

Implementing a

Talent Acquisition Strategy and Employer Brand **at Your Laundry**

PRESENTED BY MATT SMITH
AND STEVE COOKER

Matt Smith

Bio ▾ ▾ ▾

- Headhunter and recruiter dedicated to the laundry, linen, and uniform service industry
- Background in the industry before recruiting.
- Started as a route rep, became a service manager, and eventually a GM. Helped lead the family linen/uniform service business before pursuing a career in talent acquisition.
- Trained and certified by ADP's Advanced Internet Recruitment Strategies (AIRS).
- Present: Director of Recruiting at Infinite Laundry and resides in Saratoga Springs, NY





Steve Cooker

Bio ▼▼▼

- Steve Cooker is an experienced Marketing Director with a demonstrated history of working in the Digital Marketing industry.
- Steve is skilled in Social Media Strategies, Customer Service, Brand Awareness, Customer Acquisition, Sales, and Ad Development.
- He helps Infinite Laundry clients across the globe market their businesses to prospective customers and employees.
- Steve is the Director of Client Communications at Infinite Laundry and resides in Boca Raton, Florida.

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Presentation Objectives



Why Talent Acquisition (TA)? A lot's changed in the talent world. Today's market requires a **shift in mindset**

The differences between hiring, recruiting, and talent acquisition

5 tips to develop a TA strategy that will help you **recruit and acquire** better talent

Tips for finding/sourcing candidates

My partner, Steve, will share tips on how to improve employer branding and use marketing and advertising to **hire more effectively**



AMAZON.COM



This Year Is ?

- The newest cell phones this year looked like this
- Napster was launched
- Amazon was 5 years old (first year over \$1B)
- The Broncos won the Super Bowl for the 2nd year in a row
- Bill Clinton was acquitted



1999 vs. Now

- A lot has changed since then, but has the way you hire?
- LinkedIn, Indeed, and most other job boards did not exist
 - These are great tools but they're just as good (or better) for candidates
- "Like finding a needle in a haystack"
 - Both for you finding candidates and for them finding you
- If you do find them, they can (and will) be picky

2002: LinkedIn Founded

There are over 57 million companies listed on LinkedIn, with **more than 15 million open job** listings (LinkedIn, 2021)

2004: Indeed Founded

Indeed has more than 250 million people searching for jobs every month, and **10 new jobs** are added to Indeed every second.

The Reality of Posting to Job Boards

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- Your ad only shows to people searching for a job
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- Only a fraction of those searching will find your ad
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- It shows to NONE of the candidates not using the platform (often the best candidates)
- Extremely expensive – burns budgets quickly



1 [Active candidate](#)

0 Awaiting

1 [Reviewed](#)

0 Contacting

0 Hired

150.00 (USD) total cost
\$30.00 daily

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One-Click Apply Has Ruined Job Ads



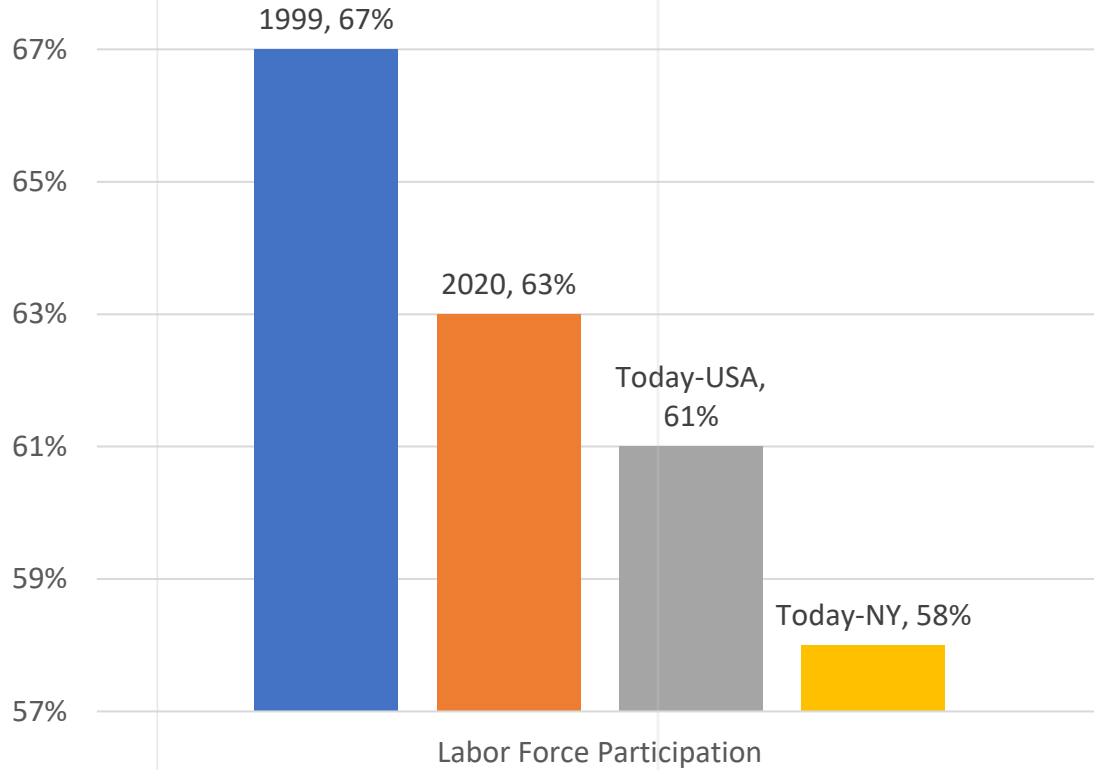
Candidates can apply to a high number of jobs – but they may not be qualified at all and can take their pick.

