



The  
**Linck Search Associates**

>>Talent Magnet

The methodical and systemized strategy to secure the  
**TOP 15%** of Information Technology Sales Professionals with  
**Cyber Security** experience in the

**UNITED STATES**

## THE RECRUITMENT CHALLENGE

### THE PROBLEM...

- You want access to the best quality candidates in the market, candidates with a documented track record of success **but your existing recruitment process is not delivering** meaning you are not able to grow your business to a profit level you are happy with.
- You have **applicants exaggerating their skill set** because the recruitment agency is covering flaws in their resume.
- Because you cannot find a reliable recruitment partner who you can trust to deliver, **you are spending too much valuable time to vet candidates who appear to meet the requirements** and it is having a direct impact on the performance of your business.
- You do not have an **up-to-date pipeline of pre-qualified candidates**, because your **recruitment partner isn't specialized enough to engage and attract the entire talent pool** in your market which is hurting your ability to grow your team with **TOP TALENT in the field**.

### THE SOLUTION...

- You need a **process of identifying TOP candidates** giving you the competitive edge to build a strong and sustainable business of A-players.
- You need a **specialist reliable recruitment partner** with a **candidate screening process prior to resume submission** which gives you a **short list of highly relevant, qualified candidates** so you can proceed to interview, certain of a positive outcome.
- You need the guarantee of a **thorough, methodical entire market search** which gives you certainty that you are hiring the best talent available which means you are 100% confident in your hiring decision.

# THE TRADITIONAL RECRUITMENT METHOD



There are **28,744**  
Sales Professionals with Cyber  
Security Sales experience in  
the US

Yet traditional recruitment  
methods identify

**ONLY 30%**

THEY ONLY CAPTURE PROACTIVE CANDIDATES WHO SHOUT THE LOUDEST

## METHOD

## IMPACT

Job Board Searches



- Identifies only proactive candidates who shout the loudest
- You only get to consider the most active people in the job market who are interviewing with everyone else

LinkedIn Messages



- Give minimal coverage with just a fraction of candidates contacted that meet your requirements.
- Best formatted profiles hit the top of the search, not necessarily the proven performers.

Cold Calling



- It is annoying for candidates.
- And damaging your brand.
- It is simply not enough coverage.
- It is very time consuming and causing delays to the process.

Online Advertising



- Identifies only proactive candidates who shout the loudest.
- You only get to consider the most active people in the job market who are interviewing everywhere.

## THE CANDIDATES YOU ARE MISSING



Traditional recruitment methods only scrape the surface and produce

# JUST 30%

of the available talent pool. Making it impossible for you to hire the best the market has to offer.

TOTAL TALENT IN  
US MARKET

TYPICAL  
RECRUITMENT  
DATABASE AT 30%

LINCK SEARCH ASSOCIATES  
TALENT MAGNET DATABASE 87%

	TOTAL TALENT IN US MARKET	TYPICAL RECRUITMENT DATABASE AT 30%	LINCK SEARCH ASSOCIATES TALENT MAGNET DATABASE 87%
ENTERPRISE ACCOUNT EXECUTIVE (CYBER SECURITY)	2,228	668	1,938
ACCOUNT EXECUTIVE (CYBER SECURITY)	3,904	1171	3,396
VICE PRESIDENT SALES (CYBER SECURITY)	775	232	674
SALES DIRECTOR (CYBER SECURITY)	916	274	796



Linck Search Associates heavily invests in intelligence systems that work around the clock to map the entire talent pool in the US markets.

The unique Linck Search Associates Talent Magnet is a methodical, systemized process that secures the

# TOP 15%

of talent to a definitive time scale.

