

The following are topics presented by Staffing eTrainer for conference presentations and/or association webinars.

## Conference Presentations:

### Secrets to Successful Onboarding and Training

According to Inavero, the Staffing Industry is currently experiencing 33% annual turnover in their internal staff. Employees are the heartbeat of the organization and its biggest differentiator. Each employee hired, or transitioned into a new role, should be considered an opportunity to engage and enable employees to be as productive as possible. This 60 minute, interactive, collaboration session will focus on:

- Roadmap: Where are you now and where do you want to go
- Build it and they will come: Start with a foundation and keep building
- How to leverage different ways adults learn...even millennials
- Set them up for Success: Getting employees to make time for learning is the #1 challenge facing talent development (linkedin)
- Measure team metrics and retention rates to see the impact

**Suggested audience/track:** Owners/Managers

### You're Different from Your Competitors, Really?

This session is directed to any staffing industry professional who wants to put action behind their spoken differentiators. The attendees will take a hard look at what really sets them apart with exceptional experiences, business acumen of staff and standard processes. These are the core to being different. Upon completion of this workshop, attendees will be able to understand their service weakness and have actionable items to put into practice.

Sample topics include:

- Changing the Industry Mindset
- Understanding what Exceptional Experience Means to Your Client
- Clarifying Standard Processes

**Suggested audience/track:** Owners/Managers

## You've Lost that Loving Feeling

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Anthony Robbins said, “Do what you did in the beginning of a relationship and there won't be an end.” This workshop examines the parallels to our behavior in our personal relationships to those with our customer relationships. Upon completion of this workshop, attendees will be able to execute on:

- Keeping the Romance Alive
- Customer (and/or Employee) Retention Strategies
- Effective Communication Tactics
- Creating Partnerships with Customers (and/or Employees)

**Suggested audience/track:** Recruiters/Sales/Managers

## Creating Active Conversations

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A session directed to any recruiters, sales representatives, and managers looking to enhance their communication skills to grow trusting relationships. Upon completion of this workshop, attendees will be able to better understand team members, be open to more interactive conversations and improve employee and client relationships.

Sample topics include:

- Personal Perceptions
- Keys to Successful Employee and Client Relationships
- Strong Questions for Interactive Conversations

**Suggested audience/track:** Recruiters/Sales/Managers

## What's Your Value?

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Everyone in staffing is in sales – whether you are selling job opportunities, candidates, or your services, make no mistake you are in the sales business! People only “buy” what you are selling if a new option is better than the status quo. A session directed to any recruiters, sales representatives, or managers looking to enhance how they communicate value, ask better questions, and influence others. Attendees will work in groups to brainstorm and role-play.

**Suggested audience/track:** Recruiters/ Sales/Managers

## Warm is the New Cold

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Are you selling the same way you did 5 or 10 years ago? Buyers have changed, and salespeople must change with them. This workshop focuses on creating and fostering *warm* leads, calls, and meetings. Attendees will work in groups to brainstorm and role-play. Upon completion of this workshop, attendees will be able to better understand how to:

- Target the Right Leads
- Create Compelling Conversations
- Use your Experience to Influence

**Suggested audience/track:** Sales

## Interviews: A Conversation, Not Interrogation

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A session directed to any recruiters and managers looking to enhance their interview skills to create an engaging process. Upon completion of this workshop, attendees will be able to better understand how to conduct an engaging interview to gather more detailed information from the candidate and create loyalty.

Sample topics include:

- Screening Best Practices
- Steps to a Successful Interview
- Key Questions for Interactive Interviews

**Suggested audience/track:** Recruiters/ Managers

## Strategic Staffing Solutions

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No change = no change! Turn off your auto pilot and think outside the box to overcome today's workforce shortage. Attendees will work in groups to brainstorm and role-play.

Sample topics include:

- Strategic Recruitment Planning
- Leverage your Job Board Postings & Searching
- Implement Out-of-the-Box Recruitment Ideas
- Step up your Candidate Experience

**Suggested audience/track:** Recruiters/ Managers

### FULL Day Workshops:

#### [\\*Staffing 101 \(Introduction to Staffing\)](#)

A program directed to the new, nearly new, or those staffing industry professionals looking to get a “back to basics” bootcamp. This is a comprehensive one-day deep dive into the wonderful world of staffing. Attendees will work in groups to brainstorm, solve problems, and role-play. Upon completion of this workshop, attendees will be able to execute on the fundamental and core practices in the staffing industry.

Sample topics include:

- Industry Basics: History, Terms, Workflows
- Recruiting: Sourcing, Recruitment Plans, Pipelines
- Screening: Qualifying Candidates Efficiently
- Interviewing: Uncovering the Candidates Value
- Customers: Asking the Right Questions, Understanding their Needs
- Matching: Making a Quality Match, Presenting Candidates
- Offboarding: Ending Assignments

**Suggested audience/track:** Recruiters/Sales Rookies

#### [\\*Staffing 201 \(Problem Solving Strategies for Staffing\)](#)

A program directed to the more experienced recruiters, sales representatives, and managers looking to overcome challenges facing the staffing industry. Attendees will work in groups to brainstorm, solve problems, and role-play. Upon completion of this workshop, attendees will be able to execute on overcoming challenges by using effective problem solving.

Sample topics include:

- Strategic Recruitment Planning
- Creative Screening Techniques
- Reducing Turnover and Retaining Associates
- Creating Partnerships with Customers
- Opportunities to Increase Revenue and Profits

**Suggested audience/track:** Recruiters/Sales/Managers

## \*Sales 101 (Introduction to Staffing Sales)

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A program directed to the new, nearly new, or those staffing industry sales professionals looking to get a “back to basics” bootcamp. This is a comprehensive one-day deep dive into the fundamentals of selling staffing. Attendees will work in groups to brainstorm, solve problems, and role-play. Upon completion of this workshop, attendees will be able to execute on the core practices in the staffing industry.

Sample topics include:

- Industry Basics
- Value Propositioning
- Gathering Leads
- Making the Call
- The Appointment
- Top Producer Strategies

**Suggested audience/track:** Sales

\*These programs are full day workshops but specific topics can be delivered in shorter sessions (1 – 2 hours)