing? What if you decided not to work in staffing? Think about the impact you have made on countless lives; the number of candidates you have helped find work; the number of candidates you have helped find work when perhaps you were their last hope; the number of executives you have helped find workers for; the number of executives that were burnt out and didn't have the time to find the workers they needed. **By working in staffing, you make an impact on lives each day.**

According to the American Staffing Association, nearly 2.5 million temporary and contract employees worked for America's staffing companies during an average week in 2023. Additionally, during the course of 2023, America's staffing companies hired 12.7 million temporary and contract employees. In numbers, *this* is the impact the staffing industry has on the American workforce.

There is no doubt that the impact staffing professionals make is life changing. As we reflect on 2024 and the year ahead, now is a good time to reflect on the *value* you bring to the industry. Put your company in the scenario of *It's a Wonderful Life*, if your company didn't exist, what would customers and candidates be missing out on? As you reassess the value your staffing company brings to the industry, you can begin to market that value to candidates and customers. What makes *you* different? Why should a candidate or customer work with *you* in 2025?

As you plan for 2025, it's also important to re-evaluate what candidates and customers want. You can then incorporate your value and selling points into your message.

What Candidates Want in 2025

Overall in 2024, fewer employees were voluntarily quitting their jobs, according to [iHire's 2024 Talent Retention Report](#). This new movement, unlike the Great Resignation, is called **the Great Stay**. Due to the [economic uncertainty](#), more employees are staying with their current employers. With many companies implementing cost cutting measures, there is a fear of getting laid off if a move is made to another company. Employees feel like their jobs are more stable with their current employer.

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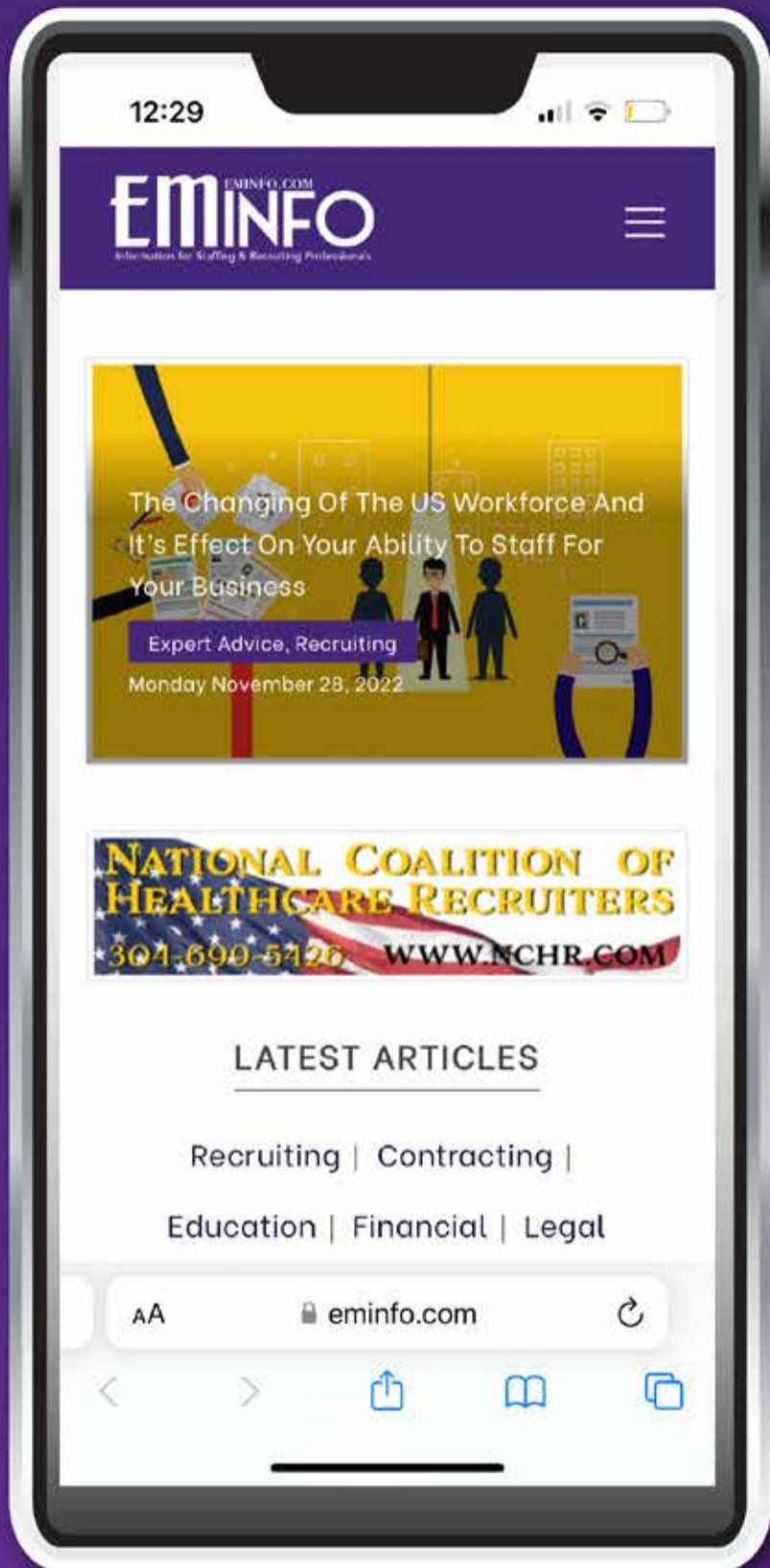
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In iHire's 2024 Retention Report, it was also found that employees value flexibility over pay, with many willing to take a pay cut for a better work-life balance. In an iSolved survey, it also showed that burnout is declining and there is a greater focus on work life balance.

All of these statistics show that employees are more motivated to stay employed with their current employer and that work life balance is becoming more important. In 2025, staffing companies can have a greater focus on retention strategies and work with staffing clients to communicate the growing importance of work-life balance.

