



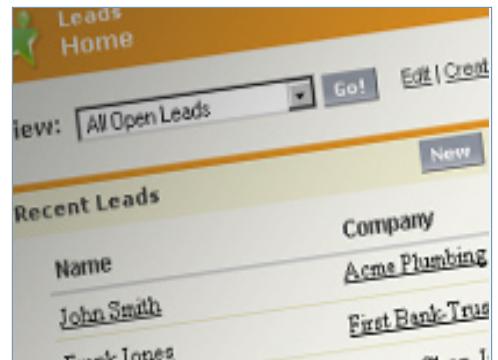
WANTED SALES LEAD SCORES™

▶ THE CHALLENGE AND THE SOLUTION

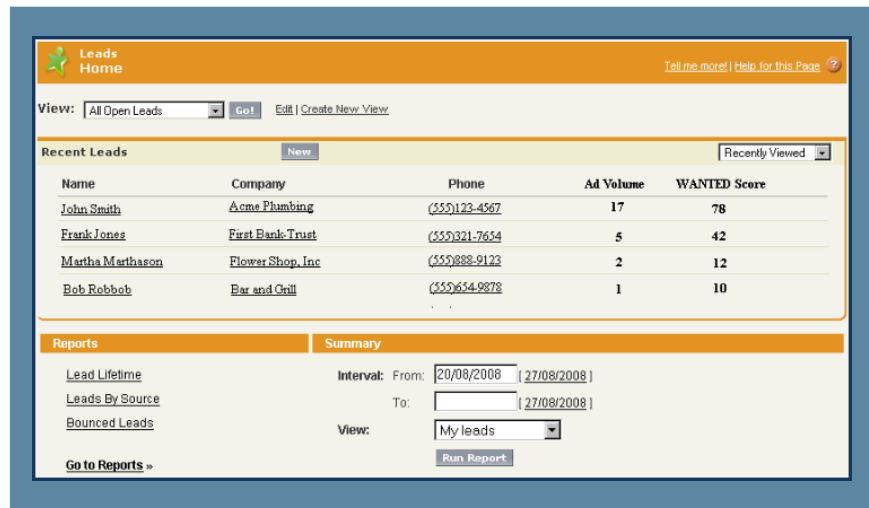
At any given time, there are a large number of companies seeking to hire new employees. There are often so many companies attempting to hire people that the sales representatives of media organizations or recruiting services firms may not know which opportunities to call on first.

Our WANTED Sales Lead Scores™ rank all businesses within a sales representative’s territory in terms of their overall revenue potential. With all their prospects Scored in this way, sales representatives can sort opportunities from highest to lowest Score and solicit new business from those with the highest Scores.

A part of WANTED’s Sales Productivity Suite, WANTED’s Sales Lead Scores make it possible for sales organizations to increase their efficiency by prioritizing leads that have the greatest potential to turn into sales. WANTED Web Leads™ give sales representatives highly-targeted lists of opportunities, while WANTED Analytics™ 2.0 gives you on-demand access to account-level competitive intelligence. Our CRM integration pushes it all right to your sales professionals.



WANTED assigns a **Sales Lead Score** between 0 and 100 to all businesses within a client’s territory. This Sales Lead Score represents the likelihood that a business will purchase recruiting services or recruitment advertising from the client’s organization. Companies with higher Scores are more likely to buy than companies with lower Scores.



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

▶ PRODUCT FEATURES

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

Typical Users

Sales representatives.

Delivery & Terms

Sales Lead Scores are incorporated into several WANTED products

and services, including WANTED Gap Analysis™, Market Potential estimates and our weekly Web Leads™.

WANTED Sales Lead Scores 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™**.

Name	Company	Phone	Ad Volume	WANTED Score
John Smith	Acme Plumbing	(555)123-4567	17	78
Frank Jones	First Bank Trust	(555)321-7654	5	42
Martha Marthason	Flower Shop, Inc	(555)888-9123	2	12
Bob Robbob	Bar and Grill	(555)654-9878	1	10

▶ WANTED SALES LEAD SCORES™

▶ 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.