



Cleaning Employee Candidate Scoring Done right!

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Today's talk

1. What's lead scoring
2. How to use it for your advantage
3. Putting it in practice.

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What's Lead Scoring?

Definition:

Applicant lead scoring is an effective model that we use to help cleaning business owners and office managers **identify which applicants are potentially the most valuable hires** to your company that will:

- Stay longer
- Perform better than others
- Increase employee quality

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What's Lead Scoring?

Why score applicants?

1. Reduce costs to hire
2. Reduce time needed from the owner/management team
3. Save time in the recruiting process.
4. Increase quality of hire
5. Make the process automated for another person in the office take on this role.

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What's Lead Scoring?

Benefits?

1. Reduce acquisition costs
2. Understand better who you're attracting to your job.
3. Understand your leads behavior.

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What's Lead Scoring?

Benefits?

4. Segment your leads
5. Align HR and management
6. Increase applicant to employee conversions.
7. Increase revenue.

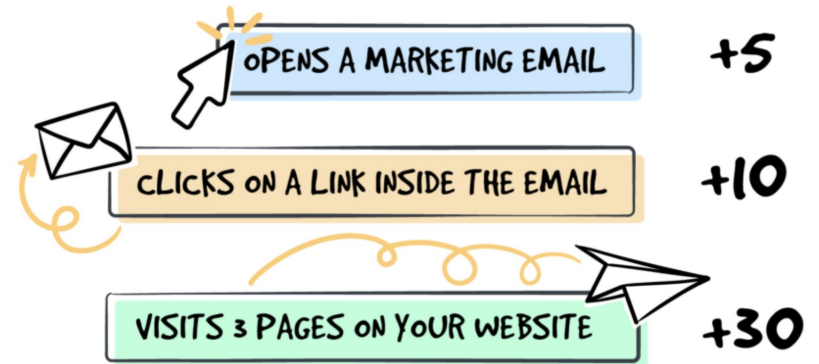
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What's Lead Scoring?

Sales Marketing

Lead Scoring: How Behavioral Scoring Works



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