

# MOBILE-POWERED SELLING

**Speaker:**

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**Enterprise Account Executive**



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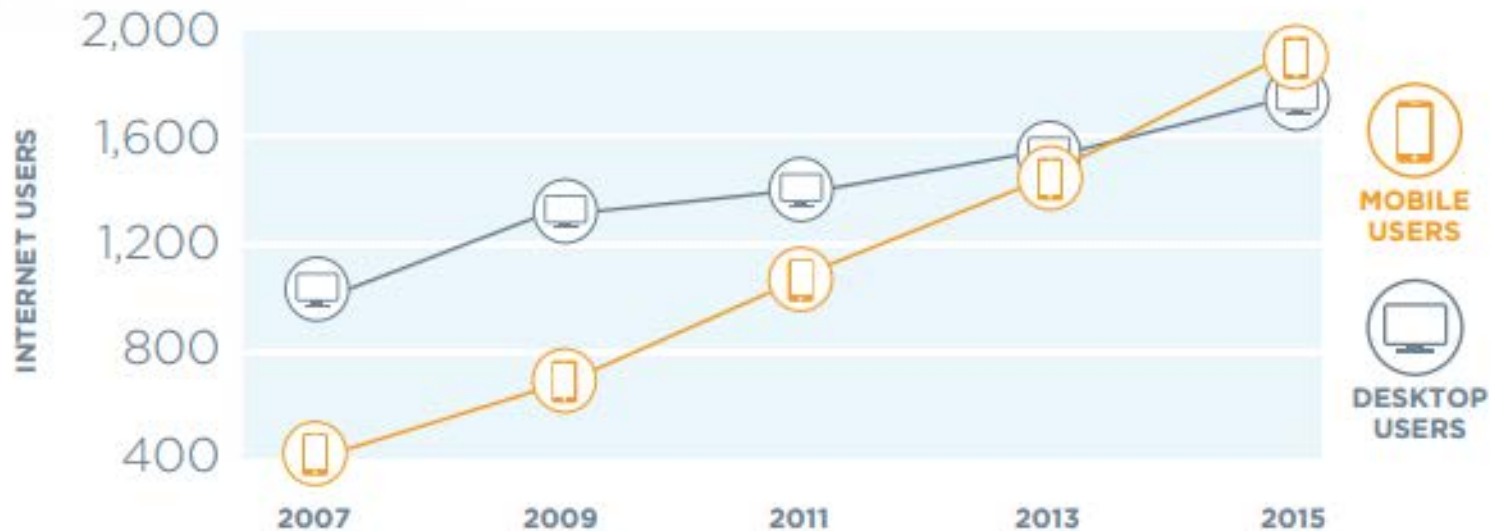
# Evolution of the Mobile Phone



# THE MOBILE MEGATREND

- By the end of 2013 the number of mobile devices exceeded the world's population.

## Mobile vs. Desktop Internet Usage



# MOBILE: GLOBAL GROWTH

- Global smartphone audience surpassed 1 billion users in 2012.
- That number will grow to over 1.75 billion users by the end of 2014.

## Smartphone Users and Penetration Worldwide, 2012-2017

|                                    | 2012        | 2013        | 2014        | 2015        | 2016        | 2017        |
|------------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| <b>Smartphone users (billions)</b> | <b>1.13</b> | <b>1.43</b> | <b>1.75</b> | <b>2.03</b> | <b>2.28</b> | <b>2.50</b> |
| —% change                          | 68.4%       | 27.1%       | 22.5%       | 15.9%       | 12.3%       | 9.7%        |
| —% of mobile phone users           | 27.6%       | 33.0%       | 38.5%       | 42.6%       | 46.1%       | 48.8%       |
| —% of population                   | 16.0%       | 20.2%       | 24.4%       | 28.0%       | 31.2%       | 33.8%       |

*Note: Individuals of any age who own at least one smartphone and use the smartphone(s) at least once per month*

