

CLIENT CASE STUDY // ROUND 1

NORTHEAST INTERCOLLEGIATE SALES COMPETITION

NOVEMBER 8TH & 9TH, 2024

InsightGlobal

nisc 2024

INSIGHT GLOBAL OVERVIEW:

Insight Global is one of the world's largest staffing firms. Since 2001, we've expanded from a small entrepreneurial start up to over \$4 billion in revenue, with 70+ locations across the United States, Canada, and the United Kingdom. We relentlessly pursue opportunities for others by acting as a partner to both Fortune 1000 firms and job seekers, matching qualified candidates with companies.

With staffing and consulting services as our primary line of business, our clients come from all industries, from Technology to Finance, Healthcare, and everything in-between. We are experts at finding and hiring the right people for all our clients' needs. We offer contract, contract-to-hire, permanent placement, as well as the ability to hire at small and large quantities for project and managed service hiring needs. Our goal is to help hiring managers fill positions quickly and efficiently with top talent.

Overall, we connect with IT industry leaders to find the right candidates for their staffing needs. We have thousands of recruiters who can help create your job description, search our vast database for the right person, and then vet and screen candidates. Our employees know that as a staffing firm, we are not just filling a business need for our clients, but instead changing the lives of the 60,000 people we put to work every year.

INSIGHT GLOBAL CAREER OPPORTUNITY:

We pride ourselves on hiring entry-level sales candidates because we believe in promoting within. Each employee starts as a Recruiter before earning a promotion to Account Management. We look for individuals with grit, leadership potential, a competitive spirit, and want to be part of something greater than themselves.

The purpose of the Recruiter role is to build the foundation for a successful sales career at Insight Global. You'll learn all about staffing and our services- and how to sell them to our clients. For 6 months you'll play the role of matchmaker for companies and candidates by reviewing resumes, conducting phone interviews, and negotiating job offers.

Account Managers are the face of our organization and is the role you'll be playing in this competition. Upon promotion, they work directly with hiring managers at Fortune 1,000 companies by researching and targeting organizations in need of staffing services. They make an initial connection through networking and cold calls, ultimately becoming valuable business consultants and building long term relationships with their clients. Account Managers run in-person meetings and lunches to get to know hiring goals, team dynamics, and sell how our services can elevate their business. They'll then gather job requirements and work hand-in-hand with our Recruiting team to find the perfect candidates to fill each role. Account Managers don't sell a product; they sell staffing and are experts when it comes to all things hiring.

To put it simply, we hire elite talent. We invest in the intangibles, not one major, school, or amount of experience determines whether or not a candidate will be successful at Insight Global. Rather, we look for people with an innate sense of grit; future leaders, team players, those with an excitement to relentlessly compete in sales and who crave purpose behind what they do. We look for a drive to be successful, a magnetic personality and a strong belief in our 5 Shared Values: Everyone Matters, We Take Care of Each Other, Leadership is Here to Serve, High Character and Hard Work Above All Else, and Always Know Where You Stand.

YOU'LL BE MEETING WITH:

Alex Smith, Vice President of Informational Technology

CLIENT OVERVIEW:

CyberLogix Solutions is a cutting-edge company headquartered in Boston, MA that specializes in advanced supply chain optimization. They use technologies such as artificial intelligence (AI), cyber security, software and data privacy, quality assurance and customer service to streamline the logistics process for their clients. Their services range from predictive inventory management to real-time shipment tracking. CyberLogix Solutions is committed to revolutionizing the way businesses handle their shipping operations.

THE OPENING CHALLENGE:

Last year, CyberLogix ran an audit to see how they could improve their hiring process. They've always relied on their internal recruiting team to find, screen, hire, and onboard candidates across the entire company. However, during these reviews they discovered a few key issues that required immediate attention to fulfill their hiring needs for the upcoming year:

1. **Struggled to find candidates with the correct skillsets and experience needed for 2023 hiring goals.**
 - 110 total openings – 80 filled, 30 missed
2. **Lacked an understanding in technology and logistics to adequately screen candidates.**
 - 15% in employee attrition due to underperforming employees
3. **Limited understanding of the job market.**
 - 38% of quality candidates lost during interview process.
4. **Lack of organization in the hiring and onboarding process resulted in losing qualified candidates.**
 - 2% loss of hiring spend from overall 2023 hiring budget of \$19,000,000
5. **The need for a streamlined recruitment process to expedite hiring.**
 - 20% increase in new client business

Because of this discovery, they agreed it was the right time to seek help from an outside staffing partnership that could streamline their hiring process given the large volume they need to hire this year. They are looking for a staffing firm who is familiar with their industry, that can work fast to find candidates, and is ultimately able to stay within their allocated hiring budget for the current year.

