



WANTED MARKET POTENTIAL™

▶ THE CHALLENGE AND THE SOLUTION

It is often difficult to assess whether a particular company represents a significant opportunity for additional sales of recruiting services. The opportunity is based on the type of employees that work for that company, the amount of turnover they experience, and the difficulty of finding qualified employees in the market.

Generally, larger companies with more highly-skilled workers and with a high turnover rate represent the best opportunities for recruiting services firms.

WANTED's Market Potential™ estimates analyze the size of a company, the skill requirements for each position in the company and the level of turnover typical for similar companies. The outside cost associated with filling each type of position within the company is incorporated into the Market Potential model to yield an estimate of annual spending for each company.

When sales representatives are trained to use WANTED's Market Potential estimates while prospecting for new sales, they are more likely to focus their time and energy on the accounts that represent the greatest opportunity.

A critical part of WANTED's Market Intelligence Suite, the Market Potential Report combines with WANTED's Market Segmentation™, Market Share™, Market Intel Reports™ and Prospect Universe File™ products to provide the comprehensive data that allows managers to truly understand the size of their market based on recruitment spending, their relative share of that spending, and the ranking and distribution of spending by industry categories, occupational categories, and size of business.

▶ PRODUCT FEATURES

WANTED's Market Potential reports estimate the amount that a company will spend with providers of recruiting services on an annual basis. The estimates are based on the composition of a company's workforce, the turnover rates within each occupation, and the typical amount companies spend to identify suitable candidates for each occupational category.

BUSINESS NAME	SCORE
Morris Hospital	60.3
Warren Averett	56.1
Advanced Business Tech Inc	32.0
Miller Container Corporation	31.8
Solomons Gardens & Terraces	14.3

The **Market Potential** estimate for a company consists of an estimate of the annual spending on recruiting services by occupation for the types of employees that typically work for companies in a given industry. Recruiting services firms can research sales opportunities for specific occupational categories, or for all companies within their sales territory.

For more information, please visit our website at www.wantedtech.com.

Typical Users

Strategic Marketing; Sales Management; Sales Representatives.

Delivery & Terms

The Market Potential estimates are incorporated into several other WANTED products and services, including WANTED Gap Analysis™ and Sales Lead Scores™. Individual Market Potential reports are available in Excel-formatted reports for individual companies or for groups of companies according to a client's specification.

Market Potential estimates are typically bundled with other WANTED products and services, although individual reports are available upon request.

Find Out More

Contact WANTED for more information about our products and services. Our sample reports and ROI calculations will show you the best way for your organization to profit with WANTED's **Hire Intelligence On Demand™**.

DUNS	BUSINESS NAME	SCORE	PRINT_SPEND	ONLINE_SPEND	OTHER_SPEND	TOTAL_SPEND	EMPLHERE	SALES_VOL	NAICS_DESC
075599308	Morris Hospital	60.3	\$20,648	\$12,342	\$89,219	\$122,209	500	48882013	General Medical and Surgical Hospitals
072099377	Warren Averett	56.1	\$23,846	\$9,547	\$66,162	\$99,555	200	31000000	Offices of Certified Public Accountants
062020771	Advanced Business Tech Inc	32.0	\$4,153	\$2,805	\$13,099	\$20,057	75	6100000	Office Equipment Merchant Wholesalers
005264544	Miller Container Corporation	31.8	\$5,888	\$2,676	\$11,097	\$19,662	200	29500000	Corrugated and Solid Fiber Box Manufacturing
002658388	Solomons Gardens & Terraces	14.3	\$656	\$262	\$1,090	\$1,998	25	750000	Landscaping Services

Wanted Sales Leads Score

Estimates on the amount a company will spend in recruiting services

▶ WANTED Market Potential™

▶ ABOUT WANTED

WANTED is the leading source of on-demand intelligence for the employment marketplace.

Since 1999, WANTED Technologies has gathered data on more than 500 million online job postings--reflecting the ongoing hiring demand of hundreds of thousands of companies posting more than 2.5 million jobs each week. From this consistent and comprehensive acquisition of data, WANTED has created the most timely and accurate record of hiring activity available anywhere.

These resources give WANTED deep insight into employment market conditions and trends. Our clients include leading organizations such as The Conference Board, The New York Times, Monster.com, Careerbuilder, Fidelity Management & Research, and many, many more.

From on-demand analytics to custom gap analysis, **WANTED's Hire Intelligence On Demand™** products provide clients with the actionable insight they need to succeed in their marketplace.