



The future of hiring.



The Lou Adler Workshop Series
**Using ZoomInfo to
Recruit Passive Candidates**

Agenda

- Introduction:
 - Dan Sally, *ZoomInfo Client Services*
- Featured speaker:
 - Lou Adler
- Q&A





Who is ZoomInfo?

- An intelligent summarization search engine for finding people and companies
- Features summaries of more than 30 million people, 2 million companies and is growing continuously
- Provides up-to-date information by continually scanning millions of Web sites, press releases, electronic news services, SEC filings and other online sources
- Delivers information in comprehensive summaries, that can include work history, education, current position, previous positions, board memberships, and business affiliations
- New feature = JobCast, a sourcing and referral management integration

Key Customers



Google™

FIRST DATA

MERCK

QUIZOS SUB
MMM...TOASTY!

IBM®

Microsoft®

Apple Computer

STAPLES®
Business Advantage

H&R BLOCK®

YAHOO!

intel.

>KNIGHT RIDDER<

verizon

SAMSUNG

Pitney Bowes

ORACLE®

Kenexa

Tyson

Adobe

FedEx Express

Time Warner

BLOCKBUSTER

EMC²
where Information lives

zoominfo
People, Companies, Relationships

the adler group
advanced hiring concepts



About Lou Adler



Lou Adler is the president of The Adler Group. His Amazon best-seller *Hire With Your Head* (John Wiley & Sons, 1997, 2002) started the performance-based hiring and selection movement. This was followed-up with the award-winning Nightingale Conant audio tape program, *POWER Hiring: How to Find, Assess, Hire and Keep Great Talent* (1998).

Adler is a noted recruiting industry expert, national speaker, and columnist for a number of major recruiting Internet sites including HR.com, ERExchange.com, Kennedy Information, *Workforce* magazine, and AIRS. He is a veteran recruiter and founder of CJA Executive Search.

Adler's early industry career included general management positions with the Allen Group, as well as senior-level financial management positions with Rockwell International's Automotive and Consumer Electronics groups. Adler holds an MBA from UCLA and a B.S. in Engineering from Clarkson University, New York.



The future of hiring.



The Lou Adler Workshop Series
**Using ZoomInfo to
Recruit Passive Candidates**



Overview/Introduction

- The 10 commandments of recruiting passive candidates
- Become talent centric
- Use the “30% Plus” solution
- How to use ZoomInfo
- The basics of recruiting passive candidates
- Try ZoomInfo
- Make it even better – attend Recruiter Boot Camp Online!



The Ten Commandments of Recruiting Passive Candidates

1. You must know the job and why it's exceptional.
2. You must become a partner with your hiring manager clients.
3. You must limit the number of calls to "unworthy" candidates.
4. You must know how to work a cold list.
5. You must recruit the person directly before getting names.
6. You must engage with the person for at least 10 minutes to establish your professionalism.
7. You must not take no for answer.
8. You must have rebuttals to every major concern.
9. You must proactively network with worthy candidates only and get more worthy candidates.
10. You must maintain applicant control.



Finding Top Employees

Are you finding enough top people?

Where do you spend most of your time?



CANDIDATE TYPES

Active – 15%

- Need a job
- Aggressively looking

Less Active – 15%

- Want better job
- Somewhat looking

Semi-Passive – 20%

- Want much better job
- Waiting for your call

Passive – 50%

- Don't want another job
- Don't call

Who are you sourcing?

Finding Top Employees

Best Employees

Traditional jobs are not attractive to best employees!

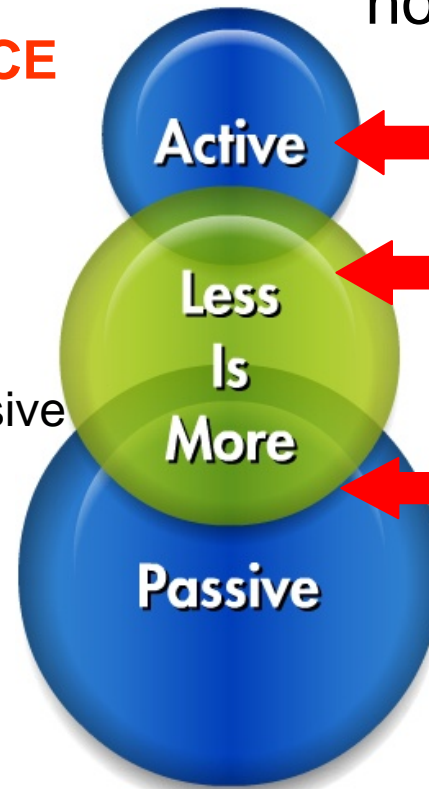


PERFORMANCE

Initiative/Drive
Competent
Hard Working
Teamwork (EQ)

LOOK/DECIDE

Less Active/Passive
More Selective
Long Term
Major Step
Job Match



Another Job

1st - Offer Better Jobs

2nd - Offer Better Careers

What kind of jobs are you offering?



