# Hire on the GO: Sales and Marketing Playbook

## Best practices for successful selling and increased adoption

## INTRODUCTION TO HIRE ON THE GO

Hire on the GO is an applicant tracking system (ATS), that helps companies post jobs online, manage applicants, and hire great employees. With our easy-to-use online tools, we help transform the way your clients find new talent. Built for companies of any size, Hire on the GO makes posting jobs online a breeze. Hire on the GO is fully integrated with Employer on the GO Payroll and Onboarding. Once an applicant is marked as "hired" in Hire on the GO, he or she is automatically added to Employer on the GO and Employer OnDemand for onboarding.

## PURPOSE OF THE PLAYBOOK

This playbook provides:

- Best practices for selling Hire on the GO to new and existing clients
- Strategies for increasing client adoption and usage
- Key messaging opportunities and value proposition statements
- Marketing best practices

# WHAT IS AN APPLICANT TRACKING SYSTEM (ATS)?

An applicant tracking system is a software solution that helps organizations post jobs online, manage applicants from one access point, and hire great employees.

| Post jobs online | Organize applicants | Hire great employees |
|---|---|---|

- Manage your entire hiring process from **posting jobs**, to **organizing** and **sorting applicants**, to **interviewing** and **onboarding**.
- **Easily post to job boards** with dozens of free and premium options just a click away.
- Help your clients utilize **social media** and **employee referral programs** to drive additional applicant traffic.

- Manage your online job postings quickly and easily with a **rich administrative interface**.
- Keep track of **notes** and **applicant status** for each person.
- **Pass resumes to other managers** for review, send mass "Thanks but no thanks" letters automatically, and design your **custom email templates**.

- Gauge each candidate's suitability with **integrated screening questions**.
- **Rank your applications** to keep track of promising candidates throughout the hiring process.
- With **full customization**, help your company hire the way you want to.

# ROI OF AN ATS

Add value to your clients' hiring processes by giving them the tools to reduce time to hire and find new talent.

**Here are just a few ways an ATS will add value to your clients' portfolio and give you a competitive advantage:**

- Providing **recruiting** as part of your solution suite will complete your HR offering, making you a **one-stop shop** for your clients' HR needs.
- Reducing time to hire for your clients can increase their **overall revenue** and improve **customer satisfaction**.
- By integrating Hire on the GO, payroll bureaus will see **growth in their client bases**, **increased client stickiness**, and insulate existing customers.
- For open roles, general standardization of recruitment processes results **in an average savings of 25%** in time to fill open roles and 30% in cost to fill.
- The EEOC recommends standardization of recruitment processes in order to **reduce the risk of discrimination** in hiring practices and data can be collected through the platform.

**Hire on the GO**

# THE SALES PROCESS

## CONSULTATIVE SALES APPROACH

**Consultative selling** has proven to be the best sales approach for Hire on the GO. Dialoguing with each client will help you capture key information and present Hire on the GO as the best solution. We've identified five key areas of the sales process: the initial/pre-demo call, the demo, the trial period, the guided setup, and the close.

Intial Call    Demo    Guided setup    Close    Setup process

## STEP 1: INITIAL/PRE-DEMO CALL

Collect information about the client's current hiring process and existing hiring pain points, such as low applicant volume or disjointed internal and external communication. This will allow you to tailor the demo to the client's specific needs and highlight Hire on the GO features as direct solutions.

**Key questions to ask:**

- What is your current hiring workflow?
- What are the major pain points in your current hiring process?
- What are your hiring goals?
- How many open jobs do you currently have?
- How many users will need access to the system?
- Where are you currently posting/advertising your jobs?
- What is your target candidate?

## STEP 2: THE DEMO

Schedule the demo and build a demo script based on the information you gathered on the initial call. Focus the demo on the various aspects of the platform that will meet the client's hiring goals and optimize the hiring process.

**Key solution examples:**

- Hire on the GO is a mobile-friendly platform for both recruiters and applicants.
- Form Builder™produces pre-screening questions for customized applicant forms.
- Custom templates save time and provide consistency.
- Automation of the hiring process allows for a standardized, compliant approach to hiring processes.

## STEP 3: PITCH A GUIDED SETUP

Pitch the efficiency and effectiveness of Hire on the Go's Guided Setup, which is designed to ensure the highest ROI from day one.