How to Retain Candidates in 2025

From the above statistics we can see that many employees prefer to stay with their current employer. This gives staffing companies and staffing clients and good opportunity to focus on retention strategies. There are strategies that both staffing companies and staffing clients can implement in 2025 to retain employees. As the studies show, employees are more motivated to stay employed with their current employer, so small nuggets of value can be added to both of your retention plans to keep employees happy.

First, communication with your staffing clients on what candidates are looking for in 2025 is important. Communicate these latest trends and offer tips for implementing more work-life balance tactics when needed.

Communication

From a staffing company side, good communication with candidates is always key. Text the candidate before the assignment to see if they need anything for their first day. Also, schedule check-in's throughout their assignment to let them know you are thinking of them. Little touchpoints help them feel you care about them and offer a positive work experience. The check-in's can be as simple as a text message. If you have the option to automate text messaging within your ATS using an automation tool, this is something you can automatically schedule to go out with all of your assignments.

Awards and Incentives

With work-life balance, culture is big. Think about benefits and incentives you can offer employees that go an extra step to keep them wanting to work for your staffing agency. This can be a simple award program that offers a bonus for good attendance. Or perhaps you offer tenure awards for the length of time someone works for you. Awards/incentives can be either cash or non-cash related, such as a streaming service subscription, grocery store voucher, tickets to a sporting event or local

attraction, etc. Small incentives to keep employees motivated can go along way for employee happiness and engagement.

Self-Service Tools

Candidates also want access to self-service tools. As they are on their assignment, give them easy access to submit time, view payroll checks, and other important employee documentation. Also give them access to view future job opportunities. As one assignment is finishing, let them be able to apply for another assignment with you. Self-service tools keeps working for your staffing agency easy. Self-service tools can be offered through an employee web portal and/or a mobile app. A mobile app is even better because employees can have access to everything they need right on their mobile device. Depending on the mobile app, you may also be able to send instant job opportunities to candidates to accept or reject. This allows for a fast and seamless assignment to a job. What more can a candidate ask for?

This day and age, everyone wants to do tasks faster and conveniently. If something isn't convenient, then you can forget about it.

Exercise: Think about your current retention strategies. Which ones are working and which ones do you want to continue in 2025? Can you fit any of the above retention strategies into your plan? As you market your value to candidates, this can be part of your marketing plan to both attract and retain talent.

What Customers Want in 2025

Candidates are just one side of the business. On the other side you have your customers. According to the American Staffing Association, two of the top reasons staffing clients turn to staffing companies is to achieve workforce flexibility and to access talent. Staffing companies relieve recruiting stress from their clients, so they can focus on mission critical tasks and leave the recruiting up to you. From a staffing partner, they want a quick time to hire, quality employees, and employees that finish the assignment.

Just as candidates like self-service tools, clients also like self-service tools. Think of how busy you are in a given day and how busy your customers are. Eliminating unnecessary back and forth communication can be a game changer. This can also be solved by offering a Customer Portal that allows customers to view and rank candidate submittals, view the status on open job orders, approve time, view open invoices, and more. Self-service tools can bring value to customers by making it easy to fill positions and work with your staffing agency.

Exercise: What current value do you bring to your customers? What do you offer that is unique compared to other agencies?

Using Analytics to Market to Prospects

As mentioned above some of the top attributes that

staffing clients look for in a staffing partner is a quick time to hire, quality employees, and employees that finish the assignment. How are your metrics when it comes to these segments and can you use them to market your staffing company in 2025?

Your ATS is a powerful tool that you can use to analyze your metrics. Use your ATS to pull reports and see what metrics stand out that you can use to your advantage when selling to a potential prospect.

Below are a few key metrics to look at:

- Time to Fill: How long does it take to fill a position? If you have a short time to fill rate then this could be a metric to market.
- New Hire to Assignment Rate/Ratio: Out of the candidates you place, how many are showing up to the assignment on the first day? Staffing clients want candidates that show up to work, especially on the first day.
- Turnover Rate: Out of the employees that begin an assignment, how many are staying for the whole assignment? If you have a low turnover rate then this would be an excellent metric to share with prospects. Staffing clients want candidates that not only show up to work on their first day, but who finish the assignment.
- Quality of the Hire: Are your hires good workers? Do they come in on time and complete the task at hand with no trouble? You can quantify the quality of hires by measuring job performance, evaluations, retention rates, and client feedback. This metric shows staffing clients how successful your staffing firm is at acquiring and hiring top talent.

All of the above metrics can play a role when marketing your staffing agency to potential customers. You are not only telling them your value, but showing them your value through a powerful data story and visual.

Your It's a Wonderful Staffing Life Story

As you reflect on your value and plan for 2025, think about your It's a Wonderful Staffing Life story. How do you currently provide value to your candidates and customers? What can you do to provide more value in 2025? What can you do to show and market your value to candidates and customers? As a staffing agency, you provide immense value and impact every day to companies, job seekers, and employees. Every staffing agency provides a unique touch to the experience and you have yours. Show your value in 2025 because it truly is a Wonderful Staffing Life.

Ready to use a staffing software solution that's equipped with tools to market your staffing agency's value in 2025? Schedule a demo of Ultra-Staff EDGE Staffing Software, a complete front and back office solution with web portals, onboarding, mobile, data analytics, and scheduling.

[Read more from Jennifer Roeslmeier Mikels](#)

Building Trust Online: Establishing Credibility in Recruiting and Staffing

By Cole Windler

Establishing trust and credibility online is vital for recruiters and staffing agencies. With potential clients and candidates forming impressions long before they ever speak with you, your website becomes the first—and perhaps most critical—touchpoint. It is where you showcase your expertise, build relationships, and distinguish your firm from the competition. A well-designed, thoughtful website does more than display basic information about your services; it positions your firm as a trusted expert and a reliable partner in the recruitment process.

