



As a Bullhorn Marketplace partner, it's absolutely essential that you have a basic understanding of staffing roles, what it's like to be a staffing recruiter, and the impact that your solution can have on the industry.

We hope that this overview extends your staffing knowledge base, helps you to have more meaningful discovery calls and powerful demos with our customers, and ultimately increases your win rates.

### **Staffing firms have two customers: the client and the candidate.**

#### **Staffing firms have a few overarching goals:**

1. Get more job orders
2. Find the best candidates to fill those job orders
3. Make clients happy and get more job orders

#### **Who are staffing recruiters and what do they do?**

Recruiters are the “face” of the company for the candidate. It's very important for recruiters to understand the businesses that they support - financial services, healthcare, light industrial.

The primary responsibilities of a recruiter lie with candidates - sourcing, reviewing resumes, prescreening, candidate presentation, interview prep, offer negotiation, reference checking & background screening, and more.

#### **What are some of the traits of a good staffing recruiter?**

- Good listener and communicator
- Target driven
- Relationship-oriented
- Sense of urgency
- Time management
- Proactive problem solver

When talking to Bullhorn customers and prospects, focus on the aspects of your solution that might enhance some of these traits.

#### **What are some recruiter pain points and frustrations?**

- Finding enough time in the day to network and source new candidates, follow up on reference checks, background checks, and so much more.
- Following up with candidates with no return call/communication.
- Gathering information from candidates that the firm has already worked with.



- Timely feedback from a client on candidate submittals.
- Easily capturing metrics and activity.
- Candidates flaking out, not showing up for assignment, etc.
- Offering a differentiated experience to candidates and clients.

### **How can partners help recruiters and alleviate some of their pain points?**

Bullhorn's open ecosystem and marketplace of 100+ pre-integrated partners gives staffing agencies the tools they need to build a unique, future-proof solution with the flexibility they need to quickly adapt to a changing landscape, and focus on the things that matter most.

### **Partners can help our customers:**

- **Make better, faster business decisions:** unify their tech stack, eliminate duplicate efforts, and leverage data transparency to assess their business and adapt quickly.
- **Enable productivity anywhere, anytime:** drive employee performance, motivation and output in an ever-changing landscape.
- **Build relationships with enhanced client and candidate experiences:** create unique, connected experiences for candidates and clients to increase client satisfaction, loyalty and long-term success.