INSIGHT GLOBAL'S SALES PROCESS:



THE BUSINESS OPPORTUNITY:

You learned through a client referral that CyberLogix Solutions is looking to bring in an outside staffing partner to help with hiring, specifically for the immediate needs they have, and the first team member slated to begin meeting with staffing firms is Alex Smith, the VP of Information Technology. You cold call **Alex Smith, VP of Information Technology**, and he agrees to meet with you on **Friday, November 8th**, to discuss the opportunity of Insight Global's consideration to be an approved staffing partner.

Before hanging up the cold call, Alex informed you he manages multiple teams under his umbrella of responsibility and has 60 immediate openings across multiple divisions but will only provide you the full details after your first meeting.

He wants you to prove to him **why Insight Global would be the right staffing partner in this 1st meeting**. Should everything go well, you will receive more information about the hiring opportunity and budget.

GOALS FOR THIS MEETING:

1. Introduce yourself & get to know Alex Smith.
2. Discuss the details of Insight Global & our partnership capabilities.
3. Learn the details of CyberLogix business opportunity & their organization's pain points.
4. Ask more about their open positions.
5. Seek to understand the roles, responsibilities, day-to-day, budget etc...
6. Confirm the timeline of the interviews & onboarding process for each opening.
7. Finalize the budget allocated for hiring spend.
8. Learn which stakeholders need to approve you to staff this project.
9. Close by asking if Alex would be willing to approve a partnership for Insight Global.
10. Set the next meeting.

OUR 5-TIER SCREENING PROCESS:

Every candidate that is provided to a client from Insight Global is put through a 5-step screening process before the client see's their resume. If we do not have a candidate in our proprietary database, we can put a new candidate through this process in a 24-48 turnaround time. By doing this, we save our client's an average of \$5,000 per hire in screening and onboarding costs.

1

Candidate
Phone
Interview

2

Candidate
Face-to-Face
Interview

3

Professional
Reference
Checks (2)

4

Account
Manager
Final Screen

5

Background
Check

CLIENT CASE STUDY // QUARTER FINALS

NORTHEAST INTERCOLLEGIATE SALES COMPETITION

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YOU'LL BE MEETING WITH:

Sam Reese, Vice President of Financial Services



CLIENT OVERVIEW:

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THE QUARTER FINALS CHALLENGE:

Congratulations! After meeting with VP of Information Technology, he/she believe Insight Global could be a valuable partner to help CyberLogix Solutions with their staffing needs. However, before approving this partnership, he/she requested to meet one more time to further breakdown all open positions and the hiring budget. To prepare for this meeting, Alex sent you an email with all the details.

THE BUSINESS OPPORTUNITY:

He/she specifically requested for you to come prepared to the next meeting to potentially meet Sam Reese, VP of Financial Services, and to be ready to speak to the following:

1. How budgeting works when partnering with Insight Global
2. If there are any discrepancies in how the budget is currently allocated
3. Show how they can stay in budget by using Insight Global's services for their staffing needs by giving a breakdown of total spend.

GOALS FOR THIS MEETING:

1. Introduce yourself & get to know Sam Reese.
2. Briefly recap the business opportunity discussed in your meeting with Alex Smith.
3. Give a high-level sell that recaps InsightGlobal & our services to Sam Reese.
4. Discuss the additional cost difference with using our services.
5. Provide a finalized budget breakdown & hiring spend cost including the fees for our services.
 - Use breakdown on pg. 4 of this round
 - Equations of how budget is determined are on pg. 3 of Sales Resource Guide
6. Demonstrate how using Insight Global will stay within the \$6,000,000 budget & timeline of hiring.
7. Close by securing the partnership with Alex and Sam.

