

# ITN WORKFORCE SOLUTIONS

## GET MORE APPLICANTS



### Identify Your Target Market

#### STEP 1

Create a clear definition of where you want your applicants to come from. Are you targeting job seekers in similar jobs with experience or individuals from other backgrounds who have the work attributes important to job performance?

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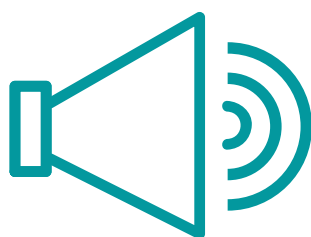


### Evaluate Your Competition

#### STEP 2

Make a table to compare your job requirements and pay package to that of the competition. Determine ways that job seekers can have a better opportunity working at your company.

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### Find Ways to Stand Out

#### STEP 3

Consider your job advertisement to be a marketing campaign. Your goal is to promote your company and attract as many applicants as possible. Find ways to highlight and contrast your offer to that of competing companies.

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### Analyze Your Hiring Data

#### STEP 4

Use the ITN Hire database to know your numbers. Where are your new hires coming from? What is their prior experience? Why are they selecting your company? Where are the bottle necks in your hiring process?

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### Let ITN Expertise Help

#### KNOW WHO TO HIRE AND HOW TO HIRE.

The ITN hiring team are experts available to help you know who to hire and how to hire. Contact us to discuss your challenges and see our solutions.