

Sun Search: Research is the Competitive Advantage

» Sun Search Success Story



Company Background:

Sun Search is a leading provider of recruitment services for the commercial construction industry. Based on Scottsdale Arizona, they have served the commercial construction industry for over 16 years.

The company maintains the philosophy that the best placements come with a proven record of success and are actively working in the industry. Of all their client placements, over 90% have been "passive" candidates.

Challenge

Being the first to find and present the best candidates is a formula for success. The key to Sun Search's success has been to embrace research and use it as a differentiator in winning business and retaining clients.

Sun Search needed to find a solution that enabled their passive candidate philosophy, while incorporating speed, quality, and providing the confidence to solve the clients' needs, no matter what their location.

Solution:

Combining speed and quality, along with the technology to source talent anywhere in the country, translates into the confidence to win the business and adapt to any market. For Sun Search, Broadlook recommended a solution including Broadlook's Profiler, Diver, Eclipse, Market Mapper, and Job Pulse. This configuration of the Suite provided not only passive candidate sourcing, but also client acquisition automation.

Results:

Sun Search has now been a Broadlook customer for over six years. When asked to describe the impact of the Broadlook Suite on his business, Kurt Haugan, President of Sun Search, said, "I could provide a number of great stories, but this is typical of our experience. I visited a prospect (now client) to win his business. Instead of just *telling* him about how we are different, having done my research with Broadlook, I *showed* him how we are different. The results, I not only earned the business, but completed six placements for him in that year alone."

The key to success, according to Mr. Haugan, is to invest in your own success. "Plug into the training and support system Broadlook provides and you can not fail. The Broadlook team has gone above and beyond what I expected. The tools are amazing, but I am just as thrilled with the people."

When asked to quantify the impact that the Broadlook solution has brought to the Sun Search, Kurt had this to say, "**One placement gives you a 100% return on investment. To me, it is a no brainer. If you can't get one more placement a year using tools like Broadlook, you should not be in the business.**"

Company Profile

Sun Search is a leading provider of recruitment services for the commercial construction industry

Opportunity

Sun Search needed to find a solution that facilitated their passive candidate research.

Broadlook's Solution

Market Mapper
Profiler
Diver
Eclipse
Job Pulse
Contact Capture

Results

Sun Search has now been a Broadlook customer for over six years.