

Licensed Professional Recruiting Package

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1. What is the Licensed Professional Recruiting Package?

The Licensed Professional Recruiting Package is highly refined solution from Broadlook Technologies designed to provide a distinct advantage for recruiters focused in niche markets for Licensed Professionals such as Physicians, Physical Therapists, Registered Nurses, Pharmacists and other Licensed Professionals.

2. How does the License Professional Recruiting Package (LPRP) work?

The Licensed Professional Recruiting Package mines passive candidates using your natural workflow. LPRP mines candidates from state licensing board and then makes the information actionable. The package then automates the ability to cross reference phone directories, identifying contact phone numbers so you can get connected to the candidate.

Finding the right clients to skill market your candidate is made easy with aggregates job listings from hundreds of major and niche job boards as well as corporate web sites. Finally, the package enables you to identify the hiring managers at your key target clients, automating the process and saving huge amounts of time in the process.

3. Why would I use the Licensed Professional Recruiting Package (LPRP)?

If you want to gain a distinct advantage in securing passive candidates in niche markets, LPRP gives saves you the time and gives you an information edge so you get to the candidates first.

4. How does LPRP compare with other approaches?

Most approaches involve manually search sources, consuming large amounts of time in research. By combining the power of 5 powerful research tools, you can do what once took days, in a few short hours.

5. It sounds like I'm buying a software package ...am I?

The License Professional Recruiting Package leverages powerful Internet research software, in a subscription model. You not only leverage the technology, but the training and expertise that Broadlook can bring.

6. What kind of information can I get with the LRPR?

You will identify passive candidate names; get home phone information, current job openings and key hiring manager contact details.

7. What can I expect with the LRPR?

You can expect to save valuable time compared to any manual process. You will also gain access to home phone information and matching that will improve your connection rate dramatically.

8. How do I get the information from the LRPR into my systems?

Broadlook Technologies has experience with over 100 popular CRM's, Contact Managers, and Applicant Tracking Systems. In many cases, we have direct export capabilities and partner relations with the companies that make your system of choice.

9. Where does the technology inside the LRPR come from?

The technology is based on Broadlook Technologies Eclipse, Phone Finder, Job Pulse and Profiler software, which Broadlook sells to sales, marketing and recruiting professionals.

10. How fast is LRPR? Can I see it in action?

At the heart of Licensed Professional Recruiting Package is an ultra-fast, accurate parsing technology. It is the same engine that is used familiar products like Broadlook's Profiler and Contact Capture products. If you want to see it in action, you can follow the link below to the Contact Capture page. You can download it, try it for free, and see for yourself.

<http://www.broadlook.com/products/contactcapture>

Contact Capture is 40X faster than the next fastest parsing technology. When parsing a single contact inside Contact Capture, the difference between 1 millisecond and 40 milliseconds is negligible. However, when you scale the parsing challenge to thousands of website used to search and cross reference, speed is paramount.

11. How reliable is the information produced by LRPR?

Using data scoring, Profiler, part of the Licensed Professional Recruiting Package gives, you control over data-quality. You select the level of completeness and accuracy scoring that fits your business requirements. All the corporate contact information extracted by Licensed Professional Recruiting Package comes with the associated context from which the information was extracted. Unlike tradition lists, you have access to the actual source of the information, for an unparalleled level of data confidence.

12. What is data scoring and how is it used in the LRPR?

Data scoring is the concept that Broadlook pioneered. The basic concept is that contact information should be assigned a score based on three major scales and hundreds of minor scales.

Major scales include.

1. Relevancy
2. Cross reference-ability
3. Data completeness.

Minor scales include:

- Spheres of influence - how many other high scoring people are clustered together
- Page type - was the person on a press release page or a corporate management page
- Contextual analysis - what is the context the name was found
- Data age - explicit, implicit and archive-compared

Example: If Licensed Professional Recruiting Package finds a *Director of Physical Therapy* for one of your target companies on (1) four different web sources, (2) it has complete info (name, title, email, phone), and (3) the dates on the pages where the information was extracted is less than 1 month old...that equates to a great score. However, if a name is found with a title, but it is out of context, that name would be listed, but would have a low score.

13. Can I buy just parts of the Licensed Professional Recruiting Package like Profiler or Eclipse software?

Yes you can, however, Licensed Professional Recruiting Package provides you with the highest level of automation and the best overall value.

14. What if I want to leverage the Licensed Professional Recruiting Package, but don't want to use the package myself?

Broadlook can provide you with Virtual Office capabilities. You can use leverage 4, 8, or 12 hours per week packages that use Broadlook's Remote Research capabilities.

15. What if I need call verified data?

Broadlook works with select partners to perform phone verification for contact information.

16. Can I sell or distribute the information returned by LRPR?

There are 2 types of Licensed Professional Recruiting Package service agreements. The standard service agreement allows you to use the data returned by Licensed Professional Recruiting Package for Internal use only; it cannot be resold or distributed outside your company. The second type of service agreement is for data resellers which allows for data resale.

17. What kind of ROI can I expect to gain using the LPRP?

Using the components of the LPRP, a major RPO (Recruitment Process Outsourcing) company that staffs 100's of nurses at a time developed an 16X ROI. Basically, what initially took 8 hours to accomplish, was narrowed to 30 minutes.

18. What doesn't the LPRP do?

The LPRP is designed to speed all the steps in the name generation process. Basically, when the LPRP is done, that is when you pick up the phone. LPRP does not make phone calls.

19. Who is using the LPRP?

Major RPO's, nurse recruiters, architect recruiters, physician recruiters, physical therapist recruiters, hospitals, as well as anyone who is seeking professionals that require a state license.

20. Ok, I want the LPRP, how can I get it?

Contact Broadlook Technologies at 877-977-8080 and ask to speak to a sales rep regarding the LPRP

21. How fast will I have contacts to call?

Fast. You will have a list of Nurses, Physical Therapists, or whatever you want within hours of having the software.