

Lou Adler's

Using ZoomInfo to Hire Passive Candidates




The future of hiring.





Lou Adler's Performance-based Hiringsm Workshop

Case Study: Using ZoomInfo to Recruit Passive Candidates



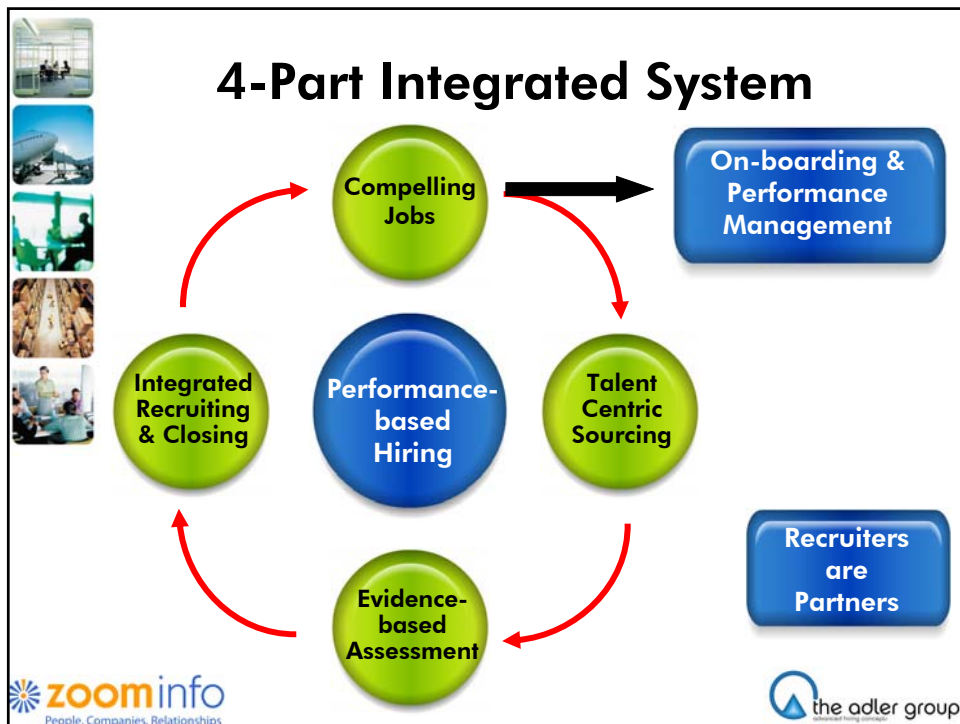
Overview/Introduction

- Intro to Performance-based Hiringsm
- The 10 Commandments of recruiting passive candidates
- Become Passive Candidate Centric
- ZoomInfo Case Study
- How to Make a Cold List Hot
- Try ZoomInfo
- Make it even better – attend Recruiter Boot Camp Online!



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The 10 Commandments of Recruiting Passive Candidates

1. You must know the job and why it's exceptional.
2. You must become a partner with your manager clients.
3. You must limit the 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.

The ZoomInfo logo is in the bottom left, and 'the adler group' logo is in the bottom right.

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Finding Top Employees

Are you finding enough top people?

Where do you spend most of your time?



Who are you sourcing?

CANDIDATE TYPES

Active – 15%

- Need a job
- Aggressively looking

Less Active – 30%

- Want better job
- Somewhat looking

Semi-Passive – 30%

- Want much better job
- Waiting for your call


Passive – 25%

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





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!

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Case Study: VP Marketing

zoominfo
powersearch

Search Folders History JobCast My Account Resources Help Logout

Summary: **The Black & Decker Corporation** << Previous summary Back to results Next summary >>

Tools: Search for employees of this company... **Find competitors** Add to folder...

The Black & Decker Corporation
<http://www.blackanddecker.com>
Stocks: NYSE: BDK
Annual Revenues: \$6.5B
Employees: 22,100

Recently Viewed Companies
[The Warnaco Group](#)
[Novartis Pharmaceuticals](#)
[PDL BioPharma](#)
[\(more...\)](#)

Press Release
http://www.corporate-ir.net/ireve/ir_site_zht...

Black & Decker is a leading global manufacturer and marketer of power tools and accessories, hardware and home improvement products, and technology-based fastening systems.

Description from www.corporate-ir.net
http://www.corporate-ir.net/ireve/ir_site_zht...

Black & Decker is a global manufacturer and marketer of quality power tools and accessories, hardware and home improvement products, and technology-based fastening systems. Our products and services are marketed in more than 100 countries, and we have manufacturing operations in eleven countries. Throughout our businesses, we have established a reputation for product innovation, quality, end-user focus, design, and value. Our strong brand names and new product development capabilities enjoy worldwide recognition, and our global distribution is unsurpassed in our industries.

