

Lead Generation

Objective

Develop a steady flow of quality recruitment leads

Methodology

- Assess current practices to establish baseline
- Identify ideal candidate characteristics
- Develop direct marketing model
- Test model to gauge effectiveness and develop ROI analysis
- Leverage learnings to refine techniques
- Roll out the direct marketing program nationwide
- Develop new programs as needed
- Customize programs for various markets throughout the country
- Source and obtain targeted mailing lists
- Maintain mailing lists
- Screen candidates
- Provide management reports



Length of Engagement

Ongoing since 1999

Output

- Qualified leads
- Interviews
- Management reports
- Cost Per Hire analyses

Client

Global financial services company

Contact

SVP of Field Management; individual market group leaders

Results

Generated over 400 leads yielding 60 hires at lower cost and less field management involvement than with prior methods.

Have been sanctioned by corporate as a preferred vendor for the entire field organization.



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