



## SUCCESS STORY: PLACING SPECIALIZED HEALTHCARE CANDIDATES

### ▶ CLIENT SITUATION

A medium-sized healthcare recruiter located in the Midwest has a staff of 20 sales professionals focusing new business development efforts on organizations seeking to hire medical staff, particularly nurses and medical technicians. The recruiter has developed an expertise in recruiting radiology technicians and will be able to prospect most efficiently and profitably by focusing sales efforts on healthcare organizations most likely to hire these specific candidates.

### ▶ WANTED SOLUTION

WANTED's proprietary web spiders collect data on hundreds of thousands of companies posting over 2.5 million online job ads on a weekly basis.

WANTED's **Hire Intelligence On Demand™** products allow this healthcare recruiter to search this data based on the keywords its prospects use to recruit radiology technicians, such as MRI, radiology, etc. This search produces a list of every healthcare employer looking for those candidates and their contact information (when available), and tells the recruiter how many technicians they are hiring, where they are located, and how long their ads have been posted.

To further target their best prospects, WANTED assigns a Sales Lead Score between 0 and 100 to these businesses. These WANTED Sales Lead Scores™ represent the likelihood that a business will purchase recruiting services from the client's organization. Companies with higher Scores are more likely to buy than companies with lower Scores. Therefore, a large hospital in this recruiter's area is assigned a Score of 85, while a small outpatient MRI clinic receives a 30.

To increase the likelihood of making an individual sale, each salesperson makes their outbound prospecting calls armed with in-depth data on the company's recruiting needs from Analytics™ RECRUITER, a web-based dashboard that provides users with insight into the hiring activities of individual companies.

### ▶ WANTED SALES LEAD SCORE™

A company's WANTED Sales Lead Score is calculated through a proprietary process that incorporates WANTED's Market Potential estimates, the company's own current online job posting activity, and seasonal hiring patterns for companies in specific business sectors.



### ▶ SALES LEAD SCORES

WANTED uses proprietary data cleansing and matching technology to eliminate duplicate records within client account files. The resulting file is a "clean" list of all customers that conforms to a standardized set of records within the client's overall market.

For more information, and to view more success stories, please visit our website at [www.wantedtech.com](http://www.wantedtech.com).

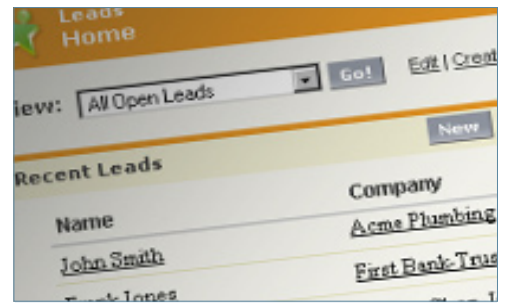
## ▶ ANALYTICS™ RECRUITER

WANTED maintains a massive online data warehouse containing information about the online job advertising behavior of hundreds of thousands of companies. Analytics™ RECRUITER uses customized data collection software and automated information processing to gather and organize the data that appears on online job boards.

Subscribers can search for companies posting jobs online within a geography, occupation or on a particular job board. Users can then analyze the total number of jobs posted by a company and drill down to view the text of individual job postings.

A sales rep using Analytics™ RECRUITER can make a more knowledgeable sales presentation after reviewing a company's total advertising activity. Recruitment Process Outsourcing (RPO) providers can target prospects with high-volume requirements for occupations they specialize in recruiting, and get the jump on their competition with account-level market intelligence when RFPs are released. This leads to higher close rates and higher average sales volume per customer.

Part of WANTED's Sales Productivity Suite, Analytics™ RECRUITER gives you on-demand access to account-level competitive intelligence. WANTED Web Leads™ give sales representatives highly-targeted lists of opportunities, while Sales Lead Scores™ rank your leads to let you focus on the most targeted and potentially valuable opportunities. Finally, CRM integration pushes it all right to your sales professionals.



**Hire Intelligence On Demand™**  
gives recruiting services  
companies an end-to-end  
solution for sales optimization  
that answers your need for  
actionable market intelligence  
and prioritized sales leads.



▶ WANTED's CRM Integration pushes WANTED Web Leads™ and Scored Sales Leads™ right to your sales professionals.

## ▶ WANTED'S SOLUTIONS FOR RECRUITING SERVICES

Knowing exactly where you stand in your market, with on-demand access to company-level research and prioritized leads based on timely and accurate data creates a powerful customer acquisition and retention platform. Your managers can better allocate scarce resources. Your sales representatives approach prospects or up sell current customers armed with actionable intelligence on their spending and current needs. When RFPs are released you have the most up-to-date and comprehensive information available on the prospect at your fingertips. Contact WANTED for more information about our **Hire Intelligence On Demand™** products and services for Recruiting Services.

*"Most of my sales were accomplished by researching my current account base and realizing, by using WANTED products, that they are using numerous other means of advertising and have many more openings than they initially were recruiting to hire."*

– Tara L. Zuelke, Recruitment Sales Executive, Gannett WI Newspapers - Sales Center, Green Bay