
HOW OUTSOURCED HR PROVIDERS CAN HELP THEIR CLIENTS LAND THE BEST TALENT

A Guide To Increasing
Your Revenue in 2021

INTRODUCTION

When it comes to hiring for small businesses, getting qualified talent can be a struggle. In fact, according to the U.S. Chamber of Commerce, the **#1 problem / challenge for small companies is their inability to hire qualified talent**. NFIB chief economist says, “...the current labor shortage is the biggest issue facing our small business economy.”

It takes smaller employers (your clients) more than twice as long (and costs them more than double) to hire talent.

In this report, you are going to learn “How you can arm your clients with a simple tool - enabling them to cut through the noise and get the best talent without spending an arm or leg on advertising costs.”

By the time you finish reading this report, you should know what to do to get the top talent for your clients and help them win the impending “Talent war.”

Smaller employers across the country are losing the “Talent War” to the largest enterprises, mainly because they don’t have access to the same tools and technology. Do you think that a Fortune 1000 company (with hundreds of openings at any time) is placing a static ad on a job board? One job, on one board, for one month? - No Way.

They have the scale & budget, so they get access to far more candidates for the dollar.

The enterprise-level technology is unknown to smaller employers and they previously didn't have access to it because of their size.



WHY THE COMING TALENT WAR IS GOING TO BE EVEN TOUGHER THAN BEFORE

Since the pandemic began, we have gone from record-low unemployment to record-high unemployment. Covid-19 may have eliminated the historically tight labor market – but it also launched a whole different group of unprecedented challenges.

The coming talent war will look very different from the last one, and here's why:

- **Labor Participation Rates** - Participation has plunged from 63.4% in February 2020, to 61.5% in November (roughly 5.5 million people have given up looking for work).
- **Advertised Jobs** - There are already 7.4M open jobs posted! That's a lot of noise and competition for fewer candidates.
- **Conversion Rates** - The percentage of candidate views that convert to applications have decreased, especially for lower-wage earners. Meanwhile, interview "Ghosting" is way up.

WHY?

1. Furloughed workers waiting to be called back to their previous employer - they are just 'tire-kicking'.
2. Since children aren't in school, parents can't work as freely as they used to, placing a significant strain on workers who are also mothers.
3. Fear and anxiety due to working amidst COVID
4. Millions are receiving government benefits, so returning to work isn't their highest priority - and won't be for many more months ahead.

BOTTOM LINE: YOUR CLIENTS WILL BE READY TO HIRE, WELL BEFORE THE VOLUME OF CANDIDATES ARE THERE. THAT MEANS THEIR ADVERTISING EFFORTS WILL BE LOST AMONG THE NOISE FROM LARGER FIRMS

THE CHANGING DYNAMICS OF THE LABOR POOL

The Candidate is King:

- They want immediate gratification
- They won't spend 20+ minutes on an application
- The process needs to be fast, easy and mobile-friendly
- They want flexible work hours, remote work options, child care on-site (or subsidized)

Picking a job board or two is insufficient: 79% of job seekers say they are likely to use social media in their job search and this increases to 86% for younger job seekers. (The Open University, 2019)



WHAT DOES THIS MEAN FOR YOU?



IT WILL BE A BATTLE FOR WHO GETS THE BEST TALENT IN WHAT INDUSTRY

While you might be thinking it will be easier to find and hire more people for your clients, you'd be dead wrong.

With opening back up of the economy, lots of businesses will be hiring, and these include the LARGE CORPORATIONS that have the full advantage of new technology and big budgets at their disposal.

Experts predict 2021 to add around 5.5M Jobs – That's a LOT of noise, activity, and competition! Most employers will be scrambling to hire at the same time, and there will be a LOT fewer applicants than you would think.

Many employees are going to switch jobs, and it will be a battle for who gets the best talent.

**** Currently, your clients are not prepared for this challenge. If your revenue model is based on PEPM (\$\$ Fee charged Per Employee Per Month) or a percentage of payroll - then your client's job vacancies are not only holding them back, they are costing YOU money.**



WHAT TO DO NOW



Pre-Covid, 7% of workers were “Remote” or WFH – now nearly 26% and 18% are expected to continue.

Our Recommendations for the Next Few Months:

1. Build a talent pipeline Now! Even if you’re not ready to hire just yet, it’s a fantastic opportunity to engage great talent that was previously unavailable. It’s easy to get caught up in short-term ‘reactionary’ thinking – but visionary leaders can take an opportunistic ‘long term’ approach.
2. Consider flexible working arrangements (Remote / WFH). For every position in your company (or your clients’ company) ask CAN this role be done remotely? If the answer is ‘yes,’ then you’ll want to recruit (advertise) it differently - to cast a much wider net.
3. Create a fast, easy & mobile-friendly candidate experience. Then respond to applicants quickly - they won’t wait around.
4. Ensure your compensation is competitive & share it in your advertising.
5. Brand - start by telling your candidates why your client’s employees love working for them.



WRAP IT UP

Now that you have a clear idea of utilizing and attracting top talents to your client's job openings, it is time to take it a step further and create an action plan to use this to get the best talent for your client's businesses.

I've put together a FREE WEBINAR that teaches you a faster, cheaper, and easier way to get more qualified candidates for your client's job openings.

[You can access it here >>](#)

In this webinar, you are going to discover:

- How to drastically reduce the cost of hiring
- How to reduce the time of hiring
- How to automate your job placements so you can reach more qualified candidates in less time and with less money.

[CLICK HERE TO REGISTER FOR THE WEBINAR TODAY!](#)