These are some actionable strategies for staffing agencies and recruiters to build trust, demonstrate expertise, and ultimately boost credibility in recruiting through their websites.

Clear and Compelling Messaging

Your website must communicate not just what you do, but why and how you do it better than anyone else. One of the keys to building credibility is creating clear, concise, and value-driven messaging that resonates with both clients and candidates. Highlight your areas of specialization, showcase your success stories, and explain your process in detail.

Use the homepage to immediately address the needs of your visitors. For instance, if you specialize in executive search within a niche industry, make sure this is immediately apparent. Your messaging should focus on the benefits of partnering with your firm—whether it's access to exclusive talent pools, deep industry knowledge, or personalized recruitment strategies. The more specific you are in demonstrating your expertise, the more trust you will establish.

Client and Candidate Testimonials

Social proof is a powerful trust-builder. Incorporating testimonials from satisfied clients and successfully placed candidates can be one of the most effective ways to bolster trust. Testimonials offer real-world validation of your success, showing both prospective clients and candidates that you have a proven track record.

To maximize the impact of testimonials, consider diversifying the types you feature. Include feedback from companies in different industries or candidates at various career levels. Testimonials that speak to your communication, reliability, and ability to deliver results will strongly reinforce your firm's credibility. Videos or in-depth case studies can further amplify this effect, giving potential partners a personal glimpse into the value you bring.

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Showcase Success Stories and Case Studies

Beyond testimonials, case studies offer a detailed, transparent way to highlight how your recruiting strategies lead to success. By walking through the challenges a client faced, the solutions you provided, and the measurable outcomes achieved, you position yourself as a problem solver with proven expertise.

Case studies not only build trust by showcasing tangible results, but they also offer a unique opportunity to highlight your specialization in certain industries or roles. For example, a detailed case study on how you filled multiple senior-level positions in the healthcare sector can speak volumes to both healthcare clients and candidates. This is another key way to build credibility in recruiting while illustrating the depth of your expertise.

Demonstrate Industry Knowledge with Blog Content

Recruiters and staffing agencies are viewed as experts not just in hiring, but in understanding industry trends, workforce changes, and talent acquisition strategies. Regularly publishing blog content that addresses current industry topics, offers career advice, or delves into hiring best practices can help you maintain relevance and authority in your field.

A blog allows you to speak directly to the challenges your clients and candidates face, offering actionable solutions that demonstrate your knowledge. From tips on preparing for job interviews to insights on the latest recruitment technologies, your blog can become a go-to resource for both employers and job seekers. Over time, this fosters trust and reinforces your credibility in recruiting.

Ensure Professional Design and User Experience

While content is king, the design and functionality of your website also play a crucial role in building trust. A cluttered or difficult-to-navigate site can erode credibility, even if your content is stellar. On the other hand, a professional, sleek design coupled with an intuitive user experience can significantly boost your visitors' confidence.

Ensure that your website is mobile-friendly, easy to navigate, and designed to provide visitors with all the

information they need without being overwhelmed. Make sure that calls to action (CTAs) such as "Contact Us" or "Submit Resume" are easily accessible, guiding visitors toward taking the next step. A well-structured website reinforces the idea that you are organized, professional, and up to date with the latest technologies—essential traits for a recruiter or staffing agency.

Highlight Certifications and Professional Associations

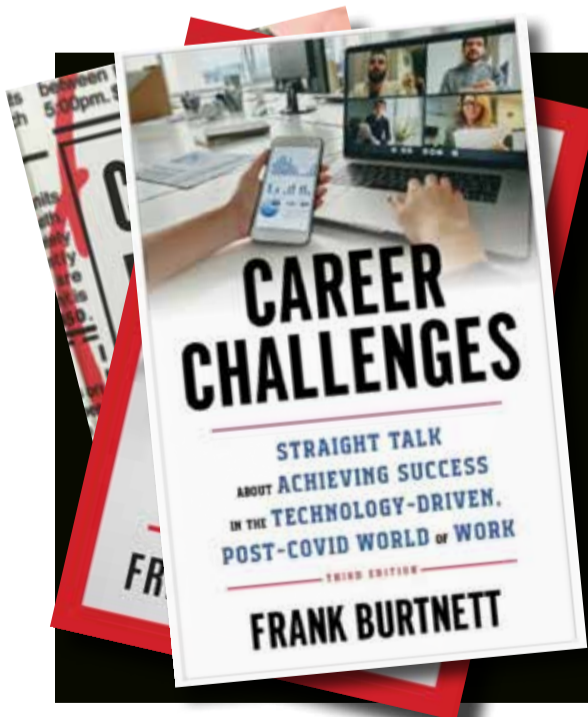
Clients and candidates want to work with firms that are credible and well-established in their industry. By showcasing relevant certifications, awards, or memberships in professional associations, you can demonstrate your commitment to excellence and your standing within the recruitment world.

For example, if your agency holds certifications from the National Association of Personnel Services (NAPS) or is a member of the American Staffing Association (ASA), prominently display this on your website. These affiliations signal that you adhere to high professional standards and are invested in continuous learning and improvement, which increases trustworthiness and credibility in the recruiting space.

A recruiter or staffing agency's website is more than just a digital brochure—it is a critical tool for building trust, establishing authority, and converting leads into long-term clients and candidates. By focusing on clear messaging, social proof, industry expertise, and a professional design, you can create a website that not only drives traffic but also instills trust and positions your agency as a credible leader in the recruiting world.

At Recruiters Websites, we emphasize your website as an essential part of your business strategy, continuously reinforcing your credibility in recruiting and helping your firm thrive in a competitive market. Reach out to get a quote on creating a website that will build your firm's credibility.

[Read more by By Cole Windler](#)



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Your Team, Empowered: COATS Self-Service Employee Portal

By Lynn Connor

Are you looking for an efficient way to streamline your payroll process while saving on costs? COATS' Employee Portal offers a cost-effective, self-service solution that will simplify your operations and significantly reduce your expenses.