The "30% PLUS!" Solution

30% Rule =

Tactical

\$\$/Quality

+

Job Stretch

+

Job Growth

Strategic



Traditional jobs are not attractive to great employees!

← Another Job

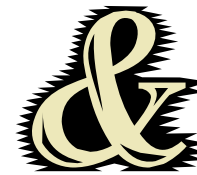
← 1st - Offer Better Jobs

← 2nd - Offer Better Careers

PLUS = Hiring Manager's Total Commitment!



Great Passive Candidates =



- ZoomInfo: everyone in the U.S. with 1-2 degrees of separation.
- Scripts plus phone – maybe email first with JobCast.
- Prequalify and networking!

Build a List of People: Results

[Contact Support...](#) [Help...](#)

Search Criteria

[<< Edit Criteria](#)

Company Name (List): Microsoft

Search Filters

[Edit Filters](#)

Work History: Current Employment Only

Last Mentioned Date: Within 18 Months

Tools: [Add to folder...](#) [Export to spreadsheet...](#) [Save this search...](#) [Show call list](#) [Remove selected summaries...](#)
[Send JobCast email campaign...](#)

Selected Summaries: No people summaries selected [X Clear entire selection](#)

Results: 1-20 of first 100 [+More](#)

Results Per Page: 20

Sort: None (Fastest)



Pages: [1](#) [2](#) [3](#) [4](#) [5](#) [+More](#)



<input type="checkbox"/>	Name	Title	Company	Last Mentioned
<input type="checkbox"/>	Gates, Bill H.	Founder	Microsoft Corporation	12/22/2005
<input type="checkbox"/>	Ballmer, Steve A.	Chief Executive Officer	Microsoft Corporation	12/24/2005
<input type="checkbox"/>	Allchin, Jim E.	Group Vice President	Microsoft Corporation	12/5/2005
<input type="checkbox"/>	Gilmartin, Raymond V.	Board Member	Microsoft Corporation	9/28/2005
<input type="checkbox"/>	Mundie, Craig J.	Chief Technology Officer	Microsoft Corporation	12/7/2005
<input type="checkbox"/>	Poole, Will	Senior Vice President of the Windows Client Business	Microsoft Corp.	12/25/2005
<input type="checkbox"/>	Ozzie, Ray E.	Chief Technical Officer	Microsoft Corp.	12/13/2005
<input type="checkbox"/>	Nash, Mike	Corporate Vice President of the Security Business and Technology	Microsoft Corp.	10/12/2005



SEARCH FOLDERS HISTORY MY ACCOUNT ZOOMINFO HELP LOGOUT

Summary: VERITAS Software Corporation

<< Previous summary [Back to results](#) [Next summary](#) >>

Tools: [Search for employees of this company...](#) [Find competitors](#) BETA [Add to folder...](#)

VERITAS Software Corporation

<http://www.veritas.com>

NASDAQ: VRTS

Press Release

<http://www.veritas.com/news/press/PressReleas...>

VERITAS Software, one of the 10 largest software companies in the world, is a leading provider of software and services to enable utility computing. In a utility computing model, IT resources are aligned with business needs, and business applications are delivered with optimal performance and availability on top of shared computing infrastructure, minimizing hardware and labor costs. With 2004 revenue of \$2.04 billion, VERITAS delivers products and services for data protection, storage & server management, high availability and application performance management that are used by 99 percent of the Fortune 500.