*Source: eMarketer, Dec 2013*

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[www.eMarketer.com](http://www.eMarketer.com)



# A SENSE OF BUSINESS URGENCY

- Executives, salespeople, and recruiters need to access critical business information in real time
  - 89% of consumers consider the speed of response time critical.
    - Includes phone, email, and social media
  - 64% of consumers expect to receive real-time assistance
  - 78% consider a company's customer service reputation essential when choosing where to buy

<https://assets.econsultancy.com/images/0004/0495/BridgingTheGap.png>



# THE IMPORTANCE OF MOBILE

## How does mobile impact recruiting agencies?

- Mobile access to client and candidate information enables firms to work faster and more efficiently
- An increasing number of staffing and recruiting agencies are utilizing mobile applications and software to gain a competitive advantage in a highly competitive marketplace



# MOBILE ISN'T THE FUTURE OF STAFFING; IT'S THE PRESENT

Mobile devices are rapidly becoming the primary means of accessing information on the Internet.

- Recruiters need to access their CRM and ATS
- Job seekers need mobile access to job applications
- The flexibility mobile provides will bring more speed and collaboration to recruiting teams that take advantage of this powerful business tool



# HOW IS MOBILE USED IN THE RECRUITING INDUSTRY



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| Timesheets   |                  |
|--|------------------|
| 01/01/2012 to 31/01/2012                                     |                  |
| Date: 03/01/2012 - Total: 0.05                               |                  |
| <b>GENCON (General Consulting)</b>                           | >                |
| GENCON-02E-ACC (Fiscal verification)<br>Reports              | 0.05             |
| Date: 05/01/2012 - Total: 3.00                               |                  |
| <b>GENCON (General Consulting)</b>                           | >                |
| GENCON-01E-ARCH (New building offices)<br>Service call       | 3.00<br>Approved |
| Date: 15/01/2012 - Total: 7.00                               |                  |
| <b>LAFL (Lafleur Corporation)</b>                            | >                |
| LAFL-01F-CONSUL (Formation et documen...<br>Formation client | 7.00             |
| Date: 16/01/2012 - Total: 7.00                               |                  |
| <b>LAFL (Lafleur Corporation)</b>                            | >                |
| LAFL-01F-CONSUL (Formation et documen...<br>Formation client | 7.00             |
| Total: 57.05   |                  |

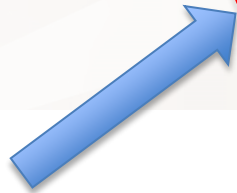
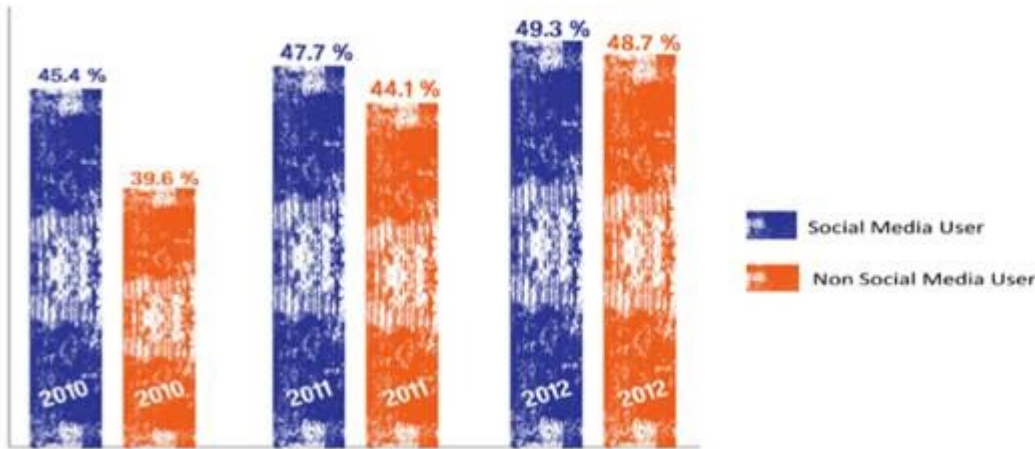




# SOCIAL MEDIA

For salespeople and recruiters, social media is essential to success – so what's driving social?

