

Case Studies of Progressive Staffing Companies

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Relocate and Reinvent company

- **Situation**: A small staffing co. in rural area was in O/S direct hire and stagnated with minimal sales and profits. They needed a strategic growth plan. The logical market to enter was L/I temp but the owner did not have the staff or expertise
- **Solution**: We relocated company to nearby mid sized city, hired experienced staff, go a LOC and entered LI. Sales eventually rose to \$10 million, with 2 offices a 3.5% ROS and a FMV of a 3.75 P/E. We could not find an outside buyer and offered it our super sales rep via an earn-out. Using OPTIEXIT, in 3 years the company was hers. The owner sold the business at FMV + net accounts receivables

Move into New Line of Business

- **Situation**: Client was an Inc 500 co, in full service O/S in Silicon Valley. Sales rose 10 fold to \$12 million during 1990's. After the 9/11 recession, sales fell to \$2.5 million. The market changed due to MS Office and IT's dominance. But they did not change their business model. Sales fell to \$2.5 mil as orders dried up, their top producers left while their dead wood remained, management made poor decisions and the co. was on edge of closing down
- **Solution**: We turned things around, created a business plan, hired a top notch IT professional to grow contracting, created an equity program to attract and retain him. Company has restructured business around IT, terminated deadwood, instituted motivational comp plans, we are now implementing OPTIMAL/MATRIX - MSP/MVS to drive the process and significantly increase sales and profits

Restructure

- **Situation:** Client was an old line co with \$40 million in LI + minor healthcare in stagnant market and unprofitable offices. Owner contacts were key to survival. Three clients accounted for most of sales but at low margins, with overhanging debt obligations and 2 sales reps preparing to exit co. and take clients. Co was on the border of \$900 mil IT market that we did not have the staff to penetrate
- **Solution:** We brought on an IT team to penetrate market; the manager was a know entity. We closed marginal offices, replaced several marginal staff with a superior personnel, used OPTICOMP to create a motivational comp plan, OPTIPLAN to set productivity and efficiency standards and OPTIPRICE to create win-win proposals

Service Line Extension

- **Situation**: Client was in a narrow Healthcare segment in one geographic area. Growth was limited due to insufficient candidates and high turnover. Their ability to grow limited them to high margin accounts and could not bid larger competitively priced jobs. Their market share was 30% in their home county, but 9% in the greater market they served as determined by OPTIMARKET
- **Solution**: We expanded into 2 new allied healthcare areas and doubled our size. We brought the team together for Tactical Operating Meetings to share our expectations vs. results. We improved our hiring model, expanded our net to find highly qualified candidates and are preparing to enter new geographic markets

Improved Comp Plan

- **Situation**: A division of a multi billion staffing company had grown over the years via acquisition and now had multiple comp plans that needed to be made uniform
- **Solution**: We created a “win-win” comp plan via OPTICOMP for Sales Reps, Recruiters, Regional & Divisional Managers. A compensation pie was created based on an individual contribution in the placement process. Salary adjustments were made based on level of responsibility and were phased in over a period of time with a safety net to insure a smooth transition and give them time to adjust. We had multiple scenarios and team meetings before arriving at the final plan

Expanding and Cash Requirements

- **Situation**: A diversified staffing firm with a core set of IP wanted to grow and become more profitable but didn't know to implement such a program
- **Solution**: After extensive evaluation, we created a robust value added services program, setting us apart from the competition with OPTISAVE. We identified key deliverables and documented how much money we would save clients and prospects to secure higher margins and gain more business. We branded and copyrighted this as our proprietary program.