

## Summary note – Fit for the new dawn – business support webinars

### Shaping your products and services strategy to win new market shares

#### Our regular speakers:

Paul Jacobs and Howard Greenwood from *LoveWorkLife*

Dave Pye from *ToAugment*

#### Guest speakers:

Paul Sharpe

### Your questions answered

Managed Service Provider (MSP) and Recruitment Process Outsourcing (RPO) models are not exclusive to large businesses/agencies; SMEs have an equal opportunity to win business through expanding their service offerings.

#### Q. Should I consider offering different/other services to clients?

- Yes, as the market is changing – the temp labour market is bouncing back quicker than the perm, recruiters need to help their clients adjust.
- The recruitment process is becoming more dependent on technology and data.
- Clients' needs have changed. Recruiters need to start thinking differently and become more consultative.

#### Q. Where should I start and how can I compete with others already offering RPO/MSP services?

- Start with your business strategy – target markets, products and your unique selling points.
- Understand your relationship with clients – do they come to you for advice or to solve issues? If not, think how you can build your relationship up with them and increase trust levels.
- Different services will have different decision makers – HR, procurement or line managers, CEO, etc. – know who they are and get close to them.
- Learn the drivers behind your client's business, what their business and people strategy is, are they reskilling or re-hiring, etc. Analyse the market (PESTLE/Ansoff matrix).
- Be innovative and stand out from the crowd – in-depth research is key.

#### Q. Why would a client consider outsourcing some or all of their recruitment?

- People – there could be a lack of skills internally.
- Cost savings – it allows for change to be implemented quicker and helps clients control their spend; the full process would be underpinned by tech and SLAs.
- Quality – negotiated and agreed upfront, and it is achieved through leveraging structured processes.
- Lack of investment – clients frequently struggle to get sign-off for recruitment platforms; this provides a window for recruiters to offer compliant MSP/RPO services.
- Compliance – having one contract, one process makes the governance of compliance easier.





**Q. What type of services should agencies consider offering to clients and what are their benefits?**

- The range of services should be driven by the client’s need – think how you can help them from a workload perspective.
- The main benefits of outsourced services are:
  - For owners – recurring revenue as well as higher business (and selling) value; a chance to become more intrinsically embedded in your client.
  - For consultants – career progression, experience and improved client relationships.
  - For clients – cost control, compliance, rapid access to in-demand skills, diverse workforce and agility.
  - For candidates – standard process, one experience and talent pooled for other opportunities.

**Q. What are the commercial, contractual and practical risks with offering outsourcing services?**

- Scoping is key – make sure to have all the data at the start: volumes, skill sets, locations, etc. If it’s a project, consider inputs/outputs, dependencies, milestones, project plans and costs.
- Pricing – volumes, churn rates, day rates, salaries, cost of delivery, tech, job boards, etc.; build in flexibility into volumes to revisit the pricing.
- Practicalities – understand if you have the necessary resources, tools and expertise in your business to deliver the service.

**Presenters' contact details**

	
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