Hiring managers sometimes boast of the number of applicants they receive. But are they quality?

Having fewer, better candidates is almost always better than having a higher volume of them.

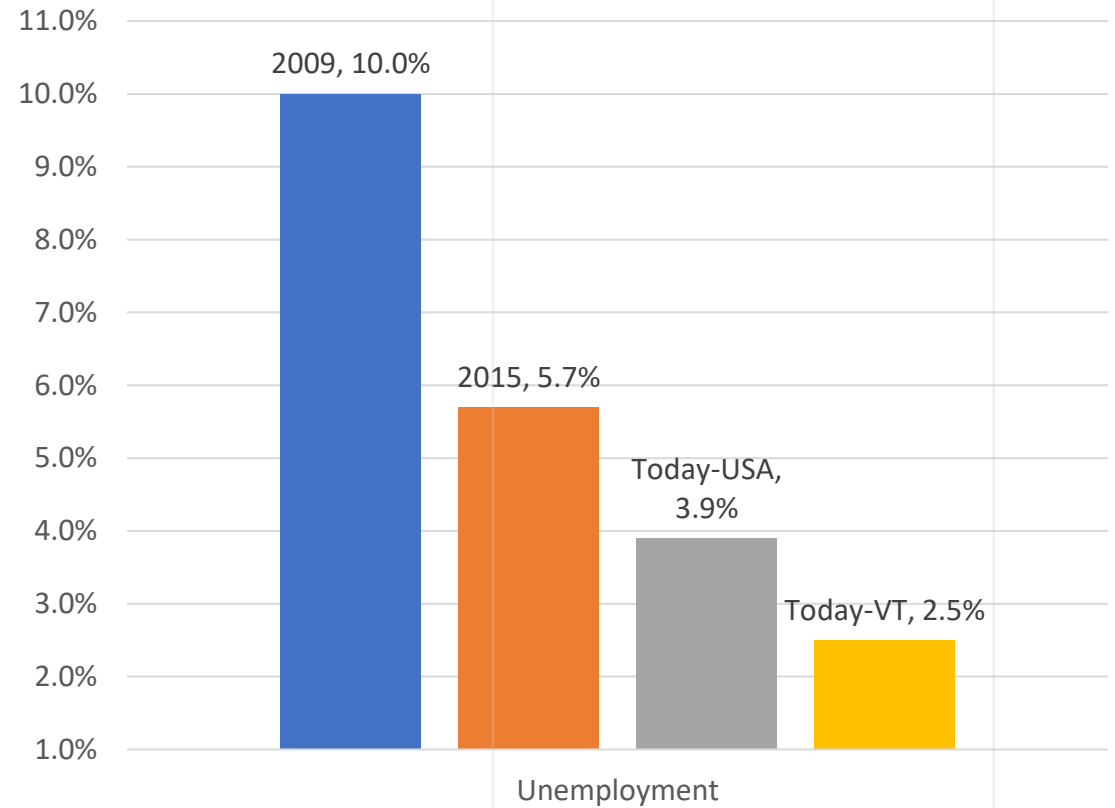
Candidate Supply – All Time Low

Labor Force Participation



State with Lowest LFP: Mississippi 53%

Unemployment



State with Lowest Unemployment: Nebraska 1.7%



A Lot Has Changed. Has Your Recruiting Mindset?