Primary Contact Information
701 E Joppa Rd
Towson, MD 21286
Phone: (410) 716-3900
Fax: (410) 716-3318
[\(View Source\)](#)

Additional Contact Information
626 Hanover Pike
Hampstead, MD 21074
Phone: (800) 544-8986
Fax: (410) 239-5340
[\(View Source\)](#)
7 Floral Street
London WC2E 9DH
Phone: +44 207 420 1700
[\(View Source\)](#)
210 Bath Road
Stamford, CT 06424

Identify Competitors

zoominfo
powersearch

Search Folders History JobCast My Account Resources Help Logout

Build a List of Companies: Results [Live Support...](#) [Help...](#)

Search Criteria
Competitors of: The Black & Decker

Tools: Search for employees of selected companies... Add to folder... Export to spreadsheet... Save this search...
 Show company details

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


Results: 1-20 of 23 Results per page: 20 Sort: None (Fastest)

Pages: 1 2

<input type="checkbox"/>	Company Name	City	State	Website
<input type="checkbox"/>	Snap-on Incorporated Phone: (414) 656-5200 Fax: (262) 656-1403	Kenosha	WI	http://www.snapon.com
<input type="checkbox"/>	DEWALT Company Phone: (800) 433-9258 Fax: (410) 716-2788	Baltimore	MD	http://www.dewalt.com
<input type="checkbox"/>	STIHL Incorporated Phone: (757) 486-9100 Fax: (757) 486-9288	Virginia Beach	VA	http://www.stihlusa.com
<input type="checkbox"/>	The Stanley Works Inc Phone: (860) 225-5111 Fax: (860) 827-3895	New Britain	CT	http://www.stanleyworks.com

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Search for Candidates



[Search](#)
[Folders](#)
[History](#)
[JobCast](#)
[My Account](#)
[Resources](#)
[Help](#)
[Logout](#)

Build a List of People - Advanced [Live Support...](#) [Help...](#)

[<< Basic Search](#) [Find People](#) [Clear](#)

Title Criteria:

Title Keywords: [Title directory...](#)

Include Similar titles (recommended)

Limit by Title Hierarchy:

Board Members
Executives
 Mid Management
 Non Management

Credentials:

[top ▲](#)

Company Criteria: Company List:

Match any of the following companies:
 American Tool Companies
 Bahco
 DEWALT
 Fein Canadian Power Tool
 Irwin Industrial Tool
 Mac Tools

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

Select Candidates

Results: 1-20 of 35 Results Per Page: 20 Sort: None (Fastest)

Pages: 1 2

<input checked="" type="checkbox"/>	Name	Title	Company	Last Mentioned
<input checked="" type="checkbox"/>	Waldron, Ken	National Marketing Manager	STIHL Inc.	12/5/2005
<input checked="" type="checkbox"/>	Smith, Joseph	Vice President of Marketing	Milwaukee Electric Tool Corp.	2/11/2006
<input checked="" type="checkbox"/>	Bannell, Scott A	Director of Corporate Marketing	The Stanley Works Inc	4/1/2006
<input checked="" type="checkbox"/>	Byrley, Dave	Director of Product Development and Quality	M.K. Morse Company	4/24/2006
<input checked="" type="checkbox"/>	Young, Jay	Marketing Director	Irwin Industrial Tools	4/24/2006
<input checked="" type="checkbox"/>	Stigman, Lori	Accessory Product Line Manager	Porter-Cable	4/24/2006
<input checked="" type="checkbox"/>	Sajkowski, Debra	Marketing Communications Manager	Milwaukee Electric Tool Corporation	7/7/2005
<input checked="" type="checkbox"/>	Spee, Roger	Sports Marketing Manager	Mac Tools	12/8/2005
<input checked="" type="checkbox"/>	Hall, Dave	Senior Product Line Manager	Porter-Cable Corporation	3/14/2006
<input checked="" type="checkbox"/>	Hefley, Ken	Senior Vice President Marketing	Makita	4/24/2006
<input checked="" type="checkbox"/>	Howland, Jon	Director of Marketing	DEWALT Company	2/27/2006
<input checked="" type="checkbox"/>	Wilthey, Brent	Brand Marketing Manager	Makita	10/3/2005
<input checked="" type="checkbox"/>	Cunningham, John	National Event Marketing Manager	DeWalt Inc	3/3/2006
<input checked="" type="checkbox"/>	Ginaer, Andy	Vice President and Chief Marketing Officer	Snap-on Incorporated	11/5/2005
<input checked="" type="checkbox"/>	Gatz, Jay	Director of Brand and Channel Marketing	Ridge Tool Company	3/14/2006
<input checked="" type="checkbox"/>	Valikus, Jay	Access Technologies' Marketing and e-Business Manager	The Stanley Works	5/3/2006

