

AVIONTÉ
CONNECT

A Smarter VMS Strategy

To win more business

SALES & REVENUE



FRONT OFFICE

BACK OFFICE

MOBILE

AI & AUTOMATION

VMS

INTEGRATIONS

ANALYTICS

*Unlock your agency's
potential with tech-driven
strategies to soar above
the competition!*

1 Introductions to Hosts & Topic

2 The Challenge

3 MSP vs VMS

4 Connecting the **Simple** Dots

5 Action Items

6 Q&A

Introductions

Welcome to **CONNECT!** Thank you for joining our session.

Fun Fact:

My go-to karaoke closer is Regulate by Warren G and Nate Dogg. Yes, I know all the words. No, I won't rap it right now... unless you ask



Casey Wagonfield

SENIOR SALES EXECUTIVE



Angie Carmichael-Beaty

DIRECTOR OF CHANNEL
PARTNERSHIPS

Fun Fact:

Angie has travelled to over 52 countries. Craziest Taxi stories include being in and while they got a DUI and being held up a gun-point for an overpriced fair.

The Facts

- VMS is moving down market, particularly in the LI space
- Staffing is a crowded market
- Smarter buyers are looking for technology
- Higher stakes in a volatile market



According to SIA - 68%

Of staffing firms still use manual processes.



According to SIA - In 2021

There were 27,000 staffing companies with a total of 54,000 offices.



According to SIA - Over 50%

Of Fortune 500 companies had adopted a VMS by 2020.

56%

of Simple clients were introduced through
agency referrals in 2024

Two Ways To Work With Simple



Channel Partner Program

(Most Common)

Partner with Simple by making an introduction.

The client manages Simple and keeps direct relationships with their staffing partners.

You Receive:

- The lowest discounted VMS partner fee.
- 10% Monthly Revenue Share of VMS fees collected from all other agencies.
- Dedicated support and training from the SimpleVMS team.



Managed Service Provider (MSP)

(SimpleVMS is NOT an MSP)

YOU act as the MSP and manage the staffing strategy.
Simple co-brands with you as your VMS technology partner.

You Receive:

- Discounted VMS/MSP partner fee.
- Dedicated support and training from the SimpleVMS team.

What is Simple?

Industry-leading VMS provider that offers visibility, control, and relationship management for your clients, while supporting your organization's growth strategy.

Simple is **NOT** an MSP.