1999

- Candidates had fewer options
- Job searching took time and effort
- When candidates were searching for a job, they needed a job
- **Recruiters processed applications and selected the best**
- **An Employer's Market**

2022

- Candidates have endless options
- Can apply to hundreds of jobs in an hour
- People search jobs routinely and employers can now also find them (online profiles)
- **Recruiters today are expected to find the people then "sell" the opportunity**
- **An Employee's Market**

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**The point is:
Candidates
Can Be Picky!
Therefore:**

You should think of hiring more like acquiring a customer.

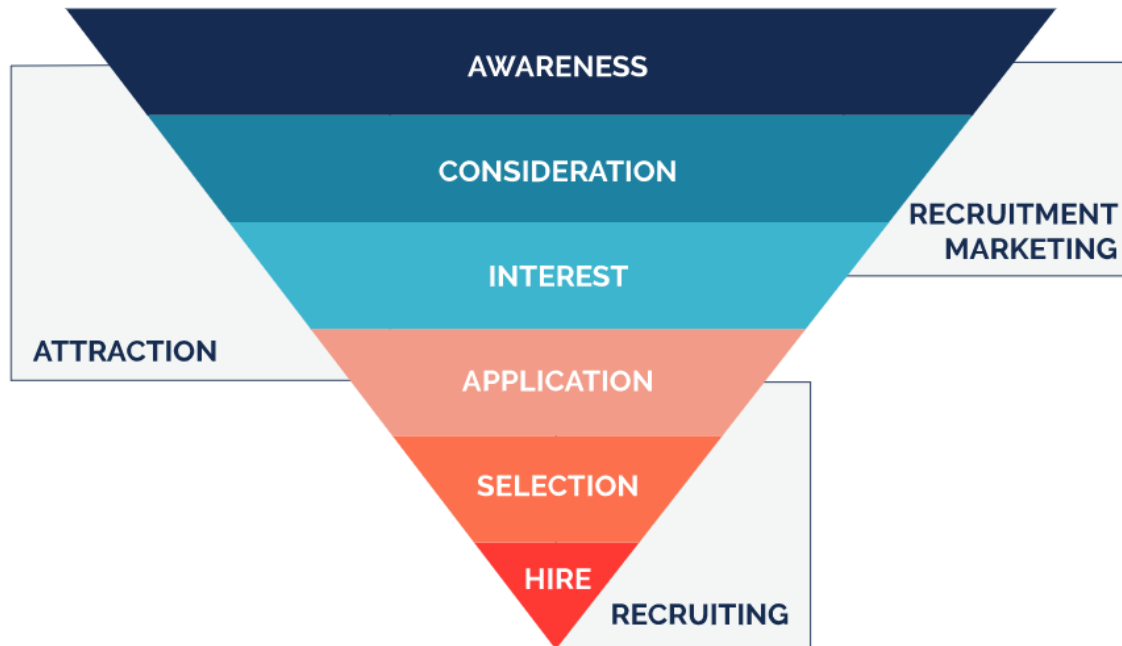
You want/need them, so you must find them, then sell them on your opportunity and working for you.

That's my definition of "recruiting" – it's a shift in mindset. Not relying on applicants, but instead finding then pitching candidates.

What is Talent Acquisition?



Talent Acquisition is the Entire Process



Awareness

Candidates think: What is this company anyway?

Consideration

Candidates think: What's in it for me?

Interest

Candidates think: What makes your company different?

Application

Candidates think: Have they received my application?

Selection

Candidates think: Do they like me? Do I like them?

Hire

Candidates think: Yay, I got the job!

Candidates vs. Applicants

- When we recruit, we are pursuing passive “candidates,” not people actively searching for a job (applicants).
- Employers expect applicants to “jump through some hoops” to be selected.
- Contrarily, passive candidates sometimes expect the employer to “sell them on the job” before they consider the position.





Tips for Developing a Talent Acquisition Strategy

Tip 1: Assess the Hiring Process

Does your Sales Team ask prospective clients to fill out a credit application before proposing products and services?