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Review Candidates

Andy Ginger
Vice President and Chief Marketing Officer
[Snap-on Incorporated](#)
President, Branding, Wisconsin
Last mentioned on 11/5/2005

Other Titles Held
Manager, Branding Strategy

Board Memberships and Affiliations
[America's Future Inc](#) Board Member

Past Employment History

Craftsmen, Kenmore and Die Hard	Brand Officer
Sears, Roebuck and Company	Vice President, Brand Management Vice President of Brand Marketing

Education

Northern Illinois University	Master	Journalism and Public Relations
	Bachelor of Science	Journalism and Political Science

This summary was automatically compiled using 13 sources:

[Andy Ginger Joins Snap-on as Chief Marketing Officer: F...](#)
biz.yahoo.com/BWJST/051024/177.html?_v=1
Published: 10/24/2005 Last Edited: 10/24/2005

Andy Ginger Joins Snap-on as Chief Marketing Officer Monday October 24, 4:18 pm ET

Recently Viewed People Summaries
[Edward Davis](#), Colgate-Palmolive
[Christina McMullen](#), Black & Decker
[Ed Kovaj](#), Novartis Pharmaceuticals
[\(more...\)](#)

Snap-on Incorporated
10801 Corporate Drive
Kenosha, WI 53141-1430
Phone: (414) 856-5200
Fax: (262) 856-1403
<http://www.snapon.com>

Stock: NYSE:SNA
Annual Revenues: \$2.4B
Number of Employees: 11,500

Snap-on has paid consecutive quarterly cash dividends since 1939. Snap-on Incorporated is a leading global innovator, manufacturer and marketer of tool, diagnostic and equipment solutions for professional tool users. Product lines include hand and power tools, diagnostics and shop equipment, tool... [\(more\)](#)

[Find more Snap-on Incorporated employees...](#)
[Find competitors of Snap-on Incorporated...](#)

America's Future Inc
Suite 305 80 W. Bowery St.
Aurora, OH 44202

Use JobCast to Email Candidates

zoominfo
powersearch

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Build a List of People: Results [Live Support...](#) [Help...](#)

Search Criteria [<< Edit Criteria](#)

Title: marketing OR product marketing OR product manager OR product development

Title Hierarchy: Executives OR Mid Management

Company Name (List): American Tool Companies OR Bahco OR DEWALT OR Fein Canadian Power Tool OR Irwin Industrial Tool OR Mac Tools OR Makita OR Metabo OR Milwaukee Electric Tool OR Paslode OR [\(More...\)](#)

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: 20 people summaries selected [Clear entire selection](#)

Results: 1-20 of 35 Results Per Page: 20 Sort: None (Fastest)

Pages: 1 2

<input checked="" type="checkbox"/>	Name	Title	Company	Last Mentioned
<input checked="" type="checkbox"/>	Waldron, Ken	National Marketing Manager	STIHL Inc.	12/5/2005
<input checked="" type="checkbox"/>	Smith, Joseph	Vice President of Marketing	Milwaukee Electric Tool Corp.	2/11/2006
<input checked="" type="checkbox"/>	Bannell, Scott A.	Director of Corporate Marketing	The Stanley Works Inc	4/1/2006
<input checked="" type="checkbox"/>	Bivley, Dave	Director of Product Development	M.K. Morse Company	4/24/2006

Subject: Harvard Business Review - Why Most New Hires Don't Make It

Compelling Title

Andy,

Last month HBR ran a series on Hiring the Right Leaders. The authors describe why 30 to 50 percent of CEOs hired from the outside don't make it. The conclusion: the hiring team didn't match real job needs with the person's abilities and interests. This is the same problem all companies face regardless of the position. While we train companies how to do this right, we also show them how by conducting senior level executive searches clearly defining job needs up front. You'll see an example of this in the attached ad. It clearly describes the challenges and expectations for a search we're conducting for a VP Marketing for an international consumer products company.

Creative Email and Ad Copy

Sincerely,
Lou Adler

Interested in this job opportunity?
[Click here](#) to apply or learn more...