Description from www.veritas.com

<http://www.veritas.com/aboutus/aboutusdetail...>

VERITAS Software was founded in 1989 to develop and market high availability products. Steady growth and strong demand for the company's software solutions lead to an initial public offering in 1993. VERITAS Software has been listed on the NASDAQ National Market under the symbol VRTS since that time. It was added to the NASDAQ-100 Index in January 1999 and to the S&P 500 Index in March 2000. In April 1997, VERITAS Software merged with OpenVision Technologies, expanding the company's product line to include solutions for architecture, engineering and biological

Recently Viewed Companies

- <http://www.afantasticplanet.com/>
- [Schneider Children's Hospital](#)
- [Novell](#)
- [\(more...\)](#)

Primary Contact Information

350 Ellis Street
Mountain View, CA 94043
Phone: (650) 527-8000
Fax: (650) 527-2908
[\(View Source\)](#)

Additional Contact Information

1600 Plymouth St.
Mountain View, CA 94043
Phone: (650) 527-8000
Fax: (650) 527-2908
[\(View Source\)](#)

400 International Parkway
Heathrow, FL 32746;
Phone: (888) 732-2021
Fax: (407) 531-7670
[\(View Source\)](#)



Build a List of Companies: Results

Search Criteria

Competitors of: VERITAS Software

Tools: [Search for employees of selected companies...](#) [Add to folder...](#) [Save this search...](#) [Show company details](#)

Selected Companies: No company summaries selected [X Clear entire selection](#)

Results: 1-18 of 18

Results per page: 50

Sort: None (Fastest)

<input type="checkbox"/>	Company Name	City	State	Website
<input type="checkbox"/>	IBM Phone: (914) 499-1900 Fax: (800) 426-4329	Armonk	NY	http://www.ibm.com
<input type="checkbox"/>	Sun Microsystems Phone: (650) 960-1300 Fax: (650) 969-9131	Santa Clara	CA	http://www.sun.com
<input type="checkbox"/>	Oracle Phone: (650) 506-7000 Fax: (650) 506-7200	Redwood City	CA	http://www.oracle.com
<input type="checkbox"/>	Fujitsu Limited Phone: (408) 745-4900 Fax: (408) 745-4970	Sunnyvale	CA	http://www.fujitsu.com
<input type="checkbox"/>	Symantec Phone: (408) 517-8000	Cupertino	CA	http://www.symantec.com

ZoomInfo: Symantec - Microsoft Internet Explorer

File E » Back Forward Home Search Favorites Links Y! Z MSN RBC Preview Wbx Jobster Join Wbx RBC AGC USA

Address http://www.user.zoominfo.com/user/CompanyDetail.asp?CompanyID=372 Go

zoominfo SEARCH FOLDERS HISTORY MY ACCOUNT ZOOMINFO HELP LOGOUT

Summary: Symantec

<< Previous summary Back to results Next summary >>

Tools: Search for employees of this company... Find competitors (BETA) Add to folder...

Symantec

<http://www.symantec.com>
NASDAQ: SYMC

SEC Filing Excerpt (07/28/2004)

Find complete filing text at: <http://www.sec.gov/Archives/edgar/data/849399...>

Symantec is the global leader in information security providing a broad range of software, appliances and services designed to help individuals, small and mid-sized businesses, and large enterprises secure and manage their IT infrastructure. Symantec's Norton brand of products is the worldwide leader in consumer security and problem-solving solutions. Founded in 1982, we have offices in 38 countries worldwide.

We file registration statements, periodic and current reports, proxy statements and other materials with the Securities and Exchange Commission. You may read and copy any materials we file with the SEC at the SEC's Public Reference Room at 450 Fifth Street, NW, Washington, DC 20549. You may obtain information on the operation of the Public Reference Room by calling the SEC at 1-800-SEC-0330. The SEC maintains a web site at www.sec.gov that contains reports, proxy and information statements and other information regarding issuers that file electronically with the SEC, including our filings.

Our Internet address is www.symantec.com. We make available, free of charge, our annual reports on Form 10-K, quarterly reports on Form 10-Q and current reports on Form 8-K, and any amendments to those reports filed pursuant to Section 13(a) or 15 (d) of the Securities Exchange Act of 1934 through our Investor Relations web site,

Recently Viewed Companies

- [VERITAS Software](#)
- <http://www.afantasticplanet.com/>
- [Schneider Children's Hospital](#)
- [\(more...\)](#)

Primary Contact Information

20330 Stevens Creek Blvd.
Cupertino, CA 95014
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[\(View Source\)](#)

Additional Contact Information

10201 Torre Avenue
Cupertino, CA 95014-2132
Phone: (408) 517-8000
Fax: (541) 335-5100
[\(View Source\)](#)

555 International Way
Springfield, OR 97477
Phone: (800) 441-7234
Fax: (541) 335-5100
[\(View Source\)](#)

Done Internet

start Summe... Recruit... 3 Micr... Inte... Microso... Microso... 2:17 PM



Build a List of People [Need Help?](#)

