


Recruiting strategy for senior sales team

 claude.ai/chat/3d8f9920-6138-4b70-8b13-404d9c13973e



BY ANTHROPIC

I

i have 3 seniors .. gave them to start fresh and get me a client for recruiting..

for arun and jimmy, i gave the bench sales responsibility, gave them only 6 non guidewire and asked to focus on placing them and creating new business both vendor relations and bench strength

what rate the weekly, daily, monthly, quarterly and yearly targets i can give them? also how should i run their status calls

The user has 3 seniors working on recruiting/staffing. They've given specific responsibilities:

- All 3: Find new clients for recruiting
- Arun and Jimmy specifically:
 - Bench sales responsibility
 - 6 non-Guidewire candidates to place
 - Create new business (vendor relations and bench strength)

They want to know:

1. Weekly, daily, monthly, quarterly, yearly targets
2. How to run status calls

Let me check the knowledge base for relevant metrics and processes. Looking at the documents:

From MASTER_OPERATIONS_MANUAL.md:

- Daily VMS target: 10 submissions
- Bench Available: 27 (15 Guidewire, 3 AI/ML, 9 Others)
- Current Monthly Revenue: \$7,000
- Target Month 1: \$55,000

From PROCESS_PLAYBOOKS.md:

- SOP-001: VMS Submission Process (30% interview rate, 10% placement rate targets)
- SOP-004: Daily Standup Protocol

From TEAM_PERSONAS_ROSTER.md:

Staffing Manager metrics and approach

From FINANCIAL_MODEL.md:

- Per contractor monthly value: \$4,480 net (after broker fees)
- Bill rates: \$85-150/hour for state, \$90-130 for commercial

Let me create specific targets for these 3 seniors based on the knowledge base metrics and best practices.

Looking at our current metrics and bench composition, here's a structured target framework for your 3 seniors, especially Arun and Jimmy with their 6 non-Guidewire candidates:



TARGET STRUCTURE FOR BENCH SALES TEAM

DAILY TARGETS (Per Person)

- **Client Outreach:** 30 calls + 20 emails
- **Job Postings Review:** 25 new requirements
- **Candidate Submissions:** 5 minimum (across all channels)
- **Follow-ups:** All pending from previous 48 hours
- **New Vendor Registration:** 1 portal/client

WEEKLY TARGETS (Per Person)

Activity	Target	Notes
-----	-----	-----
Submissions	25	Mix of direct & VMS
Interviews Scheduled	5-7	20-30% conversion
New Client Meetings	3	Video or in-person
Vendor Registrations	5	Prime vendors/MSPs
Rate Negotiations	10	Improve margins by \$5+/hr
Pipeline Value Added	\$50K	New opportunities

MONTHLY TARGETS (Per Person)

- **Placements:** 2 minimum (with 6 candidates, expecting 33% placement)
- **Revenue Generated:** \$9,000 (\$4,500 per placement)
- **New Vendor Relations:** 10 active relationships
- **Bench Additions:** 3 new candidates sourced
- **Client Logos:** 1 new client with MSA signed

QUARTERLY TARGETS (Team of 3)

- **Total Placements:** 18 (6 per person)
- **Revenue:** \$81,000
- **Active Contractors:** 15+ billing
- **Vendor Network:** 50+ active portals
- **Direct Clients:** 3 signed MSAs

YEARLY TARGETS (Team of 3)

- **Revenue:** \$400,000+
- **Placements:** 75+
- **Retention Rate:** 85% (contractors staying 6+ months)
- **Vendor Relations:** 100+ active
- **Direct Clients:** 12 with recurring needs

STATUS CALL STRUCTURE

DAILY HUDDLE (15 minutes, 9 AM)

Opening (2 min):

"What's your #1 win from yesterday and #1 priority today?"

Metrics Review (5 min):

- Submissions made yesterday: ____
- Interviews scheduled: ____
- Blockers: ____
- Hot requirements needing attention

Action Items (5 min):

- Who needs what help?
- Resource sharing (job leads, contacts)
- Quick decisions needed

Close (3 min):

"Top 3 actions before lunch. Go!"