Attention Getting

Position Title:	VP Marketing - Back to the Future
Location:	Southern California, CA
Description:	<p>Fast Forward One Year</p> <p>Our client would like to thank you for accomplishing the following this past year:</p> <ol style="list-style-type: none"> 1. Creating an innovative product three-year roadmap that takes full advantage of our unique product design, manufacturing and distribution capabilities (nano and super-lean) and the changing demographics in North American and Asia. 2. Building and developing a team of product managers and marketing experts that rivals any consumer products company in the world. 3. Insuring that our distribution system (SAP-based) is second to none in ensuring our customers get every order completed on-time, just-in-time. 3. Helping our world-class sales team reach another plateau in performance. We blew past our revenue budget and everybody attributes it to you and your team's efforts. 4. Leading the effort on Implementing a forward-looking sales forecasting system that finally allows us to better predict the performance of every phase of our business. 5. Getting recognized in <i>Business Week's</i> Annual Product Design Competition as a leader in product design and functionality. <p>Now, Back to Today</p> <p>If you'd like this story to be yours, or know someone who could make it theirs, we need to talk. You can contact us at info@adlerconcepts.com.</p> <p>For a little more background we're pretty wide open but suspect the candidates will have about 15 years experience in senior-level product marketing or brand management positions at a director or VP level. Much of this experience has probably been at a big multi-national consumer products company. We're looking for a senior level executive who knows how to build a team of marketing professionals to take our fast-growing company to another level of business performance. Combine this with a track record of launching high-tech consumer products, creating international brands, achieving results on time and on-budget, and the courage to profoundly change the way people use technology.</p>
Options:	<ul style="list-style-type: none"> • I'm interested and would like to learn more • Keep me informed of other relevant opportunities (this isn't quite there yet) • Forward this opportunity to a friend

Targeted Audience


Focus on What Person Will Get

Describe a Career, not Another Job

EXPERIMENT


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Email Candidates

power search

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JobCast >> My Job Requisitions >> CFO-Group >> New Email Campaign

 **New Email Campaign**

[Live Support...](#) | [Help...](#)

Name: [Save and Exit](#) | [Next >>](#) | [Cancel](#)

Recipients







[Add Recipients](#) | [Remove All Recipients](#) Recipients: 14

Name	Title	Company	
Bannell, Scott	Director of Corporate Marketing	The Stanley Works Inc	✖
Bellock, Bob	Senior Marketing Manager	Paslode	✖
Byrlev, Dave	Director of Product Development and Quality	M.K. Morse Company	✖
Connington, Chris	Director of Brand Marketing	Vermont American Corporation	✖
Cunningham, John	National Event Marketing Manager	DeWalt Inc	✖
Gatz, Jay	Director of Brand and Channel Marketing	Ridge Tool Company	✖
Gregory, Dan	Vice President of Marketing	DEWALT Company	✖
Hall, Dave	Senior Product Line Manager	Porter-Cable Corporation	✖
Heenan, Peter	Director of Marketing	M. K. MORSE CO.	✖

Email Text

From: Lou Adler (lou@adlerconcepts.com)


About 60% had email addresses




Basic Cold-calling

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

Would you be open to explore a new career opportunity if it was clearly superior to what you're doing today?




People. Companies. Relationships.



the adler group



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Using Metrics to Manage

Passive Metrics	100% Cold	100% Referred
# Calls	100	100
% Return	35%	80%
% Yes	50%	80%
% Worth Calling	35%	80%
% Candidates (1/5)	35%	50%
# Candidates	2	25
Total Time (15 min)	25 hours	25 hours
Time/candidate	12.5 hours	1 hour

Key Point: Get 2-3 pre-qualified referrals per call and work the referred list.









Working a Cold List


Cold Calling Cold List **Increase Yield**

- 1:100 or 1:10 approach
- Call best 20 people
- Recruit then network
- Prequalify everyone
- Only network w/best
- 3-4 candidates in 2-3 days

1. Who you call
2. Leave great VMs
3. What you say
4. Be vague
5. Don't lose leverage
6. Get candidate to go 1st
7. Give short pitch
8. Get 2-3 names per call
9. Work the referred list






Using ZoomInfo to Hire Passive Candidates



Recruiting Passive Candidates

- Passive candidates: few know how to recruit them properly
- ZoomInfo and a phone are all you need
- Use Performance-based Hiring
- Attend Recruiter Boot Camp Online to improve your yield and technique
- Success = build a network of referrals
- Good luck finding and hiring more great passive candidates





Next Steps

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

- 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)

- To contact Dan Sally:
sally@zoominfo.com
- To contact Lou Adler
lou@adlerconcepts.com

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

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.

