

One of the most common questions we get from our colleagues in the staffing and recruiting industry is “what’s the best way to use offshore recruiting support”. With that in mind, we thought it might be helpful to share some stories on how clients work with us to make their businesses more effective.

Overview

One of our long-standing clients is a mid-sized executive search firm located in the Southwestern part of the US. While they’re a generalist, this firm has particular strengths in life sciences and financial services. A core philosophy of this company is that their recruiters should spend as much time as possible on the phone doing what they do best: business development or talking with candidates. Anything that takes them away from those two tasks – sourcing, research, administrative tasks, etc. - is viewed as taking away from their bottom line. To help them achieve the goal of minimizing “non-core task” time, they have utilized between two and four dedicated PSG researchers to support their internal team.

PSG Support Provided

PSG’s research team has two focus areas for this client:

- The first, which represents around 85% of their time, is to find “placeable” candidates. PSG team members utilize a variety of resources (LinkedIn, Facebook, search engines, etc.), and expertise gained from training programs provided by Arbita and Danny Cahill’s. According to Danny, to generate daily lists of candidates matched to the client’s priority job orders. This includes resumes where possible, and contact information and work histories otherwise.
- The other 15% of the team’s time is spent supporting the client’s business development efforts. This typically involves identifying and researching prospective clients. Again, the focus is on offloading the non-phone tasks from their recruiters, to let them sell more business and place more candidates.

Results

There are a number of ways PSG’s clients track the return they get from our services. The most common for direct hire placements is the multiple of fees generated from PSG-provided candidates, as compared to the fees paid to PSG (for contract work it’s the multiple of gross margin dollars). PSG tracks this metric for every client, and reads it out monthly as a way to monitor performance. This particular client, however, is most proud of the linkage between

usage of PSG's services and results for their team members. Here is a quote from a Senior Vice Presidents there:

“We offer PSG as a resource to all of our recruiters, and the correlation between heavily utilizing PSG and having more placements is striking. Specifically, our **moderate billers typically get between 10% and 20% of their billings from PSG supplied candidates.** While getting those additional placements is great and all, that's not what is striking. What's striking is that **our highest billing recruiters – our big billers – have 40% of their billings come from PSG.** This isn't just one or two of our big billers, this is across the board. And it's consistent, year after year. In our office it's clear: if you want to be a big biller, use PSG.”

Conclusion

As the recovery continues to pick up steam, more and more companies are looking for ways to better utilize the talents of their internal teams. For the client reviewed today and a growing list of industry firms, PSG is a key component in achieving that goal.

We hope you found this information helpful. If you'd like additional information on PSG, you can reach us at (866) 258-3141, or info@psgglobalsolutions.com .

Regards,
PSG Global