

SUCCESS STORY

MDI GROUP USES LINKEDIN TALENT INSIGHTS TO BUILD SALES OUTREACH STRATEGY IN A NEW MARKET

As a new account manager for search and staffing firm MDI Group, Kristie Thomas needed to find out which companies in the Charlotte, N.C., market were in need of IT talent. Kristie expected learning about an entirely new territory would require months of research and extracting knowledge from her peers. Luckily, with LinkedIn Talent Insights she was able to search in real time for companies in the Charlotte area that employed people in IT helpdesk positions. Using this list of companies, Kristie then accessed the company report in Talent Insights, where she could examine how companies were gaining or losing IT talent. She used this information to prioritize and structure her initial outreach to each prospect, adding credibility to her messaging. As a result, Kristie has secured several client meetings and saved a massive amount of time contacting only those companies with urgent hiring challenges.

IMPACT

TARGETED OUTREACH

New to Charlotte, Kristie used Talent Insights to learn about the market and prioritize companies with the most IT help desk vacancies.

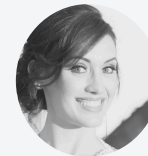
INCREASED EFFICIENCY

By capturing an understanding of company talent flows and needed skills all in one tool, she can save valuable research time.

MORE LEADS

Using LinkedIn Talent Insights data, Kristie has secured meetings with two clients who were unresponsive to previous outreach.

“Being new to Charlotte, I don’t know how I would have learned so much about my market so quickly without LinkedIn Talent Insights. It helped me build my outreach strategy and discover which companies were worth my time contacting.”



KRISTIE THOMAS
CLIENT MANAGER,
MDI GROUP