EMAIL FROM ALEX SMITH:

Insight Global team,

Based on our last meeting, I believe this could be beneficial for our company to partner with Insight Global if it works within our allocated hiring budget. To ensure you and your team can provide us the best talent within our hiring timeline and budget, I wanted to send you the brief details of what my team is specifically hiring for. Below to will see an overview of **(1)** the positions we need to fill; **(2)** the employment type of each; **(3)** the budget breakdown we have allocated for each individual position; as well as **(4)** the overall hiring budget that was approved for these positions. I would like you to review the information and prepare a detailed breakdown to further explain how everything will work in this partnership before our next meeting.

If you can do that, I see no problem awarding Insight Global this business, as well as the opportunity for you to later present to my peers how Insight Global could partner across all divisions in CyberLogix.

<p>Current Hiring Budget:</p> <ul style="list-style-type: none"> • Max hiring budget = \$6,000,000 • Potential allocated hiring spend = \$4,260,000 <i>**Pre-staffing partnership**</i> 	<p>Job Title & Number of Openings:</p> <ul style="list-style-type: none"> • Project Managers: 8, PERM • Logistics Analysts: 15, PERM • Data Analysts: 7, CON • Business Analysts: 10, CON • Quality Assurance Specialists: 5, CON • Customer Support Specialists: 15, CON
<p>Employment Type:</p> <ul style="list-style-type: none"> • 6-month contract (CON): 37 openings • Permanent (PERM): 23 openings • Total = 60 	

FYI... I asked my peer, Sam Reese, the VP of Finance, to potentially join so you can meet with them, as well.

See you Monday afternoon!

...

Alex Smith
Vice President // IT



IMPORTANT EMAIL DETAILS:

EMPLOYMENT TYPES:

- **Contract (CON):** We staff professionals on a short-term contracts. We help find the perfect candidate to fit the contract timeline and the client's hiring needs.
- **Permanent (PERM):** From entry level to C-suite, we help our clients find the professionals who have the work ethic & culture fit for long-term to permanent positions.

INDUSTRY & POSITION OVERVIEWS:

- [Technology](#)
- [Cybersecurity](#)
- [Logistics](#)
- [Customer Support](#)
- [Quality Assurance](#)
- [Project Managers](#)
- [Data Analysts](#)
- [Business Analysts](#)

HIRING BUDGET OVERVIEW:

POSITION	#	TYPE	SALARY PER INDIVIDUAL HIRE	PLANNED HIRING SPEND	FULL POTENTIAL HIRING SPEND
Project Managers	8	P E R M	\$90,000	\$720,000	\$828,000
Logistics Analysts	15	P E R M	\$70,000	\$1,050,000	\$1,207,500
Data Analysts	7	C O N	\$70,000	\$490,000	\$548,800
Business Analysts	10	C O N	\$90,000	\$900,000	\$1,000,800
Quality Assurance Specialists	5	C O N	\$70,000	\$350,000	\$392,000
Customer Support Specialists	15	C O N	\$50,000	\$750,000	\$840,000
TOTALS	60	3	SALARY PER INDIVIDUAL HIRE	\$4,260,000	\$4,817,100

CyberLogix's planned hiring spend WITHOUT USING your staffing services.

CyberLogix's total hiring WITH USING your services. See next page for equations.

CLIENT CASE STUDY // SEMI-FINALS

NORTHEAST INTERCOLLEGIATE SALES COMPETITION

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nisc 2024

YOU'LL BE MEETING WITH:

Jordan Lopez, Vice President of Talent Management

CLIENT OVERVIEW:

CyberLogix Solutions is a cutting-edge company headquartered in Boston, MA that specializes in advanced supply chain optimization. They use technologies such as artificial intelligence (AI), cyber security, software and data privacy, quality assurance and customer service to streamline the logistics process for their clients. Their services range from predictive inventory management to real-time shipment tracking. CyberLogix Solutions is committed to revolutionizing the way businesses handle their shipping operations.

THE SEMI-FINALS CHALLENGE:

After Alex Smith and Sam Wilson approved you and your team to hire the 60 employees needed under Alex's allocated hiring need, Alex proactively scheduled you to meet the VP of Talent Management, Jordan Lopez, because Alex and Sam believe Insight Global would be a great staffing partner for all of CyberLogix's 2025 hiring.