[Find People](#) [Clear Criteria](#)

Title Criteria

Title/Position: (+) Indicates that sub-categories are available [Help...](#)

- Engineering & Technical (+)
- Finance (+)
- Human Resources (+)
- Legal (+)
- Marketing (+)
- Medical & Health (+)

- Industrial Engineering
- Information Technology
- Quality Assurance
- Software Engineering
- Technical
- Web Development

Title/Position Hierarchy: Non Management [Help...](#)

Specialized Title/ Position Keywords:

[more fields](#)

Tip: Title Position

Select a title from our comprehensive list of corporate roles. Increase your specificity by selecting a subcategory for roles with a + next to the heading. To select more than one category or subcategory from the list, hold down the CTRL key on your keyboard while clicking.

If you wish to search by a role that is not included on this list, choose the default (*All Titles*) and enter keywords that describe the role in the *Specialized Title Keywords* field.

Company Criteria

Company Name:

Match any of the following companies:

- Symantec

[Add...](#)
[Edit List...](#)
[Clear List...](#)

Results: 1-20 of 48 Results Per Page: 20 Sort: None (Fastest)

Pages: 1 2 3

<input type="checkbox"/> Name	Title	Company	Last Mentioned
<input type="checkbox"/> Rivers, Douglas	Certified Information Systems Security Professional and Senior Systems Engineer	Symantec Corp.	2/12/2005
<input type="checkbox"/> Luxford, David	Senior Software Engineer	Symantec	4/6/2005
<input type="checkbox"/> Katz, Sheryl L.	Senior Product Manager for Software Developer Products	Symantec (past)	4/28/2005*
<input type="checkbox"/> Uchida, Nick	Software Quality Assurance Engineer	Symantec	12/11/2004
<input type="checkbox"/> Ruckman, Sharon	Product Manager for Norton Anti-Virus Software	Symantec Corp.	3/8/2005
<input type="checkbox"/> Giesbrecht, Dieter	Position, PC and Client and Server Software Industry (past)	Symantec Corporation	4/29/2005*
<input type="checkbox"/> Costin, Leigh	Senior Systems Engineer for Australia , New Zealand	Symantec Corporation (past)	2/6/2005*
<input type="checkbox"/> Pregnell, Robert	Senior Systems Engineer	Symantec Corporation	4/10/2005
<input type="checkbox"/> Karr, Chris	Senior Systems Engineer	Symantec Corporation (past)	8/19/2004*
<input type="checkbox"/> Hardman, Daniel	Senior Principal Software Engineer With Enterprise Administration Business Unit	Symantec Corporation	11/11/2004
<input type="checkbox"/> Kin, Kevin	Principal Systems Engineer	Symantec Corporation	8/19/2004
<input type="checkbox"/> Chiang, Dean	Regional System Engineer for the ISP Team	Symantec Corporation	11/5/2004
<input type="checkbox"/> Cantey, David	Principal Systems Engineer	Symantec	8/14/2004
<input type="checkbox"/> Steiner, Lorne	Computer Software Developer	Symantec (past)	5/1/2005*

ZoomInfo: Kevin Kin - Microsoft Internet Explorer

File E » Back Forward Stop Home Search Favorites Go Google veritas competitors Search PageRank ABC Check »

Address http://www.user.zoominfo.com/user/PersonDetail.asp?PersonID=6285136 Go Links Y! Z MSN RBC Preview Wbx Jobster Join Wbx RBC AGC USA »

zoominfo SEARCH FOLDERS HISTORY MY ACCOUNT ZOOMINFO HELP LOGOUT

Summary: Kevin Kin

<< Previous summary Back to results Next summary >>

Tools: Add to folder... Send summary... Print summary... Networking opportunities... Export to contact manager...

Kevin Kin
Principal Systems Engineer
[Symantec Corporation](#)
KKin@symantec.com
Last mentioned on 8/19/2004

Recently Viewed People Summaries
[David Cantey](#), Symantec
[Chris Karr](#), Ubergard Information Security Consulting
[Dieter Giesbrecht](#), Symantec
(more...)