## ACHIEVING QUOTA: 2010-2012



## SOCIAL MEDIA STATS & FACTS OF 2013

### TWO FACTORS DRIVING SOCIAL MEDIA IN 2013



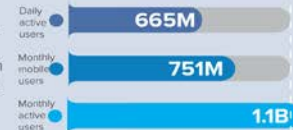
**Mobile** – with the number of people accessing the internet via a mobile phone increasing by 60.3% to 818.4 million in the last 2 years.



**Older Users Adoption** – On Twitter the ages 55-64 are the fastest growing, with 79% growth rate since 2012. On G+ and Facebook ages 45-54 are the fastest growing, with 46% and 56% growth rate.

### FACEBOOK

Facebook **continues to grow** and make money via ads and mobile users. The latest facts and figures from its earnings call for the first quarter of 2013.



1 BILLION



### TWITTER

Twitter is the **fastest growing** social network in the world by active users. Twitter's fastest growing age demographic is **55 to 64 year olds**, registering an increase in active users of 79%.

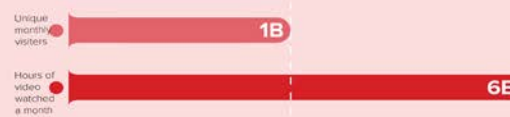


**21%** Twitter has 288 million monthly active users. That means that 21% of the world's internet population are using Twitter every month.



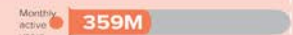
### YOUTUBE

YouTube reaches more U.S. adults ages 18-34 **than any cable network**. Hours of video watched **DOUBLED** from last May when only 3B hrs were watched.



### GOOGLE PLUS

Google+ is making an impact on the social media universe and is now the **second largest** social network.



G+ active user base grow **33%** from June 2012 - March 2013

### LINKEDIN

The **largest professional** business network on the planet continues to grow but not at the pace of Twitter or Google+.



64% of the users are outside the USA

INFOGRAPHIC BROUGHT TO YOU BY: growing social media, surgo group

5/21/2013 SOURCES: GlobalWebIndex Study • Visual.ly • Gigaom • www.jeffbullas.com



# MOBILE IS EVERYWHERE

- In 2014, adults will spend 23% more time with mobile on an average day than in 2013
- iPads and mobile tablets are an incredible tool for salespeople.
  - Provide access to real-time information
  - Paperless
  - Increase productivity
  - Improve bottom-line results

