

**By Barbara J. Bruno, CPC, CTS**

I just returned from speaking at several conferences. The spring conference season is coming to an end and I started to reflect on what separated the true winners in our profession, from average producers. It all comes down to a winning attitude and the tenacity to stay in the game.

One of the companies I addressed was an extremely successful staffing company. I was amazed to learn that they fill 100% of the temp orders they write! It is not acceptable behavior to quit, until all temp orders are filled! How many of you involved in a temp, contract or blended desk have this high standard of performance? Just think for a moment about the money and income you have lost in the past five months from orders that were not filled.

In this candidate-driven market, it is so important to have a continual flow of new qualified candidates. It doesn't make a difference if you are working temp, contract, contingency direct or retained search. You are judged on your ability to provide results to your clients and candidates. Often you have initial coverage for your job orders, but as the interview process continues, candidates are eliminated and you don't replace them.

Until you have an offer, start date, acceptance and the candidate has started the assignment or new opportunity, your job is not done. You owe it to yourself, your clients and candidates to continually present top talent on your job orders. Your goal is to have multiple candidates in the final interview process.

Write down the number of job orders or temp/contract assignments you have written since January 1, 2011 to the present. Now write down the number of those orders that have been filled. Figure out the fees of all the orders you did not fill. Then figure out how much money you **could have** earned, if those orders had been filled!

A **win** in our profession is only enjoyed when our clients hire our candidates! Get interview times when you write job orders and more importantly, make a personal commitment to fill the job orders you write! Don't quit until you **win**. To **win**, you need to stay in the game until your candidates are hired and fulfill their commitment to your client.

**ATTENTION OWNERS:**

**If you're hiring and "training" is NOT best use of your time...watch this DEMO.**

**If you feel your Sales Team could produce more....watch this DEMO.**

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