Symantec
20330 Stevens Creek Blvd.
Cupertino, CA 95014
Phone: (408) 517-8000
Fax: (541) 335-5100
<http://www.symantec.com>
Symantec is the global leader in information security providing a broad range of software, appliances and services designed to help individuals, small and mid-sized businesses, and large enterprises secure and manage their IT infrastructure. Symantec's Norton brand of products is the worldwide ... (more)
[Find more Symantec employees...](#)

This summary was automatically compiled using 3 sources:

ISSA-Sacramento-Meetings
www.issa-sac.org/meetings/20040819.shtml
Published on: 8/19/2004 Last Visited: 2/9/2005

Kevin Kin, Principal Systems Engineer, **Symantec Corporation** - Kevin joined **Symantec** from the recent On Technology acquisition bringing 8+ years experience in the Systems Management field. **His** background includes; application packaging, application deployment, OS migrations, inventory management and patch management.

Annual Discover Security Conference
www.issahawaii.org/conf2004.htm
Last Visited: 3/31/2005

Kevin Kin: Kevin, Principal Systems Engineer, joined **Symantec** via the On Technology acquisition last spring. **He** brings over 7 years of systems management experience to **Symantec** and has helped many Fortune 500 companies identify solutions and best practices to help streamline their support structure and process with special focus on Patch Management and Security.

start Summe... Recruit... 3 Mic... 2 Inte... Microso... Microso... 2:16 PM



Semi-Passive Sourcing

Cold Calling Semi-Passive Candidates

Networking Rules!

100 cold names

10 worthy names

1 qualified candidate



- Don't waste your time
- Be proactive: ask for names
- Pre-qualify everyone!
- Engage 1st to network
 - Be vague about title
 - Only ask "yes" questions
 - Get person to talk 1st
 - Qualify the person
 - Ask for referrals



Basic Cold-calling

- Only call the best
- Short introduction
- Confidential nature
- Ask 99% question
- Engage 5-10 mins
- Get org charts
- Make decision
- Network

Hi, my name is _____.

Your name has been mentioned to me on a very confidential basis, as someone I should contact on a search effort I'm leading for a top _____.

Let me ask you candidly, would you be open to explore a new career opportunity if it was clearly superior to what you're doing today?



Engage 1st – Networking

- Establish leverage w/opening pitch
- Don't give up leverage
 - Be vague about title
 - Obtain profile – org chart – names
 - Must only give job pitch AFTER profile
 - If not qualified, provide hope
 - Ask for best people known, not those looking
 - Who would you hire? Prequalify
 - Who's best at previous company? Prequalify



Overcoming Initial Concerns

- I'm happy now
- Not interested
- You tell me first
- Don't have time
- _____
- _____
- Voice Mail
 - Engaging
 - Persistent
 - Confidential
- *Major decision with minor information*
- *Strategic vs. tactical*
- *Growth rate comparison*
- *Maintain confidentiality*
- *Investment decision*
- *Rather hire a person who is on top rather than in trough – more discriminating*
- *Persist: “no” is based on lack of info!*



Working a Cold List

Cold Calling Cold List

- 1:100 or 1:10 approach
- Call first 15 people from list
- Prequalify
- Network w/best
- Recycle 2X to validate
- Bad list, try something else

Tools

- ZoomInfo
- LinkedIn
- Jobster
- CI

Key Points

1. Who you call
2. What you say
3. Be vague
4. 1st get background
5. Give short pitch
6. **Network – you MUST get more names on every call**
7. Proactively ask
8. Narrow networking to 3-4 hot names



Recruiting Passive Candidates

Key Points

- Top People Focus
 - The job
 - The hiring manager
 - The team
 - The company
 - The comp
- Don't take "NO" for an answer
- Share information

Networking is the Key

- Only call the best
- Engage 1st
- Establish professionalism
- Recruit 1st – Network 2nd
- No excuses!
- All it takes is ZoomInfo and a phone
- Become a great recruiter!



The future of hiring.

Q&A

**For complimentary access
to the largest index of
business people in the world
go to
www.zoominfo.com/lou
and request your
demonstration and trial
access.**

Become an expert!
Maximize ZoomInfo
and **more** with Lou's
essential RBC training.

Get More!

Lou Adler's
**Recruiter
Boot Camp
Online** **Register
Now!**



The future of hiring.

For more information on Lou Adler's Recruiter Boot Camp:

www.adlerconcepts.com

888-878-1388

For more information on how ZoomInfo can help your recruiting efforts:

www.zoominfo.com/recruiting

866.904.ZOOM (9666)

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To contact the Adler Group

info@adlerconcepts.com

A copy of this presentation will be available via an archived link.