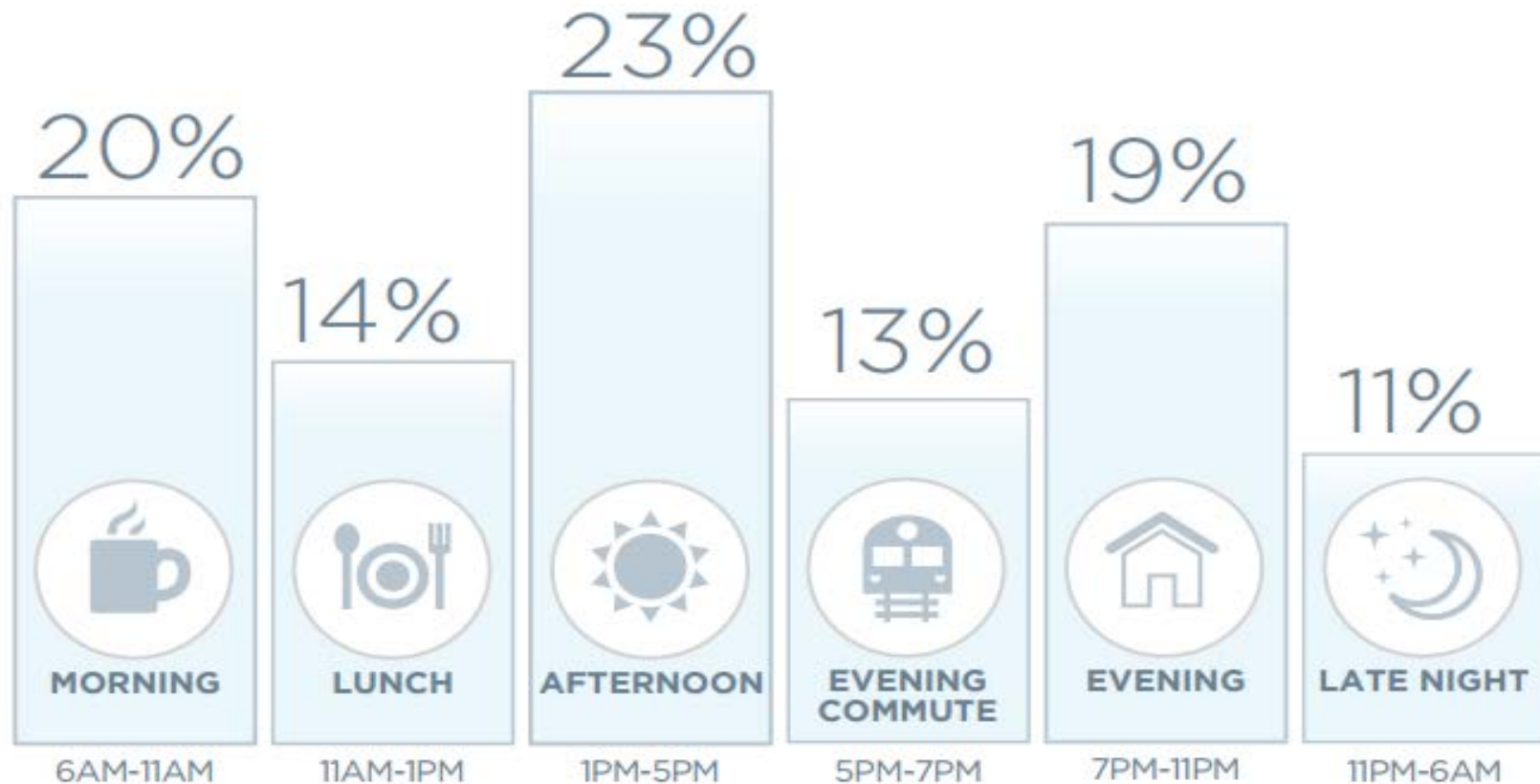


# MOBILE LEADS TO SALES SUCCESS

- Better client services
- More timely and Accurate Data
- Better- showcased capabilities
- Reporting access
- Efficiency



# UNLOCKING MOBILE SUCCESS



Data taken by Bullhorn on a second by second basis over 8 months



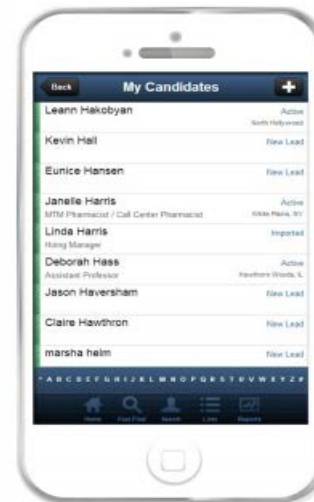
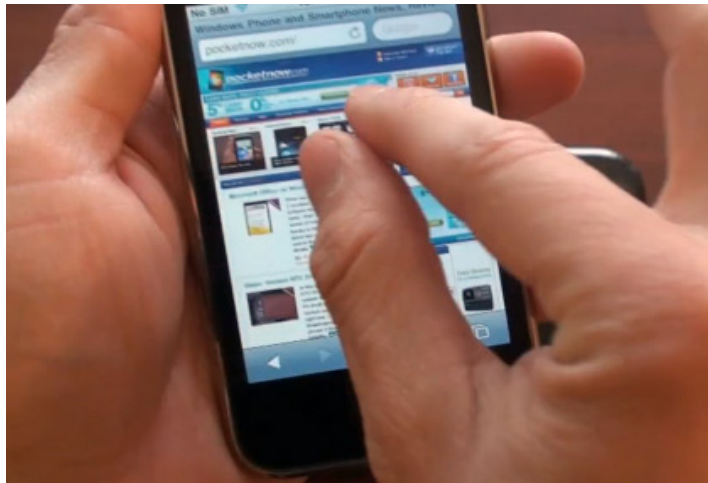
# DATA IS KEY