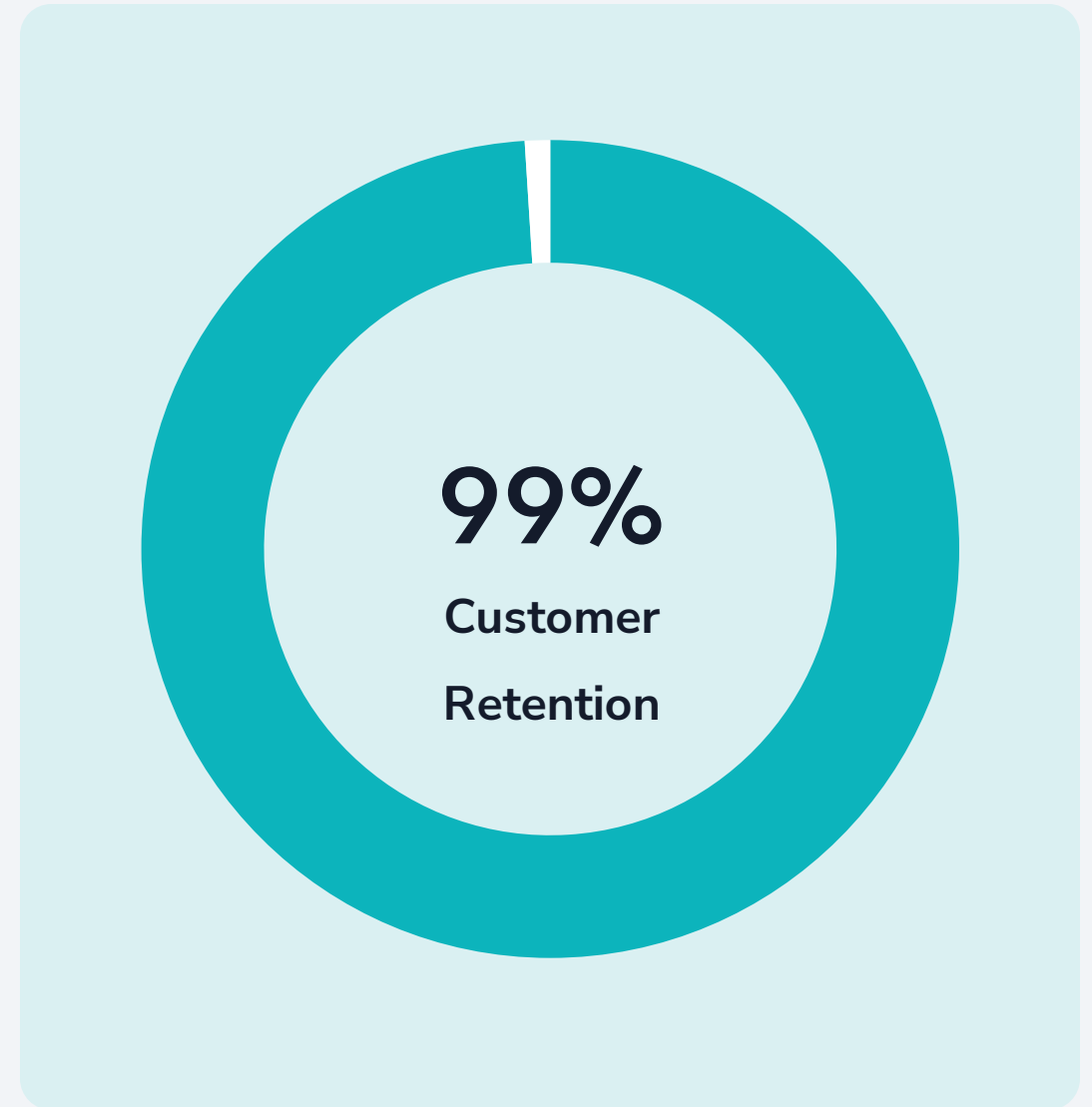
SIMPLE

Will **NOT** stand in the way of your relationships.



SIMPLE

Will support your relationships and clients.



The Big Difference



Managed Service Provider

- Manages client staffing programs.
- Owns the vendor relationships.



Vendor Management System

- Software used by an MSP.
- Client manages vendor relationships and their staffing program.

An MSP may not always be the right fit. Best practice is to give your client options!

Why Simple?

- ✓ Vendor-Neutral Easy to Use Web Based Platform

- ✓ Preferred VMS Platform for Staffing Agencies

- ✓ No-Cost Implementation, Training, and System Configurations

- ✓ +50 User NPS Score (Average is -35)

- ✓ Lucrative financial incentives for Channel Partners

- ✓ We support you so YOU can be the expert in your client's solutions.



When does Simple make sense for your clients?



- 30+ Temporary Workers
- Multiple Sites or Agencies
- Time Consuming Manual Processes
- No Visibility
- Lack of Centralized Time-Keeping

It All Starts with the Right Questions.

The most important aspect in connecting
Simple with your clients and prospects is
learning to ask **the right questions.**



Tools & Integrations

*Are you currently using
a tool to manage your
workforce or agencies?*



Timekeeping

*How are you collecting
time for your temporary
employees?*



Metrics & Reporting

*Do you have access to
staffing agency metrics
and workforce KPI's?*



Invoicing

*Are you dealing with
multiple invoices from
agencies weekly?*

Client Scenarios



Client Scenario 1

Don't want to work with the company but they need a VMS

- Bad / toxic culture
- Pay rates too low
- Safety concern



Client Scenario 2

Only have a small piece.

- New client, small piece of the pie
- Only focus on niche or skilled positions- not the bulk of temp ee's
- Losing client share



Client Scenario 3

Only fill niche or high-level placements.

- Only focus on niche or skilled positions- not the bulk of the company's temporary employee spend



Client Scenario 4

Multiple Staffing Vendors

- One of many agencies supporting the client's entire footprint. Hard to get more orders

Prospect Scenarios

By adding SimpleVMS to your sales tool kit you can provide value up front and absorb the discounted VMS partner fee into your pricing. All while receiving a revenue share from that client.



We're not adding any more agencies at this time.

- This is a great opportunity to ask and understand why. They may have a serious need, and you could be the one to present the solution.



Prospect is hard to get in front of and/or engage with.

- Utilize co-branding marketing materials to differentiate and stand out with prospects.



RFP Submittals

- Advance to the next round of your prospect RFP submittals by introducing a Vendor Management Tool.



It's Simple.

We deliver an outstanding system and support, and you reap the benefits.

- Full sales and marketing resources
- RFI/RFP completion support
- No-Cost Support for the **Lifetime of the Relationship**
- No cost timekeeping, integrations, configurations, implementations, or training for you or your clients
- No long-term contracts

Why become a channel partner?

1

Gain business by becoming a strategic partner

2

Improve process efficiencies, reduce recruiter cost, and achieve faster fill rates

3

Receive cost savings on VMS fees with partner rates

4

Generate additional revenue from the rebate

5

Agencies that come prepared with a partners win trust and gain an advantage

Questions?

Action Steps



Connect!

Scan our QR code for
easy links!



Visit Our Booth!

Visit us to win a prize!



Connect on LinkedIn!

Use the link tree to
connect with us!



Download our PDF

Share it with your team!

CONNECT With Us



Casey Wagonfield
Senior Sales Executive



Angie Carmichael-Beaty
Director of Channel Partnerships



Rate the session



Leave further feedback...

SEND

Cancel

Thank You

Help shape future **CONNECT** content by rating this session.

1. Open the Bizzabo app and select Agenda
2. Locate “A Smart Strategy to Win More Business”
3. Rate and leave feedback