Are you still mailing either direct deposit details or pay card stubs for your employees? If not, is your staff answering many phone calls each week on payday for multiple employees asking for information? This self-service employee intranet software also frees up countless hours for recruiters who can get bogged down in check-in phone calls and temporary employees' questions to the exclusion of more pressing tasks.

Cost Comparison

- Mailing direct deposit or pay card stubs weekly costs \$0.73 per employee.
- On average, this adds up to about \$3.16 per employee per month.
- Recruiter pay average \$50/hour x 2 hours is \$100/week or \$400/month in time answering pay detail questions.
- Mailing 1000 W-2's at year end is \$720 not including staff and printing time.

To break even on our \$150/month portal, you'll need to mail payroll information to at least 48 employees weekly. If



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your company has more than 48 employees, our portal then becomes the more cost-effective and efficient choice. Additionally, if your staff spends 2 hours or more weekly addressing employee pay inquiries, you'll save \$250/month by offering employee portal access. Finally, most staffing agencies send over 1,000 W-2 forms annually, making our portal an even more attractive solution.

Benefits of Our Employee Portal

- **Cost Savings:** Avoid the recurring expense of mailing stubs. If you are not mailing payroll information, your office is likely spending a lot of time answering the phone and providing these details to several employees each week, costing even more than the USPS.
- **Efficiency:** Automate payroll processes, saving valuable time.
- **Accessibility:** Employees can easily access their pay information online, improving transparency and satisfaction.
- **Additional Features:** Employees can check in with their availability, update contact information, and opt in to see their W-2s online. (Another cost savings at year-end!)
- **Security:** Reduce the risk of lost or stolen stubs.

Reducing HR questions and requests by up to 50 percent allows you to better allocate your crucial staff resources. Your employees' advantage is immediate access to relevant information whenever they want it. Whether they login from a laptop, phone, or other mobile device, they can find everything in one central location that can be quickly searched and consulted as needed.

Investing in our Employee Portal for just \$150 per month is a smart decision that can lead to substantial long-term savings and improved operational efficiency. By automating manual tasks, reducing administrative costs, and empowering your employees, you can streamline your HR processes and enhance employee satisfaction.



If you have questions about our electronic staffing software or any of our recruitment software features and benefits, we encourage you to reach out to us today by filling out this form. We will be in touch promptly and during regular business hours to get your questions answered.

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Keep Updated!



"The Times They Are a-Changin'" sang Bob Dylan. And what was true in 1964 is true today! Recruiters need to keep updated on current marketing trends and be alert to what is working now compared to old technology. This article will point out a few tips for you to accomplish that goal and help you have a successful 2025.

Train Your Staff.

Citing Cathryn Baker, President of Avanzara', "One of the top reasons employees leave is lack of opportunities for growth. Talent development is essential to company growth, it's not an afterthought." New recruiters want and need training to help them become successful. Of course, any training and mentoring you can give to a new recruit will be helpful. By taking it on yourself, however, you dilute your efforts to maintain a smooth and continuous operation and may miss opportunities to grow your business. Professional trainers can be brought in to give in-house classes and there are many sources offering online training and educational webinars. Your staff's expertise with resumes and career coaching can be enhanced through the Professional Association of Resume Writers and Career Coaches (PARWCC). An outstanding source of training I can recommend is Barb Bruno's Good-as-Gold Training.

Motivate Your Staff and Yourself.

An excellent way of staying up to date is to join networking groups either in your local community or industry-specific areas. Networking serves to motivate your recruiters by exposing them to the experiences of their industry peers and gleaning ideas from them on how to approach placement problems they regularly face. Community service has a remarkable impact on recruiter morale. The heartfelt feeling of pride resulting from recruiters participating in philanthropic organizations improves their overall attitude in the workplace. There are many professional organizations which provide fertile ground for networking with your peers. These include American Staffing Association (ASA), National Insurance Recruiter Association (NIRA), Texas Search Recruiting and Staffing Association (TSRSA), Missouri Kansas Search and Staffing Association (MKSSA), California Staffing Professionals (CSP), and National Association of Legal Search Consultants (NALSC), and many more! Find a group that you are interested in and get involved!

Become A Trusted Advisor.

Tell your clients what you are doing and what you are learning. Establish an industry partner relationship ... not a sales relationship. Give valuable information that can help your client without asking for a job opening. You will earn their business and trust.

Set up Referral Agreements.

Start a relationship with a third-party contributor which offers services that compliment your core business and be sure to work out a commission referral agreement with them. This could include outplacement services, resume writing, background screening, and career coaching to name a few.

Send information about these services to your applicants and clients so they can take advantage of your resources. You can establish another revenue stream while keeping your candidates and clients happy and your name top of mind.

Keep Yourself Informed.

Know the current trends so when you are asked a question you are not caught off guard. Associations will often forewarn their members of up-coming legislation which may impact the industry and there are many on-line sources such as Pew Research, US Department of Census, and the US Department of Labor which have insightful articles of interest to recruiters. Of course, your network should be buzzing whenever you or one of your colleagues gets wind of some dark cloud on the horizon that would affect you or your clients!

Some examples of issues with potential impacts are:

- No Tax on Tips and No Tax on OT - How is it going to work? Who will benefit?
- New Non-Compete Laws - Are you going to need to change your staffing agreements, if and when the new laws take effect?
- What are the latest trends in Resume writing techniques?
- Be aware of Applicant Tracking System (ATS) focus on keyword searches.
- What are the benefits and risks of using Artificial Intelligence (AI) and how do you best use it?

It takes significant effort to stay current with today's trends and to position yourself to take maximum advantage of events in the marketplace. Follow these tips and enjoy the rewards of being ahead of the crowd! Give me a call if you have any questions about industry associations or how I may help you! Visit my new Website at www.jcsrllc.com for further information!