Alex believes if you can review the provided information and show Jordan how you and your team can help CyberLogix with hiring across all divisions, then you will capitalize on the long-term partnership opportunity with the other hiring stakeholders at CyberLogix Solutions.

THE BUSINESS OPPORTUNITY:

Before the meeting, Alex sent the details from CyberLogix Solutions' 2024 Hiring Review and 2025 Hiring Plan (listed on the next page) and requested that you to prepare a SWOT Analysis presentation for your meeting with Jordan on how Insight Global can be a successful staffing partner. This includes any important partnership facts Insight Global offers to their clients, the previous opportunity you received for Alex's team, as well as from the 2024 hiring review, 2025 hiring plan, and projected hiring budget that you believe will secure the partnership with Jordan Lopez.

YOUR GOALS FOR THIS MEETING:

1. Start with introductions of the CyberLogix's team & provide an overview of who you are.
2. Provide an agenda for the meeting & topics you will be discussing.
3. Discuss overview of Insight Global's history, key facts, and hiring partnership services and offerings.
4. Provide summary of the current partnership you successfully secured with Alex's team.
 - Refer to individual roleplay rounds 1 & 2 for this information
5. Provide overview & industry knowledge of the specific positions CyberLogix has available.
6. Discuss benefits of using staffing, specifically contract hiring, based on CyberLogix's 2024 Hiring Plan.
7. Confirm the 2025 hiring plan details.
8. Provide market analysis & data of hiring trends in the informational technology market.
 - Provided on the next page
9. Provide any additional [client testimonials](#) or statistics as professional references.
10. Discuss & clarify any concerns or questions the stakeholders at CyberLogix may have.

2024 HIRING REVIEW:

- Employee headcount at start of 2024 = 1,554
- 2024 hiring budget = \$19,000,000
- 2024 hiring positions filled = 80
- 2024 hiring positions not filled = 30
- 100% of hires were permanent employees.
- Active clients at the start of 202 = 103
- 20% increase in secured new client business.
- 30% increase in potential client cyber attacks.
- 15% increase in employee attrition
 - 245 employees of 2024 headcount
- Loss of 2% of hiring spend from burden costs due to permanent employee attrition.
- 38% loss of quality candidates due to timeline of the interview process.

2025 HIRING PLAN:

- Employee headcount at start of 2025 = 1,389
- 2025 total allocated hiring budget = \$30,000,000
- 2025 planned hiring spend = \$13,100,000
- 2025 hiring opportunities available = 180
- Streamline the interview process.
- Convert necessary contract employees to permanent.
- 10% increase in employee retention.
- Active clients at the start of 2025 = 124
- 20% increase new client business.
- 50% increase of 6-month contract hires to help:
 1. With an increase in new client business.
 2. With saving on permanent employee hiring costs by hiring contracted employees.

INSIGHT GLOBAL'S 2024 MARKET ANALYSIS:

Information Technology Placements:

- 150+ Local Placements
- 1,300+ National Placements

Other Industry Placements:

- Finance: 1,500+
- Network & Service Desk: 1,300+
- Marketing & Creative: 1,000+
- Customer Service: 3,000+
- Other: 50,000+ placements annually

6-Month Contract Bill Rate Averages:

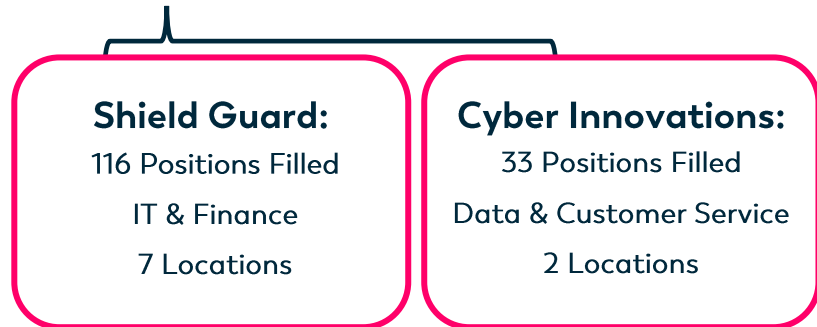
- Analytics: \$80-\$110/hour
- Desktop Support: \$60-\$80/hour
- Customer Service: \$30-\$45
- Finance: \$50-\$90
- Marketing: \$30-\$80
- Average Annual Savings for 6-month contract (16-20% of allocated budget)