WEEKLY DEEP DIVE (45 minutes, Monday 10 AM)

Agenda Structure:

1. Numbers Review (10 min)

- o Last week: Submissions/Interviews/Placements
- o Pipeline status (use this format):

Stage	Count	Value	Action
-----	-----	-----	-----
Submitted	X	\$X	Follow up
Interview	X	\$X	Prep candidates
Offer Stage	X	\$X	Negotiate
Starting Soon	X	\$X	Onboarding

2. Individual Updates (5 min each)

- o Arun's 6 candidates status
- o Jimmy's 6 candidates status
- o Third person's pipeline
- o Vendor relationship wins/challenges

3. Strategy Discussion (10 min)

- o Which skills are hot?
- o Rate trends observed
- o Competition intel
- o Process improvements

4. Week Ahead Planning (10 min)

- Top 3 priorities per person
- Resource needs
- Support required

TRACKING DASHBOARD (Share Screen Daily)

Create this simple tracker:

ARUN'S BENCH (6 Non-Guidewire)

Candidate	Skill	Status	Submissions	Interviews	Notes
-----	-----	-----	-----	-----	-----
Cand #1	Cyber	Marketing	3	1 scheduled	Hot lead
Cand #2	Full Stack	Available	5	0	Rate high
[etc...]					

JIMMY'S BENCH (6 Non-Guidewire)

[Same format]

PERFORMANCE INDICATORS

Green (Exceeding)

- Placement rate >15%
- Margins >\$35/hour
- Client callbacks >50%

Yellow (Meeting)

- Placement rate 10-15%
- Margins \$25-35/hour
- Client callbacks 30-50%

Red (Needs Support)

- Placement rate <10%
- Margins <\$25/hour
- Client callbacks <30%

SPECIFIC FOCUS AREAS

For **Non-Guidewire Candidates**, prioritize:

1. **Cyber Security** roles (\$110-130/hour) - government demand high
2. **AI/ML positions** (\$120-140/hour) - commercial focus
3. **Full Stack** (\$90-110/hour) - quick placements

Immediate Actions for Tomorrow:

1. List all 6 candidates with rate expectations
2. Research 10 companies using their skills
3. Connect with 3 staffing managers on LinkedIn
4. Register on 2 new vendor portals

Weekly Contests (Gamification):

- Most submissions: \$100 bonus
- First placement of week: \$200 bonus
- Best margin negotiated: \$150 bonus

This structure ensures accountability while maintaining momentum. Want me to create specific scripts for vendor outreach or candidate marketing emails?

I

call in board always for oversights.. I schedule 3 touch points everyday first 30 min of the day, last 30 min, and 15 min right after lunch..

Also, I have a call with the guy who is a broker to getting vms leads.. he is also willing to assist as freelancer for operations / hirings/ trainings/ sme / bda as needed and his expertise. Full disclosure i have no working relation with guy before just one of the lead i got.. tell me best questions to ask, best way to use him/ his expertise he claims, due diligence etc.. he got good communication / sales skills for sure and have good knowledge in industry i noticed in our conversations. how to position ourselves. he has come with insight on company state in all possible ways already.. how to deal in general

The user is asking for two things:

1. Input on their daily touchpoint schedule with their board/team (3x daily calls)
2. Advice on how to handle a call with a potential VMS broker/freelancer who could help with multiple areas

This is specific operational advice for their business situation - I don't need to do research for this. This falls under the "extremely simple questions" exception since I'm being asked for business strategy advice based on the context they've already provided. I should provide practical guidance directly.

Excellent approach on the 3x daily touchpoints! Let me address both your oversight rhythm and the crucial broker conversation:



YOUR 3X DAILY TOUCHPOINT OPTIMIZATION

Morning Huddle (30 min, 9:00 AM)

First 5 min: Numbers from yesterday

- Submissions: ____
- Revenue collected: \$____
- Critical issues overnight

Next 15 min: Individual priorities (5 min each)

- "What's your #1 money-making activity today?"
- "What obstacle could derail this?"
- "What help do you need by noon?"

Last 10 min: Alignment

- Confirm everyone knows THE priority
- Resource allocation
- "By lunch, we will have..."

Lunch Check-in (15 min, 1:00 PM)

Quick Round Robin (1 min each):

- "Morning target status: Red/Yellow/Green?"
- "Afternoon pivot needed?"
- "Emergency support required?"

Decision Point (5 min):

- Adjust afternoon if morning missed
- Redistribute if someone blocked
- "Next 4 hours focus: ____"

EOD Wrap (30 min, 6:00 PM)

Scorecard (10 min):

- Did we hit daily number? Y/N
- Tomorrow's setup ready? Y/N
- Money in pipeline? \$____

Individual Accountability (15 min):

- Each person: "I committed X, delivered Y"
- No excuses, just facts
- Tomorrow's #1 commitment

CEO Synthesis (5 min):

- "Today we won/learned: ____"
- "Tomorrow we must: ____"
- "I need you to: ____"

DUE DILIGENCE QUESTIONS TO ASK

Legitimacy Verification:

1. "Walk me through your last 3 VMS placements - which states, what roles, what margins?"
2. "Can you screen-share your VMS portal access right now?" (Critical test)
3. "Which procurement officers do you personally know? When did you last speak?"
4. "What's your current monthly billing through these VMS systems?"
5. "Why aren't you scaling this yourself if you have access?"

