



SUCCESS STORY: USING WANTED'S ENTRY-LEVEL SALES TOOLS

▶ CLIENT SITUATION

Sales representatives for this media company client had never been required to make outbound telephone calls. Competitive market pressure in the recruitment advertising marketplace, however, prompted this Client to begin to re-train its sales force to make “cold calls” to increase sales. The Client developed cold-calling scripts and trained its sales reps on cold-calling techniques, but needed targeted sales leads to focus the reps’ prospecting efforts.

The Client wanted each sales rep to receive leads for companies that were only within their own assigned sales territory. Additionally, the Client wanted its sales reps to research each company to prepare for each outbound sales call.

▶ WANTED SOLUTION

On a weekly basis, WANTED collects data on several hundred thousand companies advertising jobs on online job boards. WANTED gathers and organizes this data into a large data warehouse, containing company-specific information on the number, type and location of the jobs being advertised. This data warehouse of online job advertising information is available to WANTED clients in many forms—both online and offline—through WANTED’s **Hire Intelligence On Demand™** products.

To achieve its sales goals, the Client licensed two WANTED products: WANTED Web Leads™ and Analytics™ MEDIA. The Web Leads files are customized lists of companies that are actively recruiting for new employees. Analytics™ MEDIA is a web-based dashboard that provides users with insight into the hiring activities of individual companies.

Each week, WANTED delivers Web Leads via email to individual sales reps, customized for their specific territory. The Web Leads files contain hundreds of company names with embedded weblinks that direct sales reps to the Analytics™ MEDIA platform containing the entire recruitment advertising profile for each company on the sales lead list. Sales reps may sort the companies in the Web Leads file to plan their call schedule. Prior to making each call, they can click on the weblink to open the Analytics™ MEDIA page for more insight into the overall online advertising picture for that company.

During the first three months after rolling out Web Leads and Analytics™ MEDIA, the Client experienced an immediate increase in sales directly attributable to WANTED products and services. Estimates of incremental revenues within one medium-sized US market were in excess of \$100,000 of new revenues. This combination of new outbound telesales training and supervisory initiatives, Web Leads, and Analytics™ MEDIA



▶ WANTED WEB LEADS™

WANTED Web Leads™

files are customized lists of companies actively recruiting for new employees. These files are embedded with weblinks to the Analytics™ MEDIA platform, containing the entire recruitment advertising profile for each company.

For more information, and to view more success stories, please visit our website at www.wantedtech.com.

reversed the trend of competitive losses due to challenges from online competitors. It was clearly possible to establish a strong ROI on the annual license of WANTED's **Hire Intelligence On Demand™** products within 60 days.

▶ WANTED WEB LEADS™

WANTED Web Leads™ are delivered in Excel format on a weekly basis. The list of companies included in each file can be segmented by Geography, Occupational Category, Alphabetical Sort, and Competitive Job Board. These lists contain detailed information on companies actively advertising jobs within a territory, including company name, the number of jobs the company is advertising across competing online job boards, and a weblink to the Analytics™ MEDIA platform for more information about that company.

▶ ANALYTICS™ MEDIA

WANTED maintains a massive online data warehouse containing information about the online job advertising behavior of hundreds of thousands of companies. This data warehouse contains comprehensive background information on each of the companies in the Web Leads files.

A sales rep using Analytics™ MEDIA can make a more knowledgeable sales presentation after reviewing a company's total advertising activity. The sales rep can focus on the strengths of their own offering relative to competitors' offerings after reviewing the competing media that the company is also using. This leads to higher close rates and higher average sales volume per customer.

| Company | Ads | At |
|-------------------------|-----|------|
| Medical Staffing Source | 25 | |
| Regis Group | 12 | R. |
| American Cancer Society | 9 | |
| HATT HOTELS and RESORTS | 9 | R. F |
| Wood Hotels and Resorts | 7 | |
| Consult Services LLC | 6 | B. M |
| Energy and Automation | 2 | Mac. |
| Wood College | 1 | |

Analytics™ MEDIA provides the following information about each company:

- Total Jobs Currently Being Advertised
- Total Jobs Segmented by Geography
- Total Jobs Segmented by Standard Occupational Category (SOC)
- Total Jobs Segmented by Online Job Board
- 90-Day Trend of Total Job Advertising
- Full-Text of all Job Ads Posted within 90 Days



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

▶ WANTED'S SOLUTIONS FOR MEDIA

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. Your sales cycles are shorter, and your quotas are achieved faster. Contact WANTED for more information about our **Hire Intelligence On Demand™** products and services for Media.

"Analytics™ MEDIA has been integrated into the daily sales process of each inside sales representative. Last month, we converted 16 leads into ad sales, representing about \$17,000 in revenue. This is good for us!"

- Mike Fernald, Recruitment Manager
San Francisco Examiner