Current Business with CyberLogix:

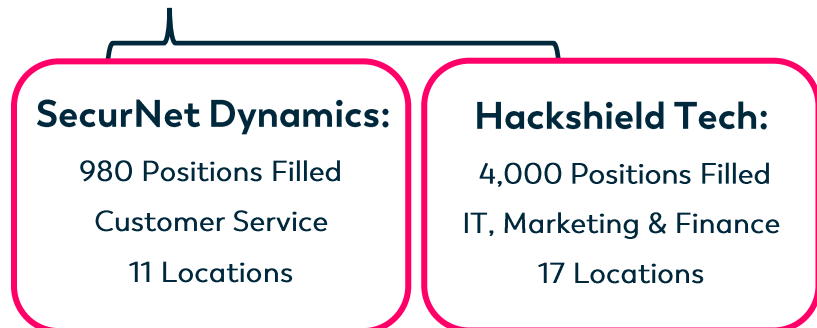
- Partnership with Alex Smith, VP of IT
- 60 positions filled:
 - 37 6-month contract
 - 23 Permanent
- \$1,460,700 paid in placement fees
- \$1,182,900 under \$6,000,000 hiring budget

ACTIVE BUSINESS WITH CYBERLOGIX COMPETITORS:

Local Industry Competitors



National Industry Competitors



DISCLAIMER: This is not a representation of how Insight Global conduct market trends. This was created solely for the competition. We calculated the above review, market analysis and business in this table solely for this competition. Use this information however you see fit.

SWOT ANALYSIS:

**OUR STRENGTHS:**

- What do we offer as a staffing firm to our clients?
- What have our current customers said about us?
- In what areas do we outpace our competitors?
- What's unique about our business and services we provide?
- What services do we currently provide that will benefit CyberLogix entirely?

**THEIR WEAKNESSES:**

- Where are their current processes failing?
- What resources are they lacking that we provide?
- What are they unsatisfied with in their current hiring?
- What industry knowledge are they lacking?
- How can our services help improve their hiring needs?

OUR PROVIDED OPPORTUNITIES:

- What business do they have that we can take advantage of?
- What value add do we provide our clients?
- What does their previous hiring show would be a future opportunity for us?
- What's the ROI of using our services?
- What's the overall benefit of our partnership?

THEIR POSSIBLE THREATS:

- What would using our business services mean to their future hiring?
- How will they afford to use our services?
- What are they currently spending in their yearly hiring budget that we would take over?
- How does our timeline of hiring improve their current and future hiring process?

CLIENT CASE STUDY // FINALS

NORTHEAST INTERCOLLEGIATE SALES COMPETITION

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YOU'LL BE MEETING WITH:

Jamie Wilson, Chief Talent Officer



CLIENT OVERVIEW:

CyberLogix Solutions is a cutting-edge company headquartered in Atlanta, GA that specializes in advanced supply chain optimization. They use technologies such as artificial intelligence (AI), cyber security, software and data privacy, quality assurance and customer service to streamline the logistics process for their clients. Their services range from predictive inventory management to real-time shipment tracking. CyberLogix Solutions is committed to revolutionizing the way businesses handle their shipping operations.

THE FINAL CHALLENGE:

Jordan Lopez proactively scheduled a meeting with Chief Talent Officer, Jamie Wilson, to discuss CyberLogix's total hiring budget and plan for 2025. Based on your previous meetings, the CyberLogix team wants you to cover the details you have discussed with everyone you've met at CyberLogix and explain how Insight Global can be a key resource when it comes to filling hiring needs at CyberLogix, specifically for their 2025 hiring.

