Live in Bullhorn. Where Placements Happen.

Staffing and Recruiting
Generating Job Orders in Bullhorn: Achieving Sales Success

"We have multiple divisions calling on the same company at times, and now they can share information. The left hand knows what the right hand is doing."

••• *Scott Ragusa, President, Contract Businesses, Winter Wyman Companies*

The On Demand, Integrated Front Office Leader

Live in Bullhorn. Where Placements Happen. If you're like most staffing and recruiting firms, you're looking to generate, source and fill job orders faster and easier than anyone else. By integrating email, calendaring, sourcing, applicant tracking, job management and customer relationship management, Bullhorn allows recruiting, sales and management to live and work together to achieve the fastest placement rates in the industry, at anytime and anyplace. Flexible and On Demand, Bullhorn works the way you do.

Zero In to Achieve Sales Success

Managing client relationships is critical to generating more job orders. It's about relationships, but how do sales people zero in to meet client needs?

Bullhorn's customer relationship management system (CRM) lets sales people target the exact needs of new and existing clients, automatically and proactively. Whether it's conducting sales campaigns to generate new job orders or tracking the needs of existing clients, Bullhorn dynamically provides visibility into client relationships.

Bullhorn is specifically designed to meet the unique sales needs of the staffing and recruiting industry. With Bullhorn, you can:

- *Quickly access additional client information from within Bullhorn with one click of the mouse through integrations with LinkedIn®, ZoomInfo™, Google™, Google Maps, MapQuest® and Yahoo® HotJobs®*
- *Easily import prospects from within Bullhorn through Broadlook's® Contact Capture, to create distribution lists for highly segmented marketing and sales campaigns*
- *Track all prospect related activity from initial lead qualification through receipt of the job order, across your entire sales team*
- *Send alerts, add tasks and notes, and create call lists to generate job orders*
- *Generate forecasts and sales force productivity reports*

It's Easy to Touch Every Relationship that Drives Sales

With Bullhorn the sales team has 360° visibility into every relationship that drives a job order. 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 job order is right at your fingertips.

Automated, Personalized Sales Campaigns

Executing a sales 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 thousands of prospects in just minutes.

Everything is Visible in Bullhorn

Whether you are prospecting for new clients or you are looking to generate new job orders 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, then track every step in the sales process through receipt of the job order, including the ultimate placement of a candidate.

Sales managers, through real-time updates of all emails, notes and activities, retain 360° visibility into every client and prospect relationship assigned to each sales person. Call lists, assigned tasks, tearsheets and notes shorten and provide a full view of the sales cycle from initial contact to receipt of the job order. Bullhorn's reports provide comprehensive sales forecasts, uniquely tailored to your firm.

The Focus is on Sales, Not on Software

Bullhorn lets your team focus on all of the relationships, communications and activities that generate job orders 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 generate orders faster.**

Generating Job Orders 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
- Quick access to LinkedIn®, ZoomInfo™, Google™, Google Maps, MapQuest® and Yahoo® HotJobs®
- Easily import prospects into Bullhorn through Broadlook's® Contact Capture
- 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 job order
- 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 generate job orders
- Create forecasts and sales force productivity reports