

# CANDIDATE RESEARCH



**Identify Key Talent  
Communities to  
Expand Your  
Workforce.**

## Dig Deeper for Better Results:

The ReachTest Service uses ReachingTalent technology to pull ideal candidates from the internet. We source exhaustively from career boards to résumé and CV banks to locate those actively pursuing employment, as well as passive candidates who have industry-specific experience.

## Seek out Qualified Candidates

Most companies' expansion strategy is simple: Determine a need for products or services to locate a prospective client base. But despite the best intentions, few of them effectively apply the same strategy to locate their most valuable resource: Talent.

To plan effectively, you need to identify potential candidates, determine their location and demographics and encourage them to join your talent community. The ReachTest service provides targeted research campaigns designed to locate and analyze your available market of qualified talent.

Using our years of expertise in the recruiting industry, ReachingTalent works with you to identify and define your sourcing objectives, and to create a long term strategy to achieve them. We utilize résumé/CV databases to map pools of talent in your area, giving you a recruiting edge over your competition.

In addition to sourcing qualified candidates, you must have a strategy to build strong relationships with identified talent. Branded and targeted e-mail campaigns can be developed specifically for your organization, promoting your specific job opportunities and driving candidates to your corporate career site to submit applications and join your talent community.

### Metro ReachTest

*single market analysis*

- Quantify candidates in a specific metropolitan region.
- Determine qualification levels based upon search criteria.
- Geographically map pockets of talent for new candidate development.
- Analyze the talent landscape for future recruiting activities.

### National ReachTest

*national market analysis*

- Locate groups of candidates with a national search.
- Determine qualification levels based upon search criteria.
- Geographically map communities of talent for new market development.
- Analyze the talent landscape for future recruiting activities.