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[Read More By Judy Collins](#)

Looking back in our Rearview Mirror.... MKSSA Review



Members of the Missouri and Kansas Search and Staffing Association met in Kansas City for an educational, networking and fun event in the downtown area of KC at the recently renovated 21c Museum Hotel.

Inspiring keynote speaker, John Hall, cruxcelerate, opened to a packed room on Thursday morning. This event continued throughout the rest of the day with sessions giving actionable advice that owners, recruiters and staffing people could take home and implement.

AI was the number one on the agenda. Speakers included: Matt Dichter (Staffing Engine), Laura Fuller (THRIVEx), Shad Tidler (Lushin), Larry Hernandez(Recruiter DNA), Steve Gipson, RW

Tom Kosnik (Visus Group) lead insightful owners sessions, with great Q & A opportunities among this roomful of peers.

There was excitement on both days with attendees able to ask questions and develop a deeper understanding on how to use AI in marketing and sales. Round tables and a panel discussion contributed to narrowing down specifics to help understand the wide opportunities of reaching out thru the use of AI tools.

This event was sponsored by numerous vendors that contributed to this totally volunteer-run organization.



We at EMinfo want to thank the entire team for making us feel welcomed but more importantly for putting on this incredible event to connect and interact with peers, learn new technologies and more.

Good JOB!!

You can find a complete list of sponsors at [MKSSA](https://www.mkssa.org).





How Successful Contingent Searches Pave Way For Retainers

QUESTION: Have you taught tiered pricing and is it successful long term? I have done both contingent and retained. I was thinking of adding an exclusive model as well.

The Reality of Exclusivity Without a Retainer

Is there really anything exclusive without a retainer? Even with a retainer, technically, there are alternative means they can use to fill the assignments.

Here is what I find gets clients. It is not the fee. Within reason, you can actually charge significantly more than your competitors and get money upfront.

It's do you understand the problem better than them? You do that by asking great questions in the right order. Then do you have a solid prescription? Meaning you walk them through step by step what you are going to do to help them fill the opening.

Positioning the Retainer

After identifying the need, I would say, "Hey Dave, based on your urgency and the fact that if this isn't filled and you don't have an offer out in the next 30 to 45 days... these are the consequences you outlined for me (I would restate the consequences they outlined), we need to be aggressive."

We will have our research team put together a list of 60 to 80 people, and we will go through that list up to 7 times over 3 weeks through a combination of voicemail, emails, and text. Of the 80 people we put together on that list, we will probably have talked to 60, of which a certain number of those are going to be interested but not qualified, qualified and not interested, qualified and interested, but the compensation might be out of alignment, and then we are going to get it down to probably 4 or 5 people that have a couple of things going for them.

- (1) They are in the top 15% to 20% of their profession
- (2) we have identified at least 2 reasons for them to make a change.

We are going to communicate all of that to you.

We are going to walk them through the process after every interview to help find and identify what else they need to hear for this to be a valid opportunity, assuming you want to continue with them so that there are no surprises at the end. For us to execute at that level, that requires an investment on your part of 28.6% of the individual's first-year base salary and an upfront deposit of \$7,000 which is fully credited on the back end, are you authorized to approve that?

Overcoming Retainer Payment Resistance

Now, there are usually going to be a ton of objections.

"We do not normally pay retainers."

"I do not believe in retainers."

You have got to be ready for it and not surprised by it. This was true for me; most of the people I had worked with before they worked with me never paid money upfront.

"You can reference check me, Mr. or Ms. Client, to see that I deliver in 30 days or less. I will have a portfolio of candidates in the interview process in 30 days or less. You can reference check me on those people's quality and the fact that almost all of them when made an offer, accept it. For those who won't accept an offer, part of our process is to weed them out."

Monetizing the Cost of Vacancies

One of the things I did as part of this process with them was have them monetize the cost. What does it cost every week, every month, for this position to remain open, both in (1) actual dollars, and there is an actual dollar cost if you do a little digging and a little bit of a process, and (2) any other possible consequences or risks that the company might take?

That is what gets money upfront or exclusives.

Making the Shift from Contingency to Exclusive/Retained

I would make a goal for the rest of 2024 to migrate out of contingency or nonexclusive contingency. Still, your only two options are exclusive and retained. It would help if you used nonexclusive contingency as a recycling plant for the incredible talent that you are finding in your retained business. But this way you can get them a choice. What if I go with the exclusive contingency? The reason I wouldn't say I like that is because I cannot give you 6 to 7 attempts. I can only invest some of that money in research in case you

Ask Coach Mike

cancel the position or Mr. or Ms. Perfect walks in the door.

Promising and Delivering Superior Service

I can promise a lower level of service, by the way, and deliver a higher level of service, and then I am in integrity, meaning I only have a little to work on. I am not telling clients that I do not have a lot to work on. No matter how I fight this, if I am not going to get money upfront out of this person, if the company has got a good story, I have access to the hiring manager, the compensation is right, they have got a good story, alright, I will work on that.

I have said this to clients. I'd go, "You know what, I have an opening on my calendar. I have a few weeks and can probably hit this hard. You have got to promise me though, if Mr. or Ms. Perfect walks in the door, you have got to let me know because I am going to go beyond what I usually do on contingency for you because what I am hoping is that if I meet or exceed your expectations that the next one will be on deposit. While we are on the phone, Mr. Client, if I met or exceeded your expectations on this one, would you be open to giving me upfront money on the next one?"

