

# NISC 2022 CASE STUDY | SALES GUIDE

## Overview of the Staffing Industry

The staffing, recruiting and workforce solutions industry is bigger, more structured and more sophisticated than most realize. This industry provides career opportunities to approximately 15 billion employees per year. It originated back in the 1940's, when employees' positions were vacated after they left to join the military during WWII. The increasingly large lack of talent combined with job vacancies, opened the door to the creation of the staffing industry as we know it.

Staffing agencies have access to a large pool of job seekers actively in the market for work. Instead of posting a job listing and hoping the most qualified candidate applies, recruiters are proactively reaching out to find candidates with resumes that fit the job requirements. They utilize established screening methods to identify and then present candidates to the hiring manager with hopes to find the right person for the job.

As of 2022, there are nearly 25,000 staffing agencies in the U.S. alone, making this industry one of the most lucrative, as well as one of the most competitive, to work in. Companies that work with staffing agencies can save time and effort while increasing the chance of finding the perfect candidate for the job because of the partnership and business model the staffing industry provides.

## Overview of Insight Global

Get to know Insight Global! Since our inception in 2001, we have grown to 65+ offices across the U.S., Canada, and the UK, with \$4 billion in revenue annually. To us, staffing is about making a difference in the world around us. We relentlessly pursue opportunities for others and help match qualified candidates with Fortune 1000 companies. We believe that if we can develop our people to become the best versions of themselves, they will then turn around and take care of our customers, our consultants, and our candidates in ways that far exceed any expectations.

We have multiple divisions available to our clients including Staffing, Managed Services, Executive and Retained search, Vendor Management & Payroll Services, as well as Consulting for culture and DE&I. Our clients range from Fortune 1000 to international companies with a US presence, nationally recognized, state recognized, and market-specific companies. They come from all industries, including communication, technology, banking and finance, aerospace, energy, healthcare, insurance, retail, and telecom. With staffing and consulting as our primary lines of business, we offer contract, contract-to-hire, permanent, and executive hiring, as well as the ability to hire at small and large quantities for projects and managed service hiring needs, as well.

Through every division and line of business we have, we are not just filling a business need for our clients, but instead changing the lives of the 80,000 people we put to work every year.

# INSIGHT GLOBAL FACTS

---

## Who We Are: [Click here to learn more](#)

- Talent Solutions Company that specializes in staffing and managed services.

## Notable Selling Points: [Click here to learn more](#)

- 1,400 Recruiters across the US and Canada
- 25,000 active contractors
- 80,000 placements annually
- 6,000 active customers across all industries
- 70% rehire rate of current candidates for a new client
- Proprietary database with countless prescreened candidates ready and available to work
- Full benefits offered to all contractors

## Hiring Capabilities [Click here for more information](#)

- Contract
- Contract-to-Hire
- Direct Placement
- Managed Services: [Click here for more information](#)

## Partnership Offerings: [Click here for more information](#)

- Hiring budget based off client's needs and current budget
- Learn hiring responsibilities of all "hiring decision makers"
- Reviews on required skill sets, interview process and candidate performance
- 5-step candidate screening process
- Onboarding and first day preparation with all hired candidates

# INSIGHT GLOBAL'S HIRING PARTNERSHIP METHODS

**Our Candidate Screening Process:** This is a service we conduct with every candidate before sending them to our clients. This process consists of a technical phone screen; personal, face-to-face interview; a minimum of two managerial references that can attest to the specific skill set our client is looking for; a final screening with the Account Manager who has the direct relationship with the client; and a background check should the candidate receive the offer from the client.

**How we Source our Candidates:** Every qualified candidate a recruiter speaks to and conducts our screening process with is added to a "personal candidate folder" which allows our recruiters to source previously screened candidates faster when we receive a new hiring opportunity with a client. If our team does not have the ideal match for the client, we will source new, potential candidates from job boards, LinkedIn, internal job postings, networking/referrals and countless other career-searching platforms. Once sourced, we conduct the same 5-step screening process with any new candidates.

**"Sense of Urgency" Hiring Process:** Our team works with a high sense of urgency. Because of that, Insight Global will fill most of our clients' needs in less than a 48-72-hour timeframe upon receiving a hiring needs from a client. In this process, honesty, an unrivaled work ethic and a whatever-it-takes mentality guide us at every level.

**Our Operations & Compliance Teams:** At Insight Global, we provide a dedicated Compliance team to govern all client relationships. This ensures strict monitoring and adherence to our clients' business values, needs, policies and processes in hiring.

**Partnerships:** Our Account Managers make an initial connection through networking and cold calls, but ultimately become valuable business consultants advising clients on hiring, interviewing, onboarding, and talent management best practices. We aim to meet our clients most challenging & dynamic needs while also building with every stakeholder in the process to partner with a client as thoroughly and efficiently as possible.

---

## STRATEGIES FOR ADDING VALUE TO A CLIENT

- Company knowledge & industry performance
- Current market hiring experience & knowledge
- Sense of urgency in hiring
- Streamlining the client's hiring process
- Focus on their needs & provide the solution
- Access to screened & qualified candidates
- Save money
- Build strong relationships & provide customer service
- Improve employee retention rate

[Click here to learn more](#)



# STAFFING INDUSTRY FACTS

## KEY FACTS & SELLING POINTS:

- STRUCTURED RECRUITING & HIRING
- STARTED OVER 80 YEARS AGO
- OVER 25,000 INDUSTRIES
- PRIORITIZE THE CLIENTS' HIRING NEEDS
- ESTABLISHED SCREENING METHODS
- PROACTIVE CANDIDATE SEARCHING
- A PREMIUM SERVICE
- WORK IN EVERY INDUSTRY
- RECRUITERS ARE ADVOCATES
- INVESTED IN FULL HIRING PROCESS
- DEDICATED TO FINDING PEOPLE JOBS

## ADDITIONAL SELLING POINTS:

- DIRECT ACCESS TO QUALIFIED CANDIDATES
- QUICKER HIRING PROCESS
- STREAMLINING THE HIRING PROCESS
- SAVE MONEY
- IMPROVE EMPLOYEE EFFICIENCY & RETENTION
- "TRY BEFORE YOU BUY" MENTALITY
- TEAM FOCUSED ON HIRING AS THEIR CAREER
- IMPORTANCE OF PARTNERSHIP

---

## PRIORITY RESOURCES FOR RESEARCH

Every resource listed below has facts & selling points to use in each round regarding the staffing industry and Insight Global's process. It is up to you as the Account Manager to decide what facts are important to use in each round based on the pain points, objectives and goals of each meeting.

<https://insightglobal.com/>

<https://insightglobal.com/services/>

<https://insightglobal.com/blog/five-things-you-probably-didnt-know-about-staffing-firms/>

<https://insightglobal.com/blog/why-use-staffing-agency/>

<https://insightglobal.com/blog/effective-employee-selection-methods/>

<https://insightglobal.com/blog/change-in-the-workplace/>

<https://insightglobal.com/blog/steps-to-develop-an-effective-recruitment-plan/>

<https://americanstaffing.net/research/fact-sheets-analysis-staffing-industry-trends/>

<https://americanstaffing.net/>

<https://insightglobal.com/news/>

<https://americanstaffing.net/research/fact-sheets-analysis-staffing-industry-trends/staffing-industry-statistics/>