

# Make Every Minute Count!

By Terri Roeslmeier, Automated Business Designs, Inc.

Everyone is “recessioned out”, but efficiency will put time and money back on your side. Put a plan into place that will help you regain control of time.

First, it is important for everyone on your team to know your product. That means really know your product. It is said that 80% of business success is having the right people in place. Staffing clients with the “right people” on a temporary or direct hire basis can mean the difference between your client’s success or failure. There is no better value than the investment in a strong team of people. It is also true that you must know your customer so that you are completely adept at determining which people are right for them. That being said, it is time to go about the business of staffing and direct hire placement.

In order to be productive, it is necessary to connect with people. Whether connecting via technology or a good old “look in the eye” face-to-face meeting, it is important to stay in contact with candidates and clients. The human transaction factor cannot be overlooked or underestimated. Technology is wonderful but the true meaning of technology only comes forth when used appropriately. Using technology to shield our companies from the human transaction factor lessens the value that it can otherwise bring to the organization.

Technology tools encompass a wide variety of components. We have databases that we use to store information on candidates and clients. There is email for communication. Social networking and job boards are widely popular. Texting is an interesting way of keeping in touch. How can all of these tools align themselves with specific business goals? At what level is it best to incorporate any given technology tool?

Without the incorporation of strong automation within the office, businesses cannot succeed in today’s environment. The goal is to operate the business at the highest competitive level. It’s not simply about procuring business. It is about managing business relationships. Relationship management can only be effective if the appropriate information is at hand. For example, a large new account may look extremely attractive. However, what will it take to service them? What concessions must be made? Will smaller accounts suffer? Would the large account interfere with customer base diversification? No one should want an account that they have to depend on for too much revenue. It’s not safe. Business analysis through automated reporting will identify percentages of business that clients satisfy, with the accompanying revenue. With this information, solid business decisions can be made.

Ever witness so many email strings that you want to shout out, “Will you just pick up the phone?” Or ever try to get help from a vendor and be forced to look through on-line support that never really has the answer that you are seeking? While both of these technologies have their benefits, focusing solely on these methods of communication diminish service to the customer. Technology is best used to accomplish tasks quicker so that more time can be provided to what we will call “the human transaction factor”. There is absolutely no substitute for a phone call or a face-to-face meeting. Technology is not meant to replace these but to encourage more time for them.

Using social networking sites provides you with the ability to stay in almost constant communication with your candidates and clients. This is important. Job boards allow you to grasp data that would otherwise take much longer to gather. Email allows you to add a quick note or after-thought to an already had conversation. Text messaging candidates about opportunities hastens your ability to let them know about potential assignments in a fast and efficient way.

Databases allow you to store relevant information on your business. The more information available, the better position you are in to service. Knowing details on candidates and clients and their activity with your firm will make your team highly productive. Extensive information storage allows management to view the business from several perspectives for planning and execution. Business teams are prepared to sell. Information and toolsets allow the business to advance quickly and to capture and maintain business relationships. This all translates into a highly profitable business.

Software needs to connect several different types of technology in order to be effective. Anything that can be done quicker and faster should be. Time is of so much value that technology investments get almost instantly justified and then some. A total relationship management software solution will blend technologies and improve communication within the organization. Front and back office operations, outside interfaces (social networking, job boards, email, texting, etc.) all need to be connected in an effortless loop. This is a concept beyond time management. It's about being productive, not just being busy. Control time and you control profits.

**Terri Roeslmeier is President of Automated Business Designs, Inc., software developer of Ultra-Staff software for the staffing and direct hire industry. Ultra-Staff is a full-featured business intelligence solution with components for front office, back office and the web. Terri's email address is [TAR@abd.net](mailto:TAR@abd.net) or for more information on Ultra-Staff go to [www.ultra-staff.com](http://www.ultra-staff.com).**