Probably not. But how many of you make a potential employee fill out a lengthy application before you'll even speak to them?



Every step we make a candidate take is a potential spot for candidate "fall off" to occur.



Consider this: You might have to pitch the candidate first! Then screen them.

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AKA Candidate Experience



Who will candidates interact with along their journey?



What will they interact with?



What challenges will they face?



How can you use technology to solve them?



How can you use your people to improve the talent journey?



Think about how to make your recruiting process frictionless.

Determine Interest Before Interviewing

Consider
starting an
interview with
this question:



**What questions can I
answer for you about
the position or
company to help you
decide if it's a fit?**

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•

If you have an internal recruiter...

Ask yourself or ask them
these questions:

- Would you consider yourself a good sales rep?
- Do you understand the roles you're filling?

Understanding the Role

- Candidates will ask detailed questions before determining if they are interested
- Asking them to interview first will turn most away
- Who's answering these questions at your company?



Jeff
to Matthew ▾
11:19 AM (3 hours ago) ☆ ↶ ⋮

Matt,

Thanks again for your time earlier. I started looking at the links you sent. Based on your past experience in this industry, would you mind answering the following questions for me? I figure you'd have first hand knowledge/input on most of these and would be able to provide me some beneficial information.

Thanks again.

Jeff A [REDACTED]

- 1) How competitive is the industry itself and what sets [REDACTED] apart from its competitors? IE: Why would some choose to do business with them or want to switch to them?
- 2) I understand the position is looking for the Hunter mentality but I also like to break things down on a daily/weekly basis. From your experience, describe a typical day in the field and how many potential doors need to be knocked on in order to build a sufficient funnel and meet the quota objectives. Daily and/or weekly numbers
- 3) How long is a typical sales cycle?
- 4) What is the closing ratio of the doors a rep knocks on?
- 5) Are Service Agreements standard in the industry and will most customers who are not using [REDACTED] be under a contract with another vendor? Is there a penalty to break these contracts?

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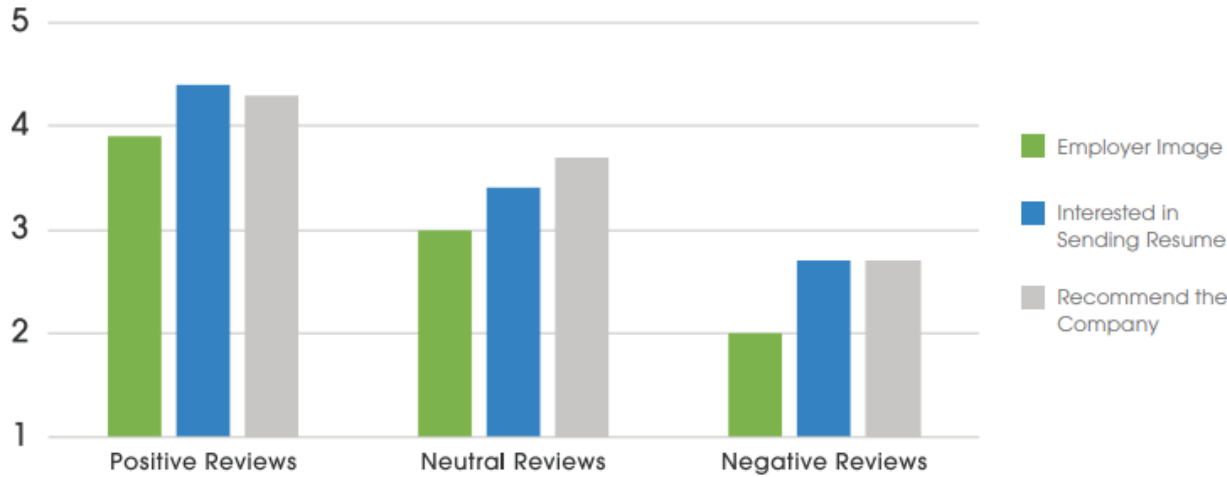
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Tip 2: Online Reputation Matters

- 1 in 3 people have turned down a job offer because of a company's bad online reviews (source: Fractal survey)

