



# Connect. Synchronize. Place.

Executive and Professional Search

Landing Searches in Bullhorn: Achieving Success

“As we grow and start to integrate Bullhorn into our business development efforts, the ability to customize menus of a client or candidate profile will make it a powerful, yet economical, customer relationship management system.”

••• *Bill Meirs, Veteran Search Consultant, Mindcircuit*

## The On Demand, Integrated Front Office Leader

Connect. Synchronize. Place. If you're like most search firms, you're looking to land searches, source candidates and make placements faster and easier than anyone else. By integrating email, calendaring, sourcing, applicant tracking, job management and customer relationship management, Bullhorn connects and synchronizes sales and recruiting to execute faster than your competition.

## Zero In to Achieve Success

Managing relationships is critical to landing searches. It's about relationships, but how do you zero in to meet client needs?

Bullhorn's customer relationship management system (CRM) lets executive and professional recruiters target the exact needs of new and existing clients, automatically and proactively. Whether it's conducting campaigns to land new searches or assessing the needs of existing clients, Bullhorn dynamically provides visibility into client relationships.

Bullhorn is specifically designed to meet the unique sales needs of executive and professional recruiters. With Bullhorn, you can:

- *Easily import prospects to create distribution lists for highly segmented marketing and sales campaigns*
- *Track all prospect related activity from initial lead qualification through the landing of the search*
- *Send alerts, add tasks and notes, and create call lists*
- *Generate forecasts and sales reports*

## It's Easy to Touch Every Relationship that Drives Landing a Search

With Bullhorn you have 360° visibility into every relationship that drives a search. All contact, candidate, colleague and client information is stored in the Bullhorn CRM and categorized based on how you run your business – contact, prospect, candidate or client. And because Bullhorn is fully integrated, the same information is accessible through email, calendaring, sourcing, applicant tracking and the job management system.



If you've ever used index cards to run your business, you know how easy that method makes it to know who your contacts are. But when your business grows, that system becomes unwieldy. With Bullhorn's Fast Search, enjoy all the advantages of easily locating information in your old system with the capability to manage thousands of pieces of information for your growing business. Now every contact that might bring a new search is right at your fingertips.

## Automated, Personalized Campaigns

Executing a campaign is simple in Bullhorn. It's easy to assign more detailed categories to classify prospects based on the immediacy of their need, and then conduct personalized, segmented campaigns to prospect for new clients.

To execute the campaign, Bullhorn enables you to create campaign distribution lists based on criteria you specify. The integrated email capabilities of Bullhorn provide a personalized, mass mailing feature to send your campaign, using the distribution list you just created, in a few mouse clicks. Bullhorn users create distribution lists and execute campaigns to prospects in just minutes.

## Everything is Visible in Bullhorn













Whether you are prospecting for new clients or looking to secure more work from existing clients, Bullhorn provides complete visibility into every communication and activity. For example, all emails, notes and activities are tracked in real-time in the CRM and are linked to client and prospect records. When prospective clients respond to email campaigns, it's easy to create a prospect record in the CRM, and then track every step in the sales process through receipt of the search, and even the ultimate placement of a candidate.

For larger firms, senior managers, through real-time updates of all emails, notes and activities, retain 360° visibility into every client and prospect relationship assigned to each team member. Call lists, assigned tasks, tearsheets and notes shorten and provide a full view of the sales cycle from initial contact to right through to placement. Bullhorn's reports provide comprehensive sales forecasts, uniquely tailored to your firm.

## The Focus is on Landing the Search, Not on Software

Bullhorn lets your team focus on all of the relationships, communications and activities that land searches ready for placement. Bullhorn's On Demand, integrated front office automates selling in a personalized one-to-one way that makes your client or prospect feel serviced, even before the placement process begins. Zero in on your client's needs. **Call a Bullhorn Expert right now at 1-888-GoLive8, and learn how you can land searches more quickly and easily.**

## Landing Searches Features and Highlights:

-  Integrated front office provides complete visibility into every aspect of every relationship
-  Categorize, classify and configure how you view and manage all of your relationships
-  Use Fast Search to find all contact information instantly
-  Easily create distribution lists for highly segmented sales campaigns
-  Personalize all campaigns by first name, last name, title or salutation
-  Quickly and easily create prospect records from email responses and cold calls
-  Track prospect activity from lead qualification through receipt of the requisition
-  Create tearsheets to prioritize prospects and call activities
-  Automatically track all client communications linked to the job order
-  Automatically track client history to proactively anticipate client needs
-  Send alerts, add tasks and notes, and create call lists to land searches
-  Create forecasts and sales force productivity reports