



Staffing eTrainer Announces Banner Year in 2013, Sales Up 29%

ATLANTA, Ga. – February 26, 2014 – [Staffing eTrainer](#), the leader in on demand education for the staffing industry, announced today a 29% increase in sales for 2013 when compared to 2012 sales. Partners Amy Munroe and Donna Mallard attribute the increase to the steady growth in the staffing sector and a desire for professional growth among internal staff.

In a recent article published by Staffing Industry Analysts, "[Internal Employees – Why They Quit and How to Keep Them](#)," when internal employees were asked what they want (apart from money), the response was "praise, flexibility, and *training*." In a similar question, internal employees were asked, "What can your employer do to make you more happy and productive?" The most common answers included "*more training and opportunities for professional development*."

Donna Mallard agrees: "Our clients recognize the value of investing in their internal employees. Staff development not only responds to employee's requests, but it also improves employee performance and enhances company profits."

Staffing eTrainer aligns closely with staffing industry growth trends as a provider of talent development programs and online training to the industry. Staffing eTrainer expects this growth trend to continue through 2014.

Staffing eTrainer is a provider of talent development solutions for the staffing industry by staffing industry experts. You can learn more about Staffing eTrainer at www.staffingetrainer.com or by contacting info@staffingetrainer.com.