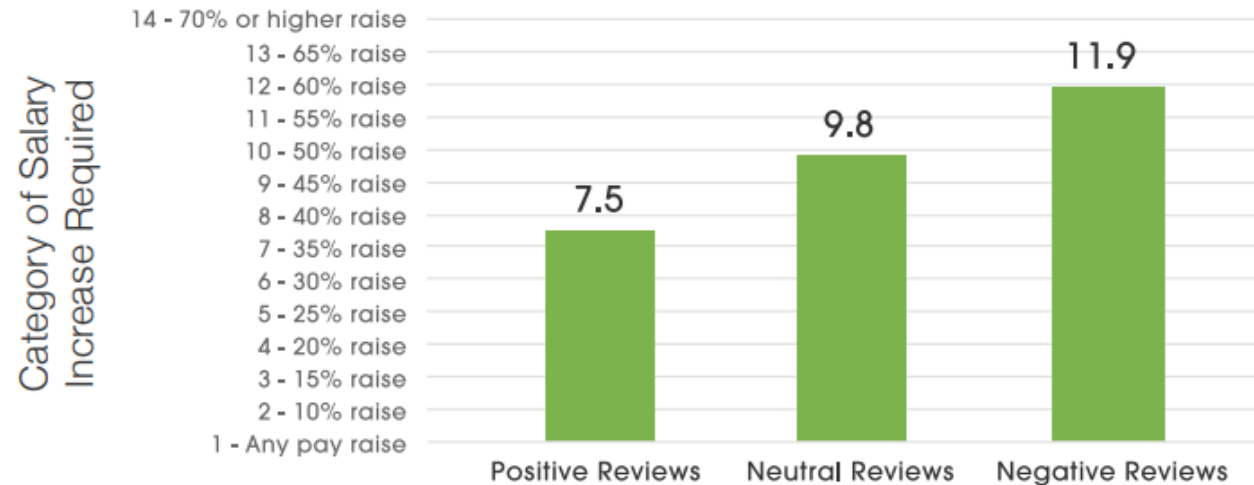
FIGURE 1. Impact of Positive, Neutral and Negative Employer Reviews on Image and Recruiting Ability



Source: Melián-González & Bulchand-Gidumal (2016).



FIGURE 2. Impact of Positive, Neutral and Negative Employer Reviews on Salary Demands by Prospective Employees



Tip 3: Leverage the Right Hiring Technology

- Using cutting-edge HR tools and technology is no longer optional. It's a must!
- Allows HR to centralize all core processes and save time on manual work, such as searching for candidates, screening resumes, shortlisting candidates, centralizing communication, manually posting jobs, and scheduling interviews.
- Choose the tools that will save the most time.
- Results: reduce hiring costs, improve the quality of decisions, and boost candidate engagement.
- Examples: Workday, iCIMs, and Jobvite



Choose Tech That...



- **Saves Time** – recruiting is labor intensive, just like sales. It’s a numbers game.
- **Gets Quality Candidates** – Don’t choose based on what gets you the most candidates. Instead, use tech that helps you organize and screen to get a **shorter list of more qualified people**.
- **Is Easy To Use (Or Users are Tech Savvy)** – Knowing how to navigate the systems is key! We use 30+ of them, and they change constantly.

Tip 4: Avoid a Common Mistake

- Hiring a high performer and NOT empowering them.
- High performers expect to be empowered.
- Hold them responsible and accountable for the **outcomes/results** of their actions, not the actions themselves.



Tip 5: Employee “Bottom Lines”

- This tip works great for production employees
- Think about compensation through the lens of employees’ cost-benefit analysis.
- Paying more is great. But that’s like evaluating a P&L by only looking at the top line.
- What really determines a person’s ability to survive and thrive is the bottom line: *net discretionary income (NDI)*.
- NDI is the money you have left after paying for essentials like rent, utilities, and childcare.



Ideas To Improve Your Employees' Bottom Line

- **The top line (pay) always needs to be fair.** Research the position specific to your market on a regular basis.
- **Commit to a guaranteed number of hours** per week to reduce volatility.
- **Consider benefits that contribute to the bottom line:** tuition reimbursement, matching credit card or student loan debt repayments, transportation and childcare subsidies, or negotiated discounts for your employees.
- **Consider incentive pay** like efficiency rate bonus (not piece rate), attendance bonus, automatic seniority increases.





How do I Find Candidates?

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How can you find candidates?



Sure, there are a bunch of strategies...