**Key benefits of the Guided Setup:**

- One-hour recorded training for the client's hiring team
- Assistance with creating and customizing the client's careers page
- Assistance with setting up custom templates and custom application forms

## STEP 4: THE CLOSE

Sometimes closing the deal and eliciting confirmation of a Guided Setup is easier said than done. Let's dive a bit deeper into sales communication best practices:

**Initial outreach**: Send an email and call the prospect.

**Scheduling the demo**: Use fraction-reducing scheduling tools like Calendly to avoid back-and-forth emails and potential scheduling conflicts.

**Day of the demo**: Confirm the demo via an email, ensuring the right stakeholders will be joining and provide a brief outline of what you will cover.

**After the demo**: Send a thank-you email immediately after the demo. Follow up within one to two days, recapping the demo and any major takeaways. Be sure to provide sign-up instructions.

**Staying in touch**: Follow up with the decision makers every three to five days until a final decision is made.

## STEP 5: CLIENT SETUP PROCESS

Hire on the GO is fully integrated with Employer on the GO Payroll and Onboarding. It is also accessible within the system, resulting in ease of use for your clients.

*ENABLING HIRE ON THE GO FOR CLIENTS*

Navigate to **Employer OnDemand > System > Advertisements**, then **Uncheck** the **Inactive** box. This will enable the Hire on the GO advertisement for all your clients. When a client clicks on the Hire on the GO advertisement, a new Hire on the GO account will be created for the client, enabling the client to immediately post and advertise jobs online.

**For more information on enabling access to Hire on the GO in Employer on the GO, please contact Henry Crowe at henryc@hireonthego.com.**

# MARKETING BEST PRACTICES

## KEY MESSAGING OPPORTUNITES AND VALUE PROPOSITION STATEMENTS

Here are some key solution statements that will resonate with your Hire on the GO prospects. Taking a few extra minutes to tailor these statements to each individual prospect will maximize the impact and help you close the deal.

- ✓ Our **easy-to-use** recruiting software will help you build a **talent pool** of qualified candidates across your entire organization with every new job that you post.

- ✓ **Pre-screening workflows**, including smart applications and assessments, will eliminate hours of time spent sorting through applicants.

- ✓ **One-click job board posting** will make posting to multiple job boards quick and easy for your hiring managers.

- ✓ Scheduling will be a breeze for your hiring team — and your candidates, too — thanks to our **integrated calendaring** feature.

- ✓ Our **onboarding tools** will transform PDF and Word documents into digitally signable forms that will take minutes to prepare and send.

- ✓ **Integration** with your system will allow you to say goodbye to unnecessary data entry and hello to one-click hiring.

## MARKETING SUPPORT AND CONTENT

### *HIRING MARKETING TOOLKIT*

The Hire on the GO marketing team is available to support payroll bureaus by providing content, sales collateral, and marketing resources to help introduce and sell Hire on the GO to new prospects and existing customers. The marketing toolkit offers an overview of the available marketing support.

### *EMAIL NURTURE CAMPAIGNS*

Personalized email nurture campaigns are designed to help payroll bureaus create relationships with clients. Drip campaigns can increase your conversions, as well as assisting with onboarding new users to your platform. The following are example nurture campaigns:

- A free trial nurture
- A new customer onboarding nurture

The Hire on the GO marketing team is available to help you create any marketing campaigns or content. To reach the team, contact **marketing@hiringhappiness.com**.

## DRIVING CLIENT ADOPTION AND USAGE

Just as a consultative approach is best for selling, a personal touch incorporated in every step of the implementation process can help you retain clients and improve customer satisfaction.

**Here are some tips to help personalize your approach:**
- Gather key information during the initial outreach and customize the demo for each new client.
- Ensure at least one "solution expert" is available on each demo to walk clients through available customization options.
- After closing the sale, don't leave your new client hanging. Whether you are hands-on or encourage a self-service approach, clients will appreciate open communication around the hiring resources available to them and regular check-ins to answer any questions that come up along the way.

Investing time with new clients has proven extremely beneficial for companies countless times. By adopting these practices, you will increase adoption, stickiness, and overall value to new clients in a very short period of time.

# For more information about Hire on the Go, please contact **Henry Crowe**:

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