



SALES STRATEGY

Find and Win New Business with Talent Insights

Finding and contacting new prospects without the guidance of reliable data can take a lot of time. And as competition increases, it's now harder than ever to secure these prospects.

Often you have to conduct hours of manual research before approaching dozens of potential leads, hoping your message cuts through and you're able to set a meeting.

How Talent Insights Helps



Easily Identify
Prospects



Increase Your
Win-rate



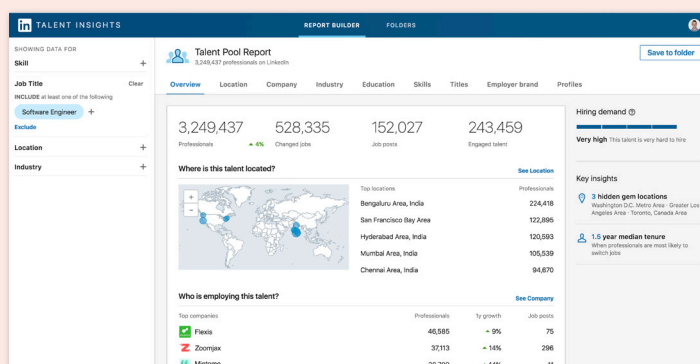
Build Your
Credibility

Talent Insights in Action

Here are five ways to use Talent Insights to have more successful conversations with the right new business contacts:

1) Gain valuable market insights

Define your market in Talent Pool Report by using common job titles and/or skills for your market of interest. Leverage data on tenure, job posts and hiring demand to gain valuable insights.

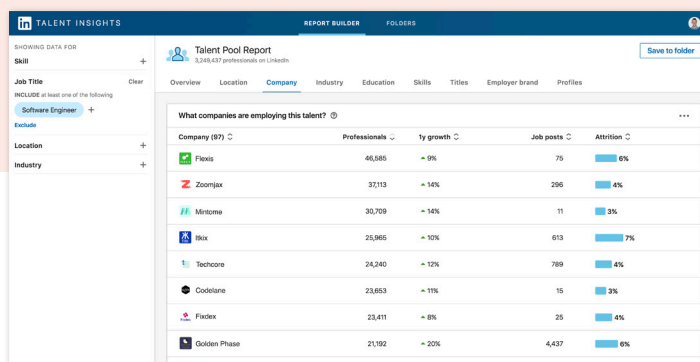


Select Talent Pool Report

See total Job Posts, Hiring demand and Median tenure

2) Identify and target new prospects

Check out the Company Tab in the Talent Pool Report to see the top companies hiring for the market you've defined through your search criteria. Then, pinpoint the right companies to target, ranking them by number of active job posts, number of employees with the target job title, one year growth or attrition rate.



Select Talent Pool Report

Select Company Tab

Sort by Job Posts or Attrition

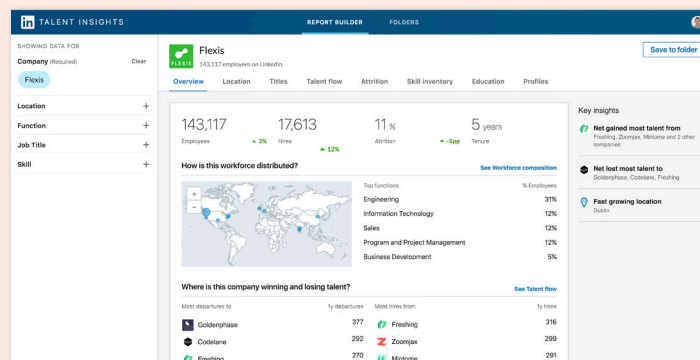


"Talent Insights has changed the way I approach conversations with prospects. I can use LinkedIn's data to show that I've done my homework and understand the challenges their company is facing. It sets me apart from other firms and adds a level of credibility."

Trevor Cobain, Account Executive, Russell Tobin

3) Expand business within existing accounts

Identify new business opportunities within the companies you already work with. Use Company Reports to view skill growth to find new verticals to branch into, and attrition trends to take advantage of growth opportunities.



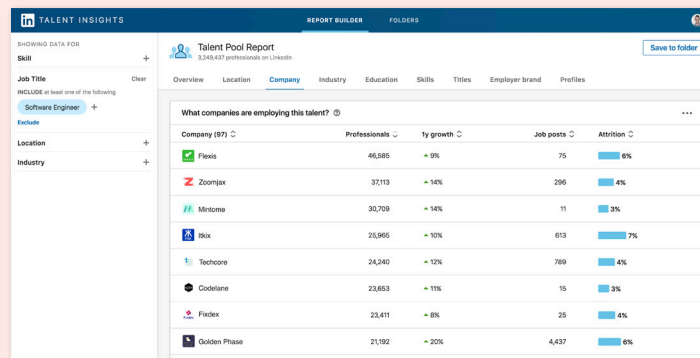
Select Company
Report

Search for
your Client

Explore Talent Flow,
Attrition or Skill
Inventory Tabs

4) Prioritize your accounts

Access a ranked list of the companies most likely to hire the defined talent pool you're exploring and boost your call-to-win-rate with unique insights into new prospects – all in just a few clicks.



Select Talent
Pool Report

Select
Company Tab

Leverage
Insights

5) Build your credibility

Confidently enter every phone call and meeting armed with data-driven insights, building trust and credibility with your prospects, and helping to close deals.

With real-time data from over 200 countries and territories at your fingertips, you can refocus your efforts to boost your efficiency and your results, giving you a headstart on the competition.