

# Differentiation That Drives Growth: Stand Out and Scale your Agency

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**SCALE**  
*FUNDING*

# Today's Topics

- Become a Specialist
- Differentiate your Sales Technique
- Stand Out by Customizing a Solution
- Deliver the Right Value Add



# What Do Clients Want?

## Solve My Problem – Deliver Business Results

- Increased revenue
- Reduced costs
- Improved efficiency
- Increased market share
- Hiring & reduced churn



A photograph of two men in a professional office environment. The man on the left is smiling broadly, wearing a grey blazer over a blue checkered shirt. He is shaking hands with the man on the right, who is wearing a light blue dress shirt and glasses. The background is a blurred office space with windows and other people.

**Become a Specialist**



## Subject Matter Expertise

- If you are only a staffing vendor, you will become commoditized.
- Most staffing firms are generalist. Jack of all trades – master of none!
- Strive to be an advisor/counselor in their business & industry.
- Educate and help them navigate their specific business issues.
- Show how you will give them a competitive advantage.



## Subject Matter Expertise

- Position yourself as a solution provider. Become a **specialist** to solve their issues.
- Become a student of their industry through continuous learning.
- Know industry regulation that drives compliance and their hiring.
- Join professional and trade assoc. that are industry specific and attend events.
- Examples: ABC for Construction







## Identify Your Differentiators

- Show how your recruiters find the skill sets, expertise, or certifications that the prospect needs.
- Use testimonials and references from clients. It proves success.
- Know what **your unique offering** is in the space. What can you provide that other staffing firms can't?
- What results have you achieved for other clients?
- Example: Providing IT candidates with a security clearance for DOD Integrators.

## Your Value to the Prospect

- I am teaming with a solution expert in my industry.
- X is not a generalist. I won't need to train them in my industry & unique challenges.
- X has proven results with similar companies. They will give me a competitive advantage.
- I see evidence they can solve my issues. I minimize my risk working with them.





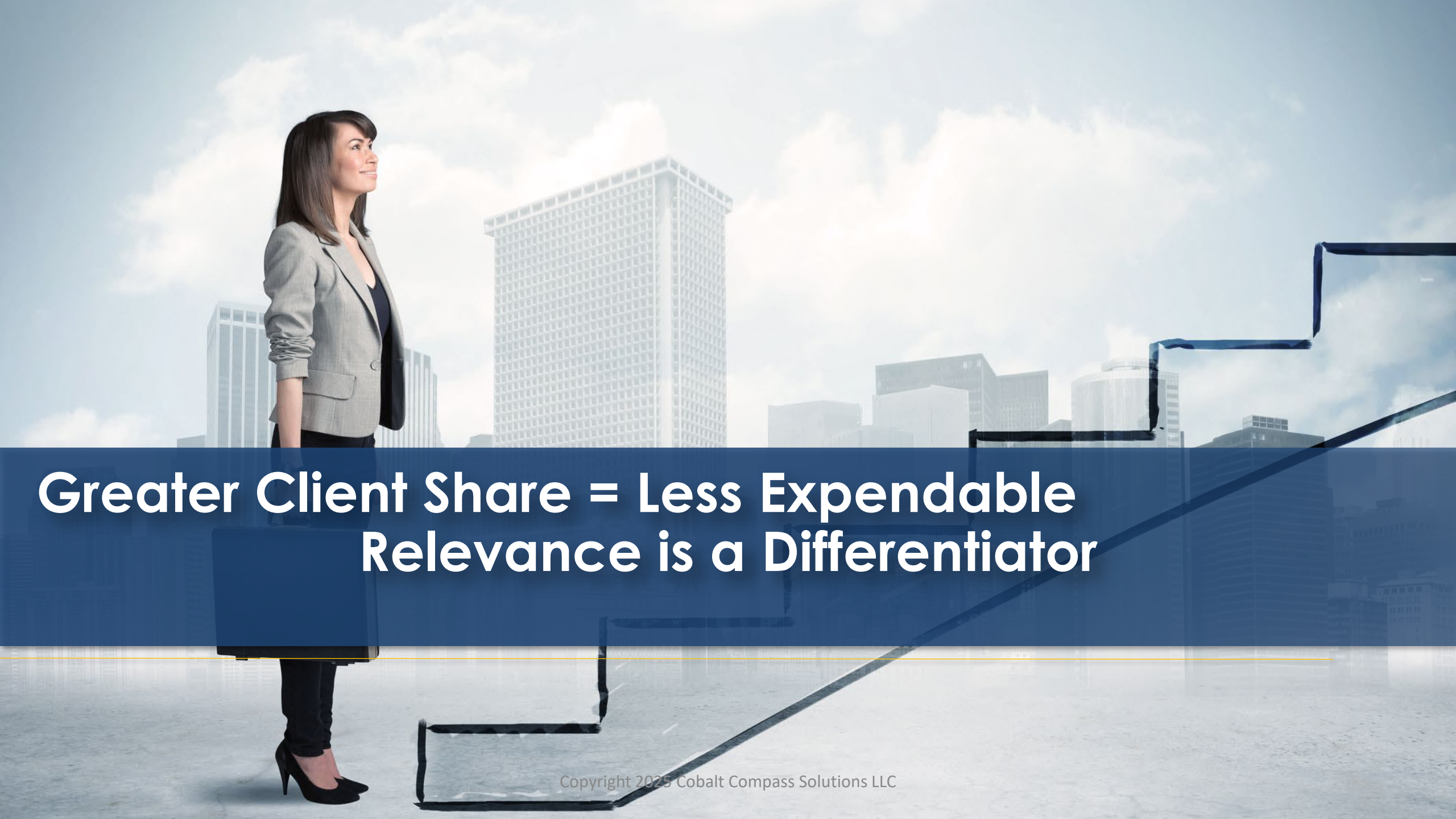
A photograph of two men in business attire sitting at a round wooden table in a bright, modern office setting. The man on the right is smiling and looking towards the man on the left. A laptop is open on the table, and there are coffee cups. A dark blue text box is overlaid on the right side of the image.