But when clients ask me how they can recruit on their own, I'll tell them this:

It takes time commitment,
a thorough understanding of the job,
and the right tools/tech for your needs.

If you have all three, you're set up for success to find people. Then you just need to sell them on working for you.

Recruitment is No Longer a Clerical Task

- Senior leaders must be laser-focused on bringing on the best candidates. It's no longer a clerical task.
- Talent is the lifeblood of any organization. Without it, no business can hope to survive.
- The stronger the recruited talent, the better the future of the business.



Takeaway

It USED to be: Lots of people looking; Find the best one

NOW: Not many looking; Almost everybody actively looking is a low performer or has baggage

THEREFORE: We must focus on finding passive talent (a lot more time consuming)

WHICH MEANS: It's truly an "Employee's Market"

Hopefully these tips and strategies will prepare your company for the shift in mindset and to implement a talent acquisition strategy.





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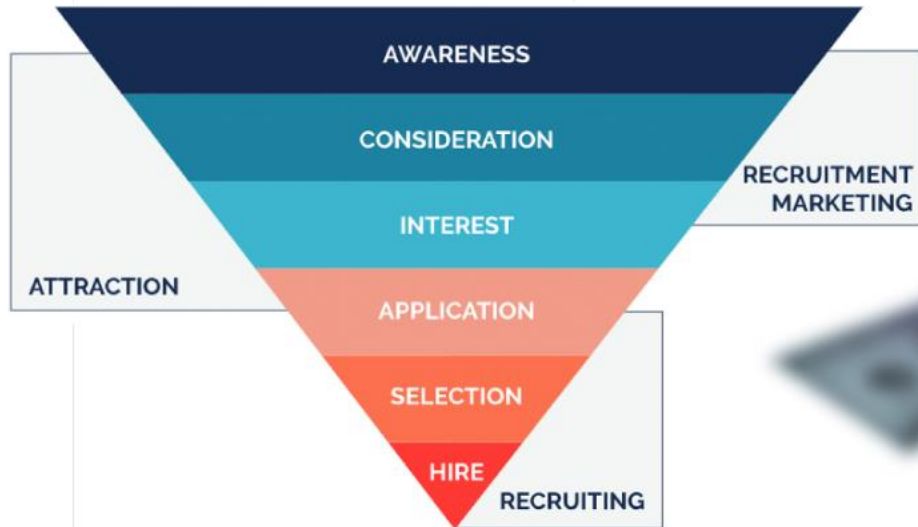
▼ ▼ ▼ Presentation Objectives



Marketing helps with Recruitment – most notably in the attraction stage of the talent acquisition process.

- How and Why Online Reputation Matters
- How to Get More Good Reviews for Your Company
- How Brand Awareness Helps Transition Candidates into Applicants
- How to Reach Qualified Prospects through Targeted Marketing
- Digital Presence Must-Haves

Brand Funnel



- Your brand is visible to customers AND employees



How and Why Online Reputation Matters

- Often the first impression of your company.
- Where are people looking?
 - Reviews
 - Website
 - Google My Business and directories
 - Social Media
 - Search Engines
- What can you do to give a good first impression where people are looking?
 - Solicit reviews
 - Invest in website design and performance routinely
 - Optimize business information across all directories (especially Google My Business)
 - Have ACTIVE social media channels on many platforms
 - Ensure you are visible in search engines through SEM and SEO

