

## IMN HELPS SALESRECRUITS.COM FIND TOP GUN SALES CANDIDATES

SalesRecruits.com is an online recruitment service geared exclusively to the hiring needs of software and technology companies. Using the Internet – as well as a coordinated advertising, promotional and media relation's effort – the successful, tightly-focused company continuously generates the top software and technology sales candidates in the industry, from individual contributors to senior vice presidents.

### Adding an e-Newsletter to the Marketing Mix

Steven Morgan, SalesRecruits.com CEO, thought e-mail technology would be an ideal way to reach out to his expanding target audience. He had noticed that a number of newsletters in his industry were “powered by IMN,” and decided to have a look for himself.



“It didn’t take long to see that IMN was in a league of its own,” Morgan said, “The staff was phenomenal! Unlike the competitors I spoke with, they understood marketing, not just technology – and they understood what we were trying to accomplish. What’s more, they provided a wealth of information about how to make our newsletter program more successful.”

Morgan signed up for the IMN free trial. He was amazed at how quickly his team was able to create a unique, professional looking newsletter with a distinctive “SalesRecruits.com” look and feel. “It was so easy, I was shocked.”

### First Issue Closes Two Deals – and Pays for the Service

With the first issue of the now popular Software & IT Sales Employment Review, Morgan knew he had a winner. “We closed deals with two of the world’s largest software companies – and both of those opportunities came directly from the first newsletter,” he recounts. “That revenue more than covers the cost of the IMN service for the next two years.” He adds, “Even better, we established a relationship with two hard-to-reach companies. Our subsequent newsletters have yielded similar results, and we have continued to effectively engage decision makers in our target audience. Equally as important, the newsletter has become the cornerstone of our candidate generation and branding strategy.”

Steve Morgan calls his choice to go with IMN, “one of the best business decisions I’ve made. It’s had positive, immediate impact on our bottom line, right from the beginning. So many people are finding out about SalesRecruits through the newsletter! The ‘Refer a Colleague’ feature is heavily used by our subscribers, and it’s really helping us increase our customer and candidate base.” In fact, it’s happening so quickly, Morgan uses the word “viral” to describe it.

## **Big Company Tactics on a Small Company Budget**

Morgan said it was impossible to compare the response rate of the newsletter to other marketing tactics. "We're a small and growing company. I couldn't afford to do a direct mail campaign to 100,000 people. But with the IMN service, I can communicate with that many people quickly and easily. Plus, I can immediately measure the response."

## **It's All About Networking**

Needless to say, networking is an important part of Steve Morgan's business. Word of mouth and personal referrals are the key to matching both candidates and hiring managers with the right recruitment source - SalesRecruits.com. And with IMN, the word is spreading faster than ever.