P.S. Whenever you're ready... here are 4 ways I can

help you grow your recruitment business:

1. Grab a free copy of my Retainer Blueprint

It's the exact, step-by-step process of getting clients to give you money upfront. <https://get.therecruiteru.com/lm>

2. **Join the Recruiter Think Tank** and connect with firm owners who are scaling, too. It's our Facebook community where smart recruiters learn to make more money and get more freedom. <https://www.facebook.com/groups/there...>

3. Join me at our next event

3x a year, I run a 3-day virtual intensive, sharing the 9 key areas that drive a 7-figure search firm. Click here to check out the dates of our upcoming event. <https://get.therecruiteru.com/live>

4. Work with me and my team privately

And if you ever want to get some 1:1 help, we can jump on the phone for a quick call and brainstorm how to get you more leads, more placements, and more time. <https://get.therecruiteru.com/scale-now>

[Read More by Mike Gionta](#)



Will your existing organization and/or personal style allow you to implement any resolutions or changes that you would like to make in 2021?

Mike Gionta & his company, The RecruiterU are sought out by solo recruiters and recruiting firm owners who want more revenues, better clients, great recruiters, etc. The RecruiterU has custom programs for any type of owner who has the strong desire to build their business, but simply lacks the best strategies to get them there.

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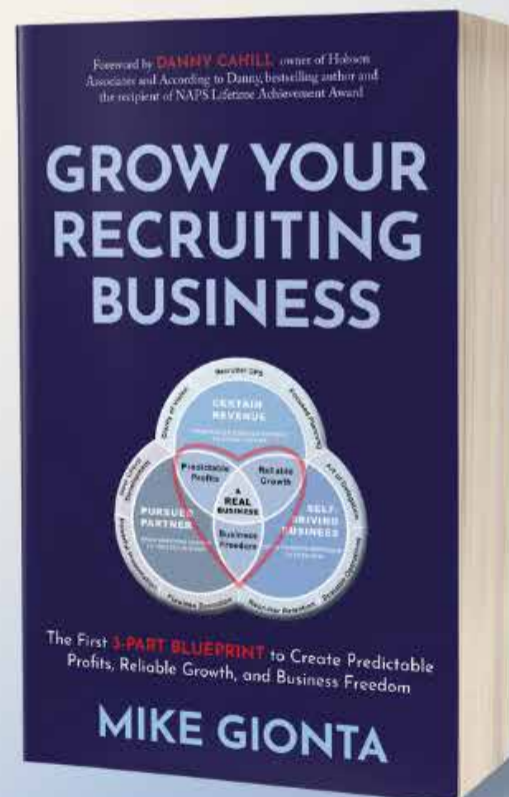
Looking for help engineering your one to three year vision? Email me at mikeg@therecruiteru.com and we can have a quick chat to see if or how we can help.

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"I've read several books on recruiting and listened to a number of trainers over the years, but Mike is the one that has helped me the most in growing my recruiting practice. Mike and his team have a way of identifying and clarifying the key processes and mindsets to be successful in recruiting. They also present it in a way that breaks it down to help you identify your starting steps, and to keep you going." – Marts King



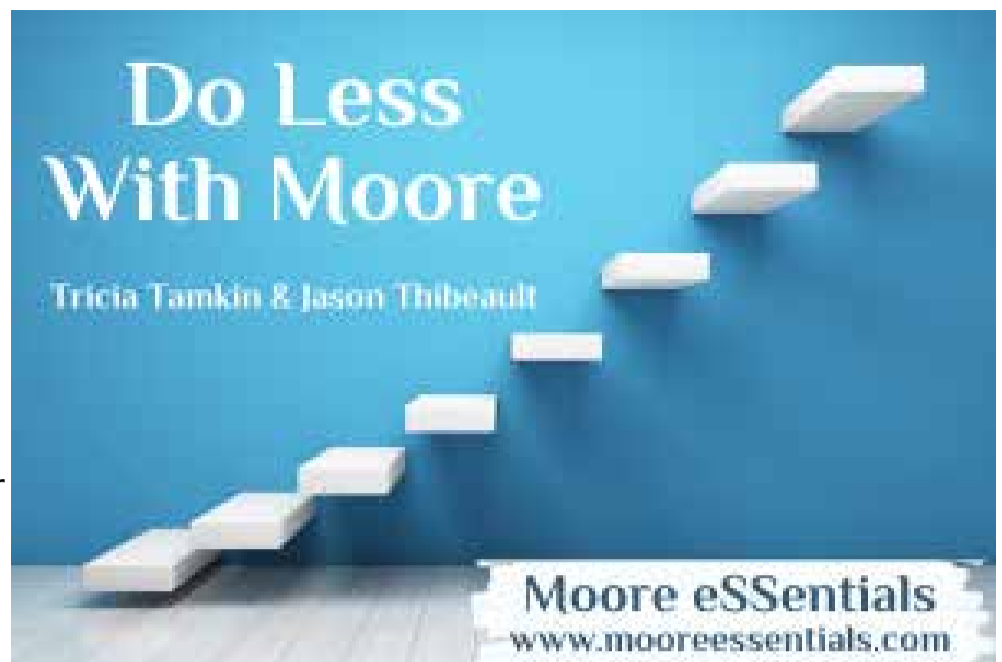
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The Importance of Integrity in Recruiting

By Jason Thibeault

Staying True to Your Values

In the recruiting industry, just as in life, you'll encounter a wide range of personalities and behaviors. Maintaining your integrity and treating others with respect and kindness is crucial, even when it's not reciprocated. The way you conduct yourself, especially in challenging situations, speaks volumes about your character and professionalism.



Facing Unreciprocated Goodness

- 1. Expect Varied Reactions:** Not everyone will respond to your good intentions and actions with gratitude or kindness. This can be disappointing, but it's important to remember their behavior is a reflection of them, not you.
- 2. Embrace Resilience:** It's natural to feel hurt when your good intentions are met with indifference or negativity. However, resilience is key. Use these experiences as opportunities to strengthen your resolve to treat people well.
- 3. Keeping Quiet:** No one wants to hear about your integrity, or what a good person you think you are. In fact, when you think about the people most frequently making those boasts, it's usually to hide something shady.