Capability Assessment:

VMS Access:

- "How many states do you currently have active access?"
- "Are these prime vendor or sub-vendor positions?"
- "What's your typical submission-to-placement ratio?"
- "Show me an actual requirement you can submit to today"

Operational Skills:

- "How many recruiters have you managed?"
- "What ATS/CRM systems can you implement?"
- "Walk me through your screening process"
- "What's your training methodology?"

Business Terms Exploration:

For VMS Work:

- "If you're brokering, what's your margin expectation?"
- "How do you feel about 20% of margin, paid monthly?"
- "What volume can you guarantee?"
- "What's your non-compete situation?"

For Operational Support:

- "What hourly rate for consulting?"
- "Can you commit 20 hours/week?"
- "Available for daily standups?"
- "Will you sign an NDA?"

RED FLAGS TO WATCH FOR

- Won't screen-share portals
- Vague about specific states
- No specific company names
- Margins sound too good
- Wants upfront payment
- No verifiable references
- Claims "exclusive" access

- Avoids written agreements

POSITIONING STRATEGY FOR YOU

Opening Power Frame: "I appreciate you reaching out. We're scaling rapidly - already have 27-person bench and multiple revenue streams. We're selective about partnerships. Let's explore if there's mutual fit."

Value Proposition Stance:

- YOU have the bench (27 ready candidates)
- YOU have the operation (team building now)
- YOU have the capital (\$15K/month available)
- HE needs to prove value-add

Progressive Commitment Approach:

Test Phase 1 (Week 1):

- "Submit 3 candidates to your best requirements"
- "We'll pay 20% on successful placement"
- "Show us the process"

Test Phase 2 (Week 2-4):

- "If first placement happens, we'll discuss operational role"
- "Consulting agreement at \$50/hour for 10 hours"
- "Prove the VMS access is real"

Scale Phase (Month 2+):

- "Formal broker agreement"
- "Possible equity discussion (1% max)"
- "Defined territories/accounts"

SMART NEGOTIATION TACTICS

Control the Narrative:

- "We have 3 other VMS brokers we're evaluating"
- "Our current placement rate is strong"
- "We're not dependent on any single channel"

Information Gathering Mode:

Ask These Probing Questions:

1. "What happened with your last partnership?"
2. "Why isn't [major staffing firm] working with you?"
3. "How do you handle compliance/audit requirements?"
4. "What's your relationship with the prime vendor?"
5. "How do you handle payment terms with government?"

Test Authenticity:

- Ask him to call a procurement officer while you're on phone
- Request to submit a candidate during your call
- Ask for specific requirement IDs he's working
- Get him to introduce you to another client

DEAL STRUCTURE FRAMEWORK

If VMS Access is Legitimate:

Compensation Model:

- VMS Placements: 20% of margin (non-negotiable)
- Must submit within 4 hours
- No payment if we source the requirement
- 30-day payment terms to him
- Performance bonus at 10 placements/month

If Operational Support Needed:

Freelance Structure:

- \$30-50/hour based on experience proof
- 20 hours/week maximum
- Week-to-week commitment only
- Clear deliverables required
- Can terminate with 24 hours notice

THE CALL AGENDA (45 minutes)

Minutes 0-5: Set Frame

"Thanks for connecting. We're interviewing several partners.
Let's be efficient - tell me your unique value."

Minutes 5-15: Verification

[Use due diligence questions above]
[Take notes on specific answers]

Minutes 15-25: Demonstration

"Can you show me your VMS access now?"
"Walk me through submitting a candidate"
"Show me your last placement confirmation"

Minutes 25-35: Terms Discussion

[Only if he passes verification]
"Here's how we structure partnerships..."
"These terms are standard for us..."

Minutes 35-45: Next Steps

"We'll make decision by Friday"
"Send us 3 references by tomorrow"
"If we proceed, start date would be..."

POST-CALL ACTIONS

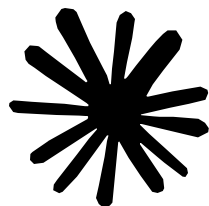
Immediately After:

Decision Matrix:

High Value + Verified = Engage carefully
High Value + Unverified = Get more proof
Low Value + Verified = Consultant only
Low Value + Unverified = Polite pass

Want me to create a specific scoring rubric for evaluating him or draft the partnership agreement terms?

2 / 2



[Claude can make mistakes. Please double-check responses.](#)