



**careerbuilder**<sup>®</sup>  
STAFFING & RECRUITING

# Building a Sales Culture

*Presented By: Chris Skerrett, Regional Sales Manager*

START BUILDING

# **AGENDA**

**Defining Culture**

**Staffing Culture Today**

**Defining Your Cultural Vision**

# Word Association



Source: Business Insider: Why Everybody in Seattle Wants to Work for Amazon

# WHAT IS CULTURE?

*Culture fosters connection to a greater vision and informs employees of how they can make a meaningful contribution.*

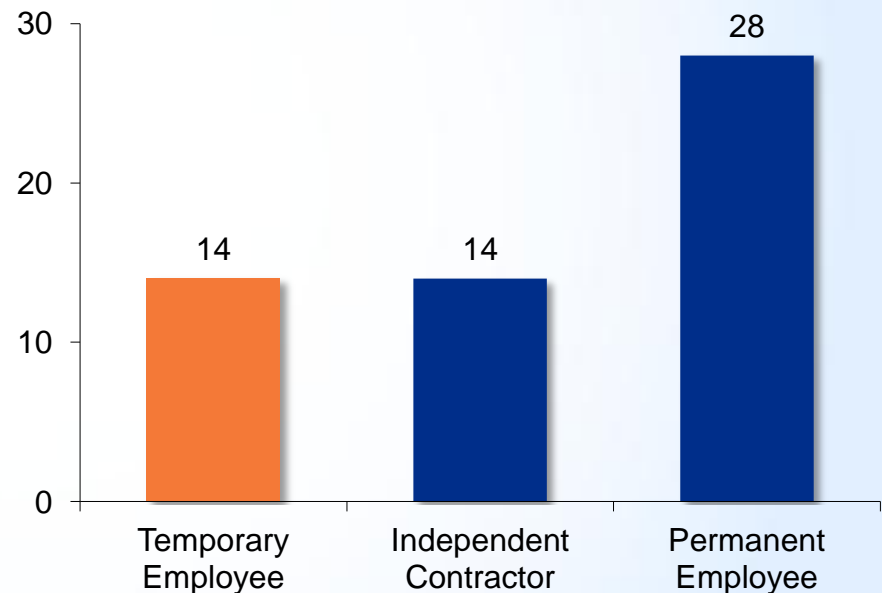


# CLIENT EXPERIENCES ACQUIRING TALENT

**32%** think finding talent is more difficult than a year ago.

**34%** think talent hired through a recruiting firm is better than that hired through other sources.

**MEDIAN DAYS TO SECURE TALENT**



# WHERE STAFFING FIRMS EXCEL AND FALTER WITH STAFF

## Proud of their Firm and their Job

I enjoy working with my colleagues.

8.8

I am proud to work for my staffing firm.

8.7

Our firm's client satisfaction is significantly higher than our competitors.

8.6

We treat the job seekers we work with significantly better than other staffing firms.

8.6

I am proud to work in the staffing industry.

8.6

0 5 10

## Undervalued and Underappreciated

I am given the training opportunities I need to improve and grow professionally.

7.3

The benefits offered to me by my company meet my needs.

6.8

There are opportunities for advancement for me within my staffing firm.

6.7

I am completely satisfied with my current salary.

6.3

I am overwhelmed by the amount of work I have to complete in most weeks.

5.5

0 5 10

# WHEN PEOPLE LEAVE STAFFING FIRMS IT IS BECAUSE.....

**You're  
Fired!**



# Southwest Airlines revisited

[http://youtu.be/pvdCFYLf\\_JI](http://youtu.be/pvdCFYLf_JI)



# MAKE A GREAT FIRST IMPRESSION



# CULTURE AND COMMUNICATION



# RECOGNIZE GREAT PERFORMANCE



**WHO OR WHAT ARE YOU  
TO YOUR EMPLOYEES?**

**WHAT DO YOU WANT TO  
BE?**