Why Your Approach Matters

- 1. Setting a Standard:** In recruiting, your reputation is everything. By consistently treating clients and candidates with respect and integrity, you set a high standard for yourself and your profession. Other recruiters' bad behavior has made this easy.
- 2. Influencing Others Positively:** Your approach can have a ripple effect. Demonstrating faith in people and treating them well, despite past disappointments, can inspire others to do the same. Be the light you want to see and all that.
- 3. Reflecting on Your Impact:** Understand your actions might be the catalyst for change in someone else's attitude or behavior. Ever had someone reverse your bad day? By showing kindness and professionalism, you can help restore someone's faith in others.

The Bigger Picture

- 1. Maintaining Professional Integrity:** Always remember that in the business of recruiting, your conduct can have a long-lasting impact on your career. Maintaining a high level of professional integrity is essential for long-term success.
- 2. Leading by Example:** By treating others well, regardless of how you're treated, you set an example for your peers and create a more positive, productive work environment. You make your own future work easier.
- 3. The Power of Positivity:** A positive approach can open doors, build lasting relationships, and create opportunities which may not have existed otherwise. The Power of Negativity? Repelling others.

In Conclusion

The path of kindness and integrity in recruiting may not always be easy, but it's always worth it. Continue to treat others well, do your best, and let your actions speak for themselves. In a world where cynicism can be rampant, your genuine, positive approach is not only refreshing but necessary. It's these qualities that will define your career and leave a lasting impact.

If you're ready to step up your recruiting career, explore Moore eSSentials Group Coaching, and receive a 10% discount when you enter this coupon code: EMINFO2024. If you want to talk with Jason directly, text him at 630.779.0371, but make sure to identify yourself and reference this article.

[Read More by Jason Thibeault](#)

Expert Essentials

The Holiday Hiring Rush: Know Who You're Hiring this Season with A Balance Between Speed and Security

By RJ Frasca

As we enter the start of the holiday season, shopping events like Black Friday and Cyber Monday drive a surge in consumer spending both in-store and online. The trend is expected to carry well into the start of 2025, urging retailers across the country to gear up for another busy, high-stakes season. To keep pace with this increased demand, they turn to seasonal hiring, a common and cornerstone strategy to pad out their workforce. This year, retailers are expected to hire between 400,000 and 500,000 seasonal employees to handle the influx of customers, fulfill orders and returns, and facilitate a pleasant holiday shopping experience for patrons.

Seasonal Hiring – What Are the Risks?

While essential for retailers, seasonal hiring brings a series of significant risks businesses must mitigate during this chaotic, high-pressure time. The rushed nature of the process can lead to:

- **Increased Susceptibility to Organized Retail Crime (ORC):** Retail crime is a significant concern, especially during the holidays. One 2023 survey revealed that 56% of small business owners anticipated encountering theft during the holidays, and it's important to note that threats can undoubtedly come from within. Seasonal hires, often less attached to long-term goals within the company, may exploit vulnerabilities leading to increased internal theft or fraud.
- **The Impact of Rushed Hiring Practices:** A hurried, lenient, and disorganized hiring process may lead to overlooking red flags in candidate backgrounds. Insufficiently vetted candidates increase the risk of absenteeism, poor performance, and security issues.
- **Potential Consequences of Hiring Unqualified Individuals:** Hiring individuals who lack the necessary skills or experience can negatively impact customer service, productivity, and overall business profitability. An unqualified hire adds strain on existing team members, forcing them to take on additional responsibilities and "pick up the slack"—a frustrating situation that can lower team morale, especially during the busy season.

The Importance of Comprehensive Screening

To get ahead of these risks, it's important that retailers prioritize a comprehensive and smooth screening process that can keep pace with the surge. This involves conducting thorough background checks, employment history verifications, and even drug screening where relevant. By implementing these measures, retailers can:

- **Protect Against Fraud, Identity Theft, and Criminal Activity:** Detailed background checks help identify criminal histories, reducing the likelihood of hiring individuals who may pose risks to the workplace.

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- **The Multi-Layered Approach of Comprehensive Screening Solutions:** A comprehensive screening solution should include multiple layers of checks, such as:
 - **Criminal Background Checks:** These checks can reveal past criminal convictions, arrests, and other legal issues.
 - **Drug Testing:** Drug tests can help identify potential substance abuse issues that could impact job performance and workplace safety.
 - **Employment History Verification:** Verifying employment history can confirm the accuracy of information provided by candidates, reducing the risk of identity theft and fraud.
- **The Benefits of Continuous Monitoring:** Beyond initial hiring, continuous monitoring post-hire provides ongoing oversight, with real-time alerts on criminal records or other changes that might present risks, particularly for roles involving cash handling or sensitive customer information at the point of sale.

The Race to Hire: Speed and Accuracy

While comprehensive screening is crucial, it must be balanced with the need for speed. To meet the demands of the holiday season, retailers need to fill positions quickly. To achieve this, they should consider investing in a reliable screening solution that will deliver accurate, trusted results in a rapid timeframe. Key considerations include:

- **The Need for Fast Turnaround Times:** Retailers must often make quick hiring decisions to ensure adequate staffing for peak times. A screening solution with fast turnaround times ensures positions are filled efficiently without compromising safety.
- **The Importance of Investing in a Comprehensive Screening Solution:** A high-quality screening provider can help streamline the process, delivering quick yet accurate results that allow retailers to feel confident with their hiring decisions.
- **The Role of Technology in Accelerating the Screening Process:** Automating parts of the screening process, such as digital identity verification or drug test scheduling, can significantly increase candidate engagement and reduce turnaround times, helping retailers stay ahead without sacrificing the quality of their hires.

Retailers view the holiday season as a prime opportunity to increase sales and reinforce their brand presence. Delivering top-quality customer service and staying competitive are essential to success. However, the fast-paced need to hire and onboard a large number of temporary seasonal workers can threaten these goals if not handled properly. Retail businesses should carefully consider the challenges that come with rapid hiring, as cutting corners will inevitably lead to bad hires, which will put a business at risk.