## THE LINCK SEARCH ASSOCIATES TALENT TARGETING SYSTEM

### AUTHORITY

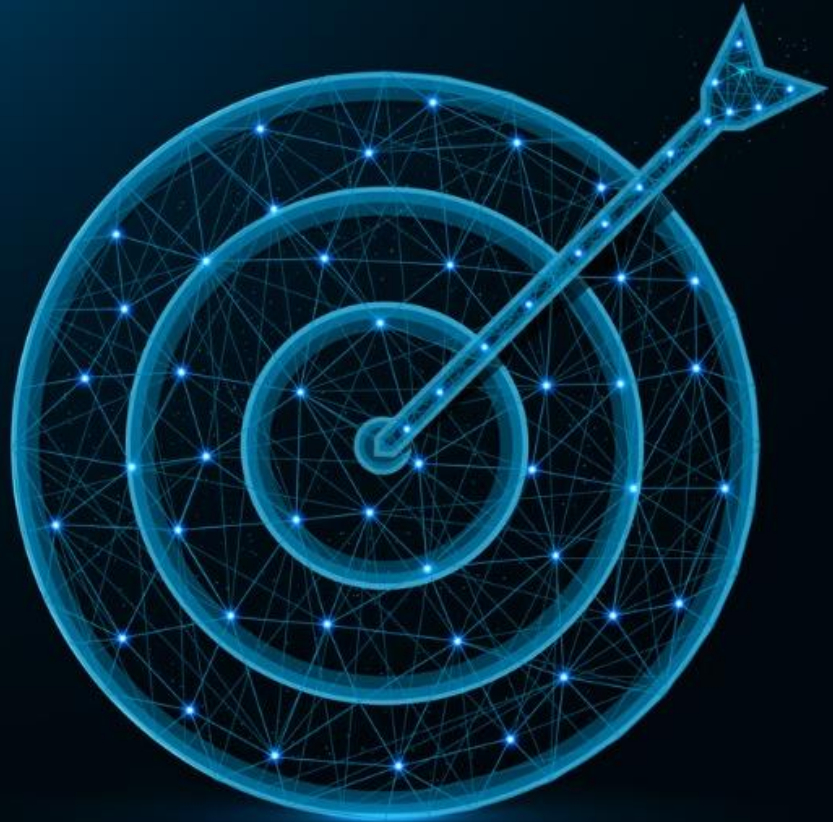
- ✓ Attract top talent
- ✓ Get your brand noticed

### SPEED

- ✓ Role filled quickly
- ✓ Revenue growth

### QUALITY

- ✓ Top 15%
- ✓ Career driven
- ✓ Competitive advantage
- ✓ Hunger for personal growth
- ✓ Hit the ground running



### Whereas with traditional recruitment methods you get:

- Bottom 85% - lower skilled, unable to deliver on expectations, increased risk of bad hire, increased training needs, long lag time to see impact.
- Slow and labored recruitment process

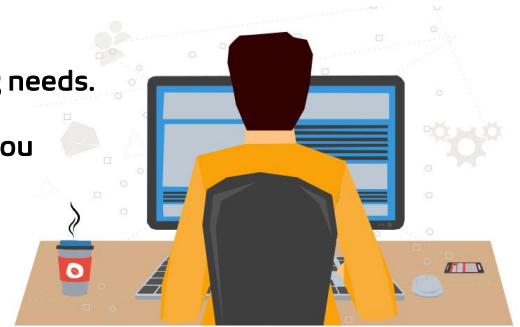
## THE 4 – STEP PROCESS

### DAY 1: Project Discovery

You will receive an in-depth interview regarding your current hiring needs.

We will gain a thorough understanding of your business, the roles you need to fill and why they are vacant, and discuss your current recruitment strategy. To minimize unnecessary back and forth, we

leave no stone unturned, allowing you to get on with your job, safe in knowing that we are doing ours.



### DAY 3: Assessment Criteria Sign-Off

Any amendments to your existing JD will be proposed, along with assessment criteria for candidate sourcing. This will detail the key skills and experience required, along with best case super skills which put a candidate to the top 15%. You will also be given visibility on total candidate pool size and top 15% we will be targeting.



### DAY 4 – 20: Search & Screen

Our database covers 87% of the sales and commercial leaders in the Cyber Security space. We segment the candidates following our bespoke, methodical, process driven search techniques, backed by intelligent 24/7 automated systems to build a shortlist. This list is pre-screened and qualified ahead of submission to you, ensuring you only ever review the top 15% of relevant talent, saving you both time and money.



### DAY 21 – 30: Secure

Having found your ideal candidate, we will be working closely with you and the ideal candidate to ensure you secure the talent you desire for your team.





## NEXT STEP

Schedule a 15-minute Recruitment Strategy Call to discover how we can:



Cover the entire talent pool  
in the US market



Expertly screen available  
talent



Recruit and retain the Top  
15%

**YOU CAN BOOK YOUR CALL AT:**

**EMAIL: [DARREN@LINCKSEARCH.COM](mailto:DARREN@LINCKSEARCH.COM)**

**OR JUST CALL 706-348-2041**

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