

# Recruiting Company Increases Sales Outreach

## The Customer



RecruitMilitary is a wholly owned subsidiary of Bradley-Morris, Inc. (BMI), the largest military-focused recruiting company in the U.S. Together, BMI and RecruitMilitary offer employers access to more than 1,400,000 high quality military veteran job seekers via services that include contingency recruiting, military job fairs, a job board, employer branding, a military base publication, and more.

### Solutions Used

- Team Dialer

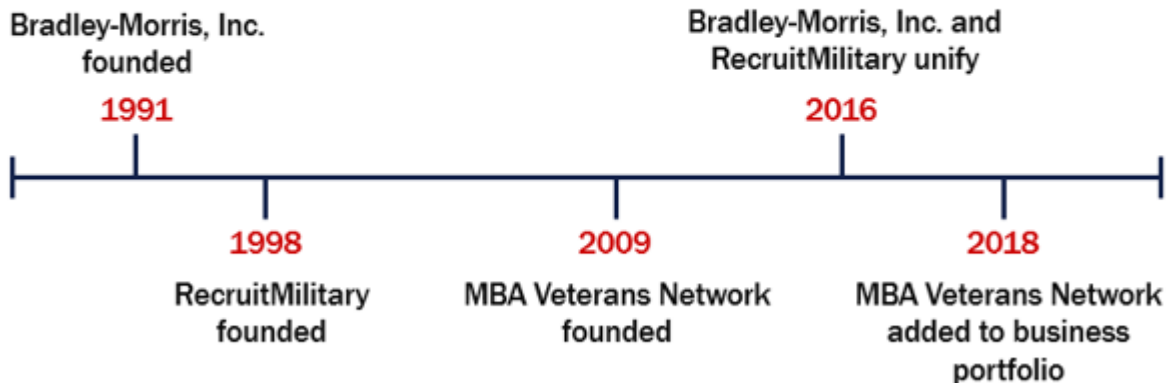
### Benefits

- 63% growth in sales outreach month over month

### Customer at a Glance

- Large customer base; including 64% Fortune 200 companies
- Thousands of partner organizations
- 1,000,000+ registered military and spouse job seekers nationwide

## Our Story



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## The Challenge

The BMI and RecruitMilitary teams work with companies that are looking to connect with high quality, military veterans and their spouses for employment, education, and entrepreneurship opportunities. The main challenge they've found in reaching and engaging these target customers is connecting with them right when there is a job opening. The other challenges involve maintaining consistency and quality with a small remote workforce that's tasked with the responsibility of national coverage and a non-traditional, fluid account/contact ownership model, which makes it difficult for management to see what's happening at any given time.

## Solutions Used

The team at BMI and RecruitMilitary had previously deployed InsideSales, Marketo, Fastcall, the 3CX phone system, Pardot, Google Ads, Social Studio, Shopify, Salesforce Engage, LinkedIn Sales Navigator, RingLead, DiscoverOrg, ZoomInfo, and tools that were built internally to manage their cold calling, email outreach, social touches, and presence at industry conferences.

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*Talmadge Zipperer, VP of Enterprise Systems, Bradley-Morris, Inc. and RecruitMilitary*

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These tools all have their benefits, but BMI and RecruitMilitary were looking to increase their sales outreach calling volumes without increasing their headcount, while tying all the tools together in an efficient way.

They considered ConnectandSell, but in the research part of the buying cycle, Talmadge Zipperer, VP of Enterprise Systems, and Josh Dayment, Salesforce Administrator of BMI and RecruitMilitary noticed ConnectLeader on G2 and reached out for further information about the integration with Salesforce.

ConnectLeader's native Salesforce integration and customer support made the difference for the sale, with BMI and RecruitMilitary choosing ConnectLeader's human agent-assisted dialing solution of Team Dialer.

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## Benefits

While the initial objective was on growing sales outreach call volume, BMI and RecruitMilitary's move to ConnectLeader has also improved their reporting and analytics and sales management.

Zipperer said, "The native Salesforce integration helps us to manage multiple representatives and get a deep dive into analytics and reporting with the ConnectLeader custom object. ConnectLeader has improved our entire sales force helping us to pivot and segment our analytics and reporting with updates that happen in real-time."

Further benefits for the executive team include the ability to have advanced conversations about the use of data, and the ability to offer further coaching and training through Remote Coach.

## Metrics

"We have seen 63% growth in sales outreach month over month using ConnectLeader versus our previous year," said Talmadge Zipperer, VP of Enterprise Systems, Bradley-Morris, Inc. and RecruitMilitary.

## About ConnectLeader

ConnectLeader provides a multi-channel Sales Engagement Platform integrated with your CRM that delivers tools for all types of sales roles to increase their top line revenue and productivity up to 800%. We provide sales, lead generation, and marketing teams powerful tools to identify their best prospects, obtain accurate contact data, sequence the follow ups, and enable accelerated communication.

One size does not fit all! Successful lead generation programs require different sales engagement tools for different sales roles — ConnectLeader provides all of them. Connectleader's sales engagement platform includes customizable sales cadence software, sales dialers, and predictive intelligence, so you can simplify your sales tools and save time. Now, sales managers can create optimized sales processes that take leads all the way through the sales pipeline. Avoid leads falling through cracks. Monitor every interaction with leads no matter the channel, deliver detailed reports on sales performance, and continually improve processes based on real insights.

Our patented cloud-based technology is built on the Adaptilytics® predictive intelligence engine, which identifies and prioritizes prospect lists ensuring you contact your best sales leads first. To learn more about Connect Leader's innovations for B2B sales optimization, visit <http://www.connectleader.com>.