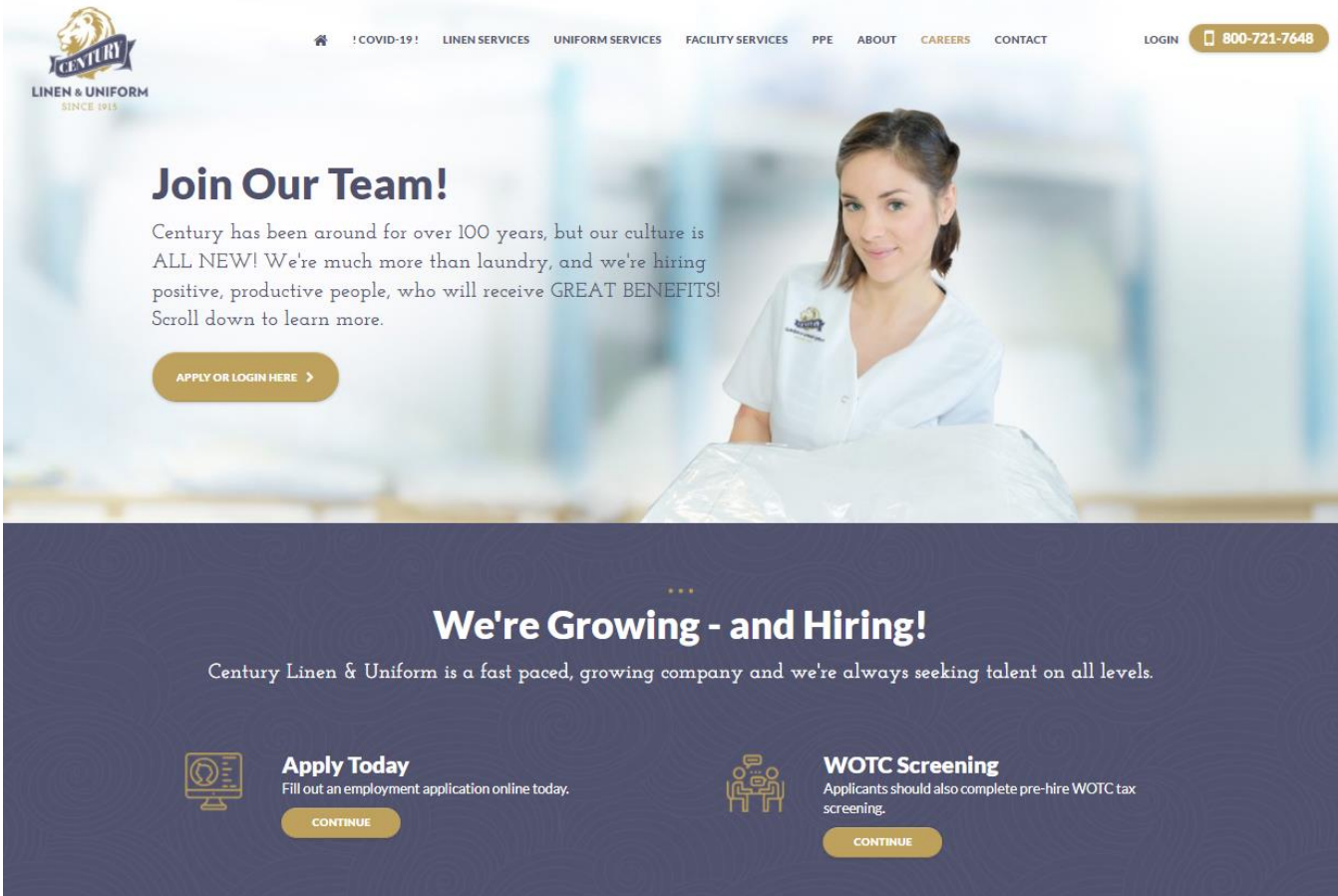


How to Apply Marketing Principles to Your Recruiting Strategy

- Employee reviews:
 - Solicit current
 - Run email campaign to current employees
 - Bring it up in meetings
 - QR in break room



Employer Brand Webpage



Join Our Team!

Century has been around for over 100 years, but our culture is ALL NEW! We're much more than laundry, and we're hiring positive, productive people, who will receive GREAT BENEFITS! Scroll down to learn more.

[APPLY OR LOGIN HERE >](#)

We're Growing - and Hiring!

Century Linen & Uniform is a fast paced, growing company and we're always seeking talent on all levels.

Apply Today
Fill out an employment application online today.

[CONTINUE](#)

WOTC Screening
Applicants should also complete pre-hire WOTC tax screening.

[CONTINUE](#)

- Use same principles you use to attract customers to attract employees
- Optimized through SEO and SEM





How Brand Awareness Helps Transition Candidates into Applicants

- Candidates are 40% more likely to apply for a job at a company in which they recognize the brand compared to a company they have not heard of.
- By actively managing and promoting your employer brand, it can mean the difference between attracting quality talent or allowing them to pass you by.
- Hiring decision makers prioritizes informed candidates above all other types of candidates.
- 88% of hiring decision-makers said that an informed candidate is a quality candidate.
- Invest in employer branding to help ensure candidates have pertinent details about their company and culture to attract informed candidates.

Digital Presence Must-Haves

- Website
- Reviews
- Social media presence
- Glimpse of culture





Thank You!