## Tasks Performed in Bullhorn Mobile



# MOBILE INNOVATION

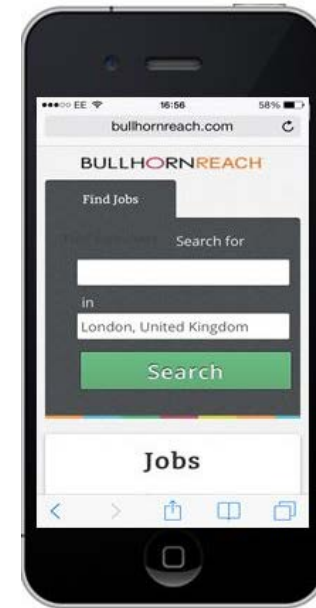
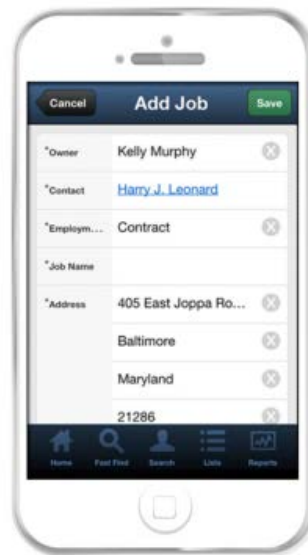
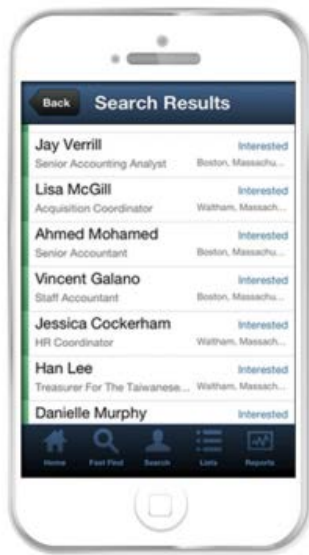
- A carefully designed user interface for smaller screens
- A badly designed UI can cause frustration





# DIFFERENT MOBILE USES

Functionality is the key to **mobile success**



# OTHER MOBILE CONSIDERATIONS





# MOBILE FOR YOUR CANDIDATES AND BRAND

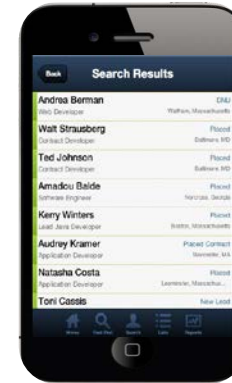
## Common Errors:

1. Using videos that don't play on mobile devices; faulty redirects (redirecting mobile visitors to the wrong page on your mobile site)
2. Pages that deliver 404 (page unavailable) errors to mobile visitors
3. Linking to a PC site when the same content is available on a mobile site and greeting visitors with a download-our-app interstitial ads



# THE CASE FOR MOBILE SELLING

Be better prepared for meetings  
and win business anytime,  
anywhere



## Stay Connected

Be in the know about all your clients, candidates and jobs.

## Work Smarter

Collaborate with coworkers and know, don't just guess, what you need to work on next.

## More Face Time

Spend more time face-to-face with clients and candidates to get a jump on the competition.



THANK YOU

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