

SALES & RESOURCE GUIDE

NORTHEAST INTERCOLLEGIATE SALES COMPETITION

NOVEMBER 8TH & 9TH, 2024

InsightGlobal

nisc 2024

COMPANY DETAILS & BUSINESS SERVICES:

- [Insight Global's Main Website](#)
- [About Us & What We Do](#)
- [Our "Who We Are" Story](#)
- [Our Mission as a Company](#)
- [Our Business Services](#)
- [Industry Focus & Details About Each](#)
- [Our ESG Impact Report](#)
- [Our "Goals to 2025" Progress Report](#)

**COMPANY VIDEO PLAYLISTS:**

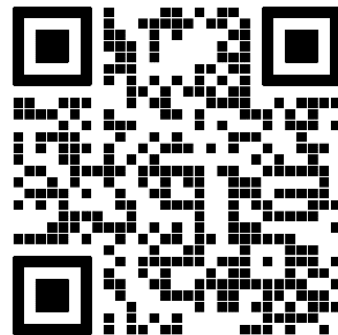
- [Insight Global Employee & Client Testimonials](#)
- ["We Make Hiring Easy" Campaign](#)
- ["Not Everything Should Be Easy; Hiring Should Be" Campaign](#)

COMPANY NEWS & BLOG SERIES:

- [Our News & Realtime Company Updates](#)
- [Our Blog Series & Other Useful Articles](#)
- [Our 3 Recruiting & Hiring Guides](#)

BLOGS WE RECOMMEND FOR THIS CASE STUDY:

- [Why Use a Staffing Agency?](#)
- [5 Things You Didn't Know About Staffing Firms](#)
- [Effective Employee Hiring Methods](#)
- [10 Tips to Streamline Your Hiring Process](#)
- [Developing an Effective Recruitment Plan](#)
- [How to Handle Workplace Change](#)
- [5 Out-of-the-Box Strategic Recruiting Ideas](#)
- [The "Dos & Don'ts" of Hiring Temporary Employees](#)
- [The Importance of Employee Onboarding](#)

**AMERICAN STAFFING ASSOCIATION (ASA): STAFFING INDUSTRY ANALYSTS (SIA):**

- | | |
|--|--|
| <ul style="list-style-type: none"> • ASA's Main Website • ASA's Staffing Industry Trends • ASA's Staffing Industry Statistics | <ul style="list-style-type: none"> • SIA's Main Website • SIA's Staffing Industry Research Reports • SIA's Free Informational Resources |
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SELLING & DETERMINING BUDGET:

6-MONTH CONTRACT (CON)

- Bill rate is determined from client's budget.
- Pay rate is candidate's hourly wage.
- 6-month contract is 28 weeks of client billables.
- Candidates are paid on a 40-hour work week.

EQUATION:

1. Individual Salary x .001 =
Individual Bill Rate
2. Individual Bill Rate x 40 =
Total Weekly Hours Billed
3. Total Weekly Hours Billed x 28 =
Fees Paid for 6-Month Contract
4. Fees Paid x Total Position Openings =
TOTAL POSITION SPEND

PERMANENT PLACEMENT (PERM)

- Salary is determined by the client.
- Average employee onboarding cost is 5% of salary.
- Fee for the staffing services is 10%.
- Total placement cost is salary + onboarding cost + fee.

EQUATION:

1. Individual Salary x .05 =
Employee Hiring Burden 5% Cost
2. Individual Salary x .1 =
Employee Placement Fee 10% Cost
3. Individual Salary + Hiring Burden + Placement Fee =
Total Placement Cost per Opening
4. Total Placement Cost x Total Position Openings =
TOTAL POSITION SPEND

ADDITIONAL SELLING POINTS:

- We work with the client's budget, & they only pay us after a candidate starts their position
- The client sets the budget, we do not
- We handle search, candidate curation, onboarding, & payroll for our placed candidates.
- With contract hiring, we cover the potential of employee turnover **(16-20% of employee's wage)**
- We cover the burden of hiring **(5%)** for onboarding the employee
- We collect permanent employee placement fee after the candidate starts their position **(10%)**
- Provide market analysis on industry trends to ensure the client is not overspending
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- 3,000+ Recruiters across the US & Canada
- 25,000+ active contractors
- 50,000+ placements annually
- 6,000+ active customers across all industries
- 70% rehire rate of contract employees from an existing client to a new client
- Proprietary database with countless prescreened candidates
- We cover all skillsets and all industries

ALL POSSIBLE OBJECTIONS:

- Q: Can you provide more detail of Insight Global's growth in the staffing industry?
- Q: What is the proven impact of Insight Global in the staffing industry?
- Q: What [industries](#) does Insight Global do business with?
- Q: What resources do you have in place to find these candidates?
- Q: How quickly can you screen and present qualified candidates?
- Q: How do you determine fees and budgeting with your client's?
- Q: What knowledge does your company have in the information technology industry?
- Q: Who will be finding the candidates presented to us for potential hiring?
- Q: How does budgeting work when partnering with a staffing firm?
- Q: How do we know you'll stay within our SPECIFIC budget for these 2024 hiring opportunities?
- Q: How can you provide a better partnership than our internal team or other staffing firms interested?
- Q: Why should we use contract hiring instead of permanent hiring?
- Q: How do you find the right candidates if you've never worked with our company before?
- Q: How do we know you'll stay within our budget for these hiring opportunities?
- Q: How do you determine fees and budgeting with your client's?
- Q: Your services seem expensive. Will they cause us to spend over our allocated budget?
- Q: Why should we work with you based on what was discussed in this meeting?

SELLING AGAINST OBJECTIONS:

SELLING INSIGHT GLOBAL:

- Founded in 2001
- 100% organically grown
- Service all industries & hire all skillsets
- 3,000+ Recruiters across the US, Canada & the UK
- 25,000+ active contractors
- 60,000+ placements annually
- 6,000+ active customers across all industries
- Proprietary database with prescreened candidates
- We handle searching, candidate curation, onboarding, & payroll for our placed candidates
- 70% candidate rehire rate from one contract to another
- We work backwards from the client's set budget
- Client's only pay after a candidate starts their position
- Provide market analysis on industry trends to ensure the client is not overspending
- We cover the employee onboarding costs

SELLING THE STAFFING INDUSTRY:

- Started over 80 years ago
- Over 25,000 agencies
- Provides a structured recruiting & hiring process
- Established screening & onboarding methods
- Proactive candidate searching
- Direct access to qualified candidates
- Services provided in every industry
- Recruiters are advocates for candidates & clients
- Short-term & long-term investment
- Dedicated to finding candidate's jobs
- Save money through providing temporary hiring
- Improve employee efficiency & retention
- "Try before you buy" mentality
- Service dedicated to what the client needs.
- Focus on the importance of client partnerships
- Cover the cost of potential employee turnover