Staffing agency introduction email

Send it when you see a hiring signal, such as new job postings, a facility opening, a funding round or a contract win, ideally within a few days. Without a trigger, send Tuesday to Thursday mornings and follow up after four to five business days.

HIRING-SIGNAL OUTREACH

Subject: Your [Job Title] openings in [City]

Hi [First Name],

I noticed [Prospect Company] has [Number] [Job Title] roles posted in [City], several open for over [Number] weeks.

We're a [specialty, e.g. light industrial and logistics] staffing firm working with [type of clients, e.g. distribution centers across the Southeast]. Last quarter we filled [Number] similar roles for a [comparable client description], with an average time to submit of [Number] days and [Number]% of temps still on assignment at 90 days.

Would a 15-minute call next week make sense to see if we can help close those out? If someone else handles vendor relationships, I'd be grateful for a pointer.

[Your Name]
[Title], [Agency Name]
[Phone Number]
[Agency Address]

COLD INTRODUCTION (NO TRIGGER)

Subject: Staffing help for [Department] roles at [Prospect Company]

Hi [First Name],

I lead [specialty] recruiting at [Agency Name]. We place [roles, e.g. medical billers, coders and front-desk staff] for [type of employers] in [Region], on temp, temp-to-hire and direct-hire terms.

Two things clients tell us they value: we send [Number] screened candidates per opening rather than a stack of resumes, and we replace anyone who doesn't work out within [Guarantee Period] at no cost.

If you have hiring planned for the next quarter, could we compare notes for 15 minutes? If the timing isn't right, I'll check back in [Month].

[Your Name]
[Title], [Agency Name]
[Phone Number]
[Agency Address]

REFERRAL INTRODUCTION

Subject: [Referrer Name] suggested we connect

Hi [First Name],

[Referrer Name] at [Referrer Company] suggested I reach out. We've supported their [team or site] with [roles] for [length of relationship], most recently [specific result, e.g. staffing a 40-person peak season ramp in three weeks].

I understand you're [hiring signal or challenge they mentioned]. Would you be open to a short call to see whether we could help in the same way?

[Your Name]
[Title], [Agency Name]
[Phone Number]
[Agency Address]

MSP OR VENDOR PROGRAM

Subject: Joining the supplier program for [Prospect Company]

Hi [First Name],

I understand [Prospect Company]'s contingent workforce program runs through [MSP or Program Name]. We specialize in [niche roles] in [Region] and currently supply [Number] programs with similar requirements.

Could you share how new suppliers are added, or who manages supplier onboarding? I'm happy to send our certifications, insurance, and fill-rate and quality data by role.

Thanks for your time,

[Your Name]
[Title], [Agency Name]
[Phone Number]
[Agency Address]

SUBJECT LINE IDEAS

- Your [Job Title] openings in [City]
- [Referrer Name] suggested we connect
- Staffing help for [Department] roles at [Prospect Company]
- Filling [Job Title] roles faster in [Region]
- Question about [Prospect Company]'s [Season] hiring

• Screened [Job Title] candidates available this week

• Quick question about your staffing partners

SMS / WHATSAPP VERSION

Hi [First Name], it's [Your Name] from [Agency Name]. I emailed about your [Job Title] openings in [City]; we place similar roles for [comparable client description]. Worth a 10-minute call this week? Reply STOP to opt out.

Placeholders to replace: [First Name], [Prospect Company], [Job Title], [City], [Region], [Number], [Guarantee Period], [Referrer Name], [Referrer Company], [MSP or Program Name], [Department], [Your Name], [Title], [Agency Name], [Phone Number], [Agency Address]