By prioritizing comprehensive screening and investing in modern, easy-to-implement hiring solutions, retailers can minimize these risks, protect their assets, and build a dependable, high-performing workforce. The path to success requires finding the right balance between speed and accuracy, ensuring every hire makes a meaningful, positive impact to the company's success during this crucial season.



The image shows a promotional banner for EMINFO. On the left is a screenshot of the EMINFO website. The website header features the EMINFO logo in a stylized font. Below the logo is a navigation menu with links for 'home', 'articles', 'issues', 'directory', and 'events calendar'. A 'MOST RECENT' dropdown menu is open, showing a list of articles. The top article is titled 'SHINING THE LIGHT TO CREATE BETTER OUTCOMES' and includes a thumbnail image of a person standing in a forest with sunlight filtering through the trees. Below the thumbnail, the text reads: 'Shining the light to create better outcomes-WEBINAR ON HOW TO ATTRACT MORE SUCCESS IN 2021'. The article is categorized as 'Expert Advice, Motivational' and is dated 'Thursday January 28, 2021'. To the right of the website screenshot is a large purple banner with white text that reads: 'READ MORE @ WWW.EMINFO.COM! Subscribe Today!'.

Projected Annual Rate of Change in Industry Employment, 2023-33

Wage and salary compound annual rate of change, projected 2023-33



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NEWS RELEASES

Jet.AI Inc. Announces Reverse Stock Split

Jet.AI Inc. (Nasdaq: JTAI) (the "Company"), announced that the Company has determined to effect a reverse stock split of its outstanding shares of common stock at a ratio of 1-for-225. The reverse stock split is expected to take effect before markets open on Tuesday, November 12, 2024. The Company's common stock will continue to be traded on the Nasdaq Capital Market under the symbol JTAI and will begin trading on a split-adjusted basis when the market opens on Tuesday, November 12, 2024. The new CUSIP number for the Company's common stock following the reverse stock split will be 47714H308.

The reverse stock split is intended to enable the Company to achieve several important corporate objectives, including enabling the Company to regain compliance with the minimum bid price requirement under Nasdaq's continued listing criteria and making additional shares of common stock available for future issuance.

At the effective time of the reverse stock split, every 225 shares of the Company's issued and outstanding common stock will be converted automatically into one issued and outstanding share of common stock without any change in the par value per share. Stockholders holding shares through a brokerage account will have their shares automatically adjusted to reflect the 1-for-225 reverse stock split. The reverse split will not result in any change in the par value per share or the total number of authorized shares of common stock.

The reverse stock split will affect all stockholders uniformly and will not alter any stockholder's percentage interest in the Company's equity, except to the extent that the reverse stock split would result in a stockholder owning a fractional share. Any fractional share of a stockholder resulting from the reverse stock split will be rounded up to a whole share. Proportional adjustments will be made to the number of shares of the Company's common stock issuable upon exercise or conversion of the Company's equity awards, convertible preferred stock and warrants, as well as the applicable exercise or conversion price. Stockholders with shares in brokerage accounts should direct any questions concerning the reverse stock split to their broker; all other stockholders may direct questions to the Company's transfer agent, Continental Stock Transfer & Trust.

About Jet.AI: Jet.AI operates in two segments, Software and Aviation, respectively. The Software segment features the B2C CharterGPT app and the B2B Jet.AI Operator platform. The CharterGPT app uses natural language processing and machine learning to improve the private jet booking experience. The Company was founded in 2018 and is based in Las Vegas, NV and San Francisco, CA.

Forward-Looking Statements: This press release contains certain statements that may be deemed to be "forward-looking statements" within the federal securities laws, including the safe harbor provisions under the Private Securities Litigation Reform Act of 1995. Statements that are not historical are forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Forward-looking statements relate to future events or our future performance or future financial condition. These forward-looking statements are not historical facts, but rather are based on current expectations, estimates and projections about our Company, our industry, our beliefs and our assumptions. Forward-looking statements are subject to a number of risks and uncertainties (some of which are beyond our control) that may cause actual results or performance to be materially different from those expressed or implied by such forward-looking statements. Accordingly, readers should not place undue reliance on any forward-looking statements. These risks include risks relating to agreements with third parties; our ability to raise funding in the future, as needed, and the terms of such funding, including potential dilution caused thereby; our ability to continue as a going concern; our ability to maintain the listing of our common stock on Nasdaq; claims relating to alleged violations of intellectual property rights of others; the outcome of any current legal proceedings or future legal proceedings that may be instituted against us; unanticipated difficulties or expenditures relating to our business plan; and those risks detailed in the Company's most recent Annual Report on Form 10-K and subsequent reports filed with the Securities and Exchange Commission.

Forward-looking statements speak only as of the date they are made. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise that occur after that date, except as otherwise provided by law.



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Letter From The Editor



The holidays are upon us in full holiday rush. Take time to take a breathe. Think of creative ways to help your employees to cope. Show empathy and compassion when there seems to be a stress level amongst team members.

Recently, while shopping for gifts, everywhere I went I was helped by courteous and wonderful sales people. I was never so happy shopping! I think this shows us kindness pays off. It's not like we don't all know it, but are you slowing down to enjoy the season and think before you act kind of crazy. Some of us are going thru difficult situations that can affect our responses to others.

Stay positive! Meditation can help with coping and focus.

In this issue there are many positive tips and ideas shared by our authors. Enjoy reading their thoughts.

One last positive story, while attending a volunteer thank you dinner, we shared a table with a young couple and their almost 3-year-old daughter. They both shared concerns that their daughter was getting bored at her daycare for toddlers up to 3 years of age, I suggested calling to see if her child could move up to a preschool class in the new year. She hadn't thought of doing that and was thankful I helped her see that opportunities may exist if we only ask.

Don't be afraid of asking. The answers may surprise you.

Enjoy every single day this December. Happy Holidays and...

Happy Recruiting.

Pat Turner

Don't miss out!

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