**We must differentiate ourselves  
to avoid competing on price!**

# Differentiate your Sales Technique

A photograph of two men in business attire shaking hands in an office. The man on the left is smiling broadly, wearing a grey blazer over a blue button-down shirt. The man on the right is seen from the back, wearing a light blue shirt and glasses. The background is a blurred office environment with windows and desks.





**Greater Client Share = Less Expendable  
Relevance is a Differentiator**



# Prepare for the Meeting

- Know your experience servicing similar companies & jobs (case studies).
- Show your results & be able to quantify them.
- If applicable, have candidate marketing resumes with you.
- Maximize time & get in front of multiple managers.
- Send agenda before the meeting. Use the Up Front Contract approach.



# The Up Front Contract

- Purpose of the meeting
- Your objectives
- The prospect's objectives
- Time agreement
- Outcome – Agreed upon next steps



## Ask and Listen

- What is the structure of the department/team?
- What are the responsibilities of the team?
- What skill sets, certifications, and experience do they need?
- Do they have peak periods?
- What are their top business initiatives?
- What are the critical challenges/changes the company is facing?





## Ask and Listen

- What upcoming work or projects are happening Q1–Q2?
- What are the anticipated number of hires for this work?
- Have they placed any work on hold?
- What strategic changes will happen in the business (divestitures or restructuring etc)?
- Verify their locations.

# Ask and Listen

- What is their process to hire (CTR and Perm)?
- How would they improve the process?
- What situations lead to using contractors & what departments have contract work?
- What are their most difficult jobs & locations to find talent?





## Goal: Learn the Entire Opportunity

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- What is the agency \$ spend perm and contract for the department?
- What is the agency \$ spend perm and contract for the organization?
- What is the total number of contractors in company?
- How many contractors on the team?
- Total number of perm hires from agencies?





## Find the Decision Makers

- What is the impact and cost when a job remains open?
- Do they have open jobs now?
- Explain the difficulties of using job boards, HR (if applicable).
- Who are the decision makers in the process?
- Can you identify a coach to help you navigate?

# The Four Buying Influences



**The  
Economic  
Buying  
Influence**



**The  
Technical  
Buying  
Influence**



**The User  
Buying  
Influence**



**The  
Coach  
Buying  
Influence**

## Who Else?

- Who else should we be speaking to in other areas or on the same team?
- Ask for introductions to other managers while onsite or on video.
- If they can't physically introduce you, can they send an introduction email?
- Write it for them.





# Close the Meeting

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- Demonstrate how you can solve their challenges by highlighting capabilities.
- Use success stories with other companies to draw a parallel.
- Set the expectation you will candidate market.
- Set the next meeting or call with the manager to lock it on the calendar!
- Summarize action items & agree on next steps together.

A photograph of two men in business attire shaking hands in an office. The man on the left has grey hair and is wearing a dark suit, light blue shirt, and patterned tie. The man on the right has dark hair and is wearing a light grey suit, white shirt, and dark blue tie. They are both smiling. The background is a bright, modern office with large windows and blurred furniture.

**Gain client share by knowing the entire opportunity & provide them your full set of services.**



A photograph of two men in business attire shaking hands in an office. The man on the left is smiling broadly, wearing a grey blazer over a blue checkered shirt. The man on the right is seen from the back, wearing a light blue shirt. The background is a blurred office environment with windows and other people.

# Stand Out by Customizing a Solution





## Opportunity for Customized Solutions

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- Clients hiring in an industry vertical with specific skill set challenges – healthcare, manufacturing, DOD
- Clients with in demand, high churn needs – RNs, IT Desktop Support, CPAs etc.
- Companies with difficult geographic locations & skill sets
- Companies with high volume or project hiring

## Opportunity for Customized Solutions

- Clients challenged with process & delivery in HR, MSP, or internal recruiting
- Do you bring in contractors using SOW? RPO?
- What additional service offerings would benefit the team & company?
- Be a proactive problem solver!





**Deliver the Right  
Value-Add**







## Deliver Value Add Services

- How can we add value to you & the company beyond filling jobs?
- Provide something outside of staffing. Give industry, marketing, salary, or skill set data.
- Educate them on workforce trends and changes. Provide your newsletter, blog, or article.
- Have you invited them to a company sponsored event or visited on site lately?
- Offer workshops, LI live, or webinars to them (onboarding, interviewing, retention, AI) etc.



## Deliver Value Add Services

- Have you featured them in an article, podcast, webinar, or blog?
- Candidate Market.
- Make peer introductions in the same industry for them to troubleshoot issues.
- Join and attend a professional assoc. event with them.
- Sign up for [shrm.org](https://shrm.org) & Forbes – CEO, CIO, CFO sections for article sources.



## Value Add After The Sale

- What are their challenges with onboarding & retention –perm & contract?
- Perform placement aftercare and follow up.
- What could a staffing firm provide/do better than their current providers?
- Ask for feedback on your performance.







**Who is your top staffing company and what sets them apart? What has your experience been with our performance, and how can we improve?**



Consistently DELIVER and follow through on promises with action – do what you say!



## Create Trust & Show Gratitude

- If you make mistakes, correct the problem.
- Show gratitude and make decisions based on the **long-term relationship**.
- Build a reputation to retain existing and attract new clients to us.





# Stand out in Staffing 2025

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