YOUR GOALS FOR THIS MEETING:

As you remember from your meeting with Jordan, the CyberLogix 2025 hiring plan is currently at 100% full-time hires which is not cost effective for their strategy of growing new business, retaining existing clients, and for their annual budget spend for hiring. For this meeting Jamie will expect you to:

1. Start with introductions of the CyberLogix's team & provide an overview of who you are.
2. Provide an agenda for the meeting & topics you will be discussing.
3. Discuss overview of Insight Global's history, key facts, & hiring partnership services and offerings.
4. Provide summary of the current partnership you successfully secured with Alex's team.
5. Use CyberLogix's 2025 hiring plan from your meeting with Jordan, & the budget breakdown on the next page to:
 - Explain how the savings can help in their goals for retaining current clients & generating new clients in 2025.
 - Discuss the budgeting breakdown from their 2025 hiring goals with using 90% contract hiring & 10% permanent (currently planned to be 100% permanent).
 - Show Jamie that using contract hiring with Insight Global for will be more cost effective for their overall 2025 hiring plan.
6. Provide any additional [client testimonials](#) or statistics as professional references.
7. Discuss & clarify any concerns or questions the stakeholders at CyberLogix may have.
8. Secure the approval needed from Jamie to become the exclusive staffing partner with CyberLogix.

2025 HIRING BUDGET:

USING OUR SERVICES FOR 100% PERMANENT HIRING

POSITION	2024 HIRING	TYPE	ALLOCATED SALARY	TOTAL PLACEMENT FEES PER OPENING	FULL HIRING SPEND SALARIES + PLACEMENT FEES
Cybersecurity Analysts	30	PERM	\$110,000 Salary	(\$495,000)	(\$3,795,000)
Data Analysts	20	PERM	\$90,000 Salary	(\$270,000)	(\$2,070,000)
Threat Intelligence Analysts	20	PERM	\$90,000 Salary	(\$270,000)	(\$2,070,000)
Desktop Support	25	PERM	\$70,000 Salary	(\$265,500)	(\$2,015,500)
System Admin	20	PERM	\$50,000 Salary	(\$150,000)	(\$1,150,000)
Clerical & Administrative	25	PERM	\$50,000 Salary	(\$187,500)	(\$1,437,500)
Customer Service	25	PERM	\$30,000 Salary	(\$112,500)	(\$862,500)
Website Design	5	PERM	\$110,000 Salary	(\$82,500)	(\$632,500)
Social Media & Marketing	10	PERM	\$90,000 Salary	(\$135,000)	(\$1,035,000)
	180			(\$1,968,000)	(\$15,068,000)

This breakdown is the total amount CyberLogix WILL PAY to in salaries to candidates & in placement fees to Insight Global for using our services to hire 100% permanent employees.

INSIGHT GLOBAL HIRING PARTNERSHIP SPEND:

USING OUR SERVICES FOR 90% 6-MONTH CONTRACT & 10% PERMANENT

POSITION	2024 HIRING	TYPE	SUGGESTED HIRING SPEND	TOTAL PLACEMENT FEES PER OPENING	CONTRACT HIRING SPEND SAVED
Cybersecurity Analysts	30	CON	\$110 Bill Rate/Hour	(\$1,740,000)	\$2,055,000
Data Analysts	20	CON	\$90 Bill Rate/Hour	(\$920,000)	\$1,150,000
Threat Intelligence Analysts	20	CON	\$90 Bill Rate/Hour	(\$920,000)	\$1,150,000
Desktop Support	25	CON	\$70 Bill Rate/Hour	(\$925,000)	\$1,090,500
System Admin	20	CON	\$50 Bill Rate/Hour	(\$500,000)	\$650,000
Clerical & Administrative	25	CON	\$50 Bill Rate/Hour	(\$625,000)	\$812,500
Customer Service	25	CON	\$30 Bill Rate/Hour	(\$375,000)	\$487,500
Website Design	5	PERM	\$110,000 Salary	(\$82,500)	(\$632,500)
Social Media & Marketing	10	PERM	\$90,000 Salary	(\$135,000)	(\$1,035,000)
	180			(\$6,222,500)	\$7,398,000

Placement fees CyberLogix will pay to Insight Global for using our services to hire 6-month contract & permanent employees.

The total hiring spend CyberLogix's WILL SPEND & SAVE with using our services to hire 90% of their Openings as 6-month contract employees in place of hiring 100% permanent employees.