Lightcast

Gazelle + SmartReq

How to maximize this unique pairing of
labor market intelligence tools

Gazelle + SmartReq

Lightcast's tool, SmartReq, is made primarily for sellers and recruiters of contingent staffing, providing concise and actionable data to find and sell the right reqs. SmartReq delivers the information on supply, demand, and compensation staffing companies need to advise their clients. Recently, Lightcast acquired market intel company, Gazelle.

What is Gazelle?

Gazelle is a company-centered market intelligence platform. It allows business-to-business companies to focus their sales efforts on fast-growing businesses with high purchase intent and pitch directly to key decision makers. It can tell its users which companies have recently received venture capital funding, what associations they belong to, what industry sectors the company is in, how many employees the company has, and some key contact information.

How can a Gazelle user achieve maximum value out of SmartReq?

While SmartReq's strength is its near real-time supply, demand, and wage analysis, it also enables users to see job postings from any company advertising on the thousands of job boards that Lightcast scans. Furthermore, users can create presets that contain location, client name (both active and prospect), industry focus, and specific staffing vertical occupations or customized lists of occupations.

# How to perform territory analysis using Gazelle and SmartReq:
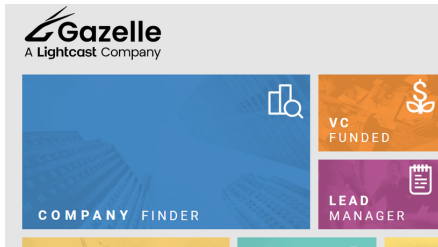
When a Gazelle user logs in, they will immediately see the "Company Finder" option.

**To best illustrate how to use the tool most effectively, let's walk through an example.**

Let's say that I am a new staffing account manager in Miami, Florida, but specifically for Dade County.

Additionally, I sell light industrial staffing services, including warehousing and manufacturing.

We will start with industry selection, and select all manufacturing and warehousing classifications.
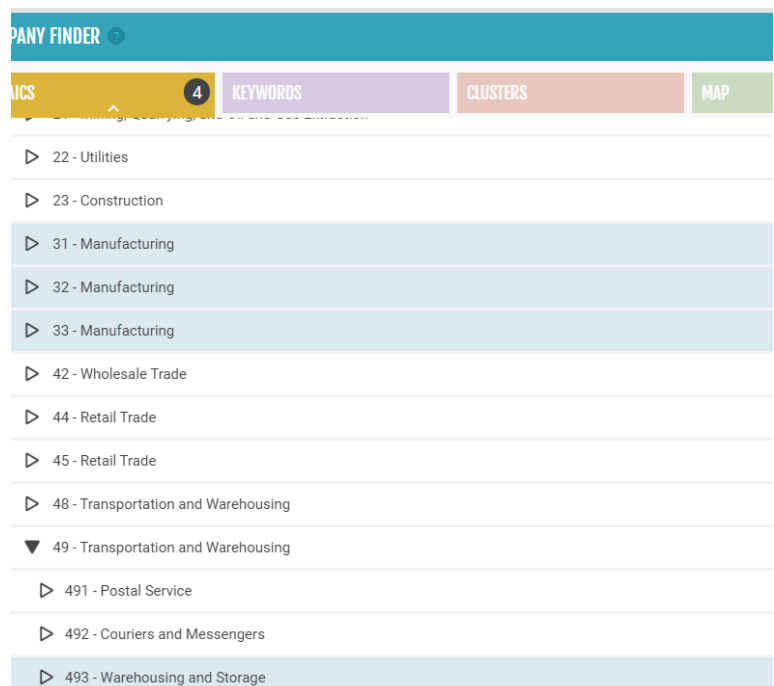
Next, I will select only my county, Dade.
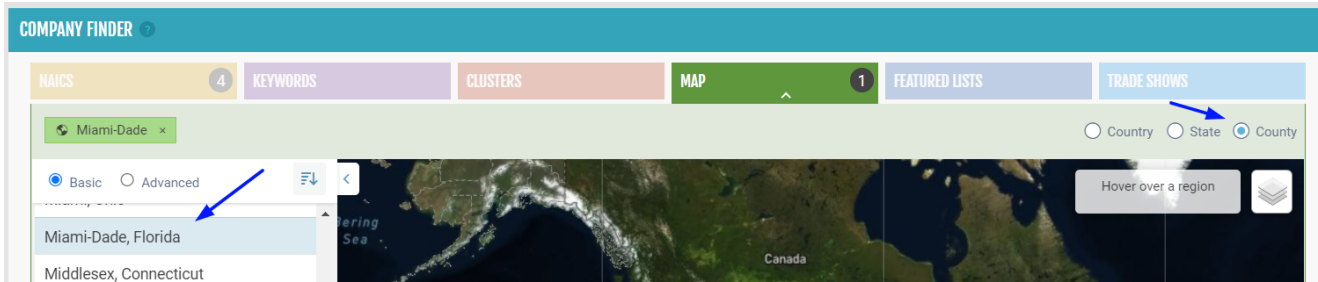
Lastly, like most staffing companies, I would prefer to stay away from very large organizations which may have an approved vendor list or Vendor on Premise (VOP). So, let's just choose companies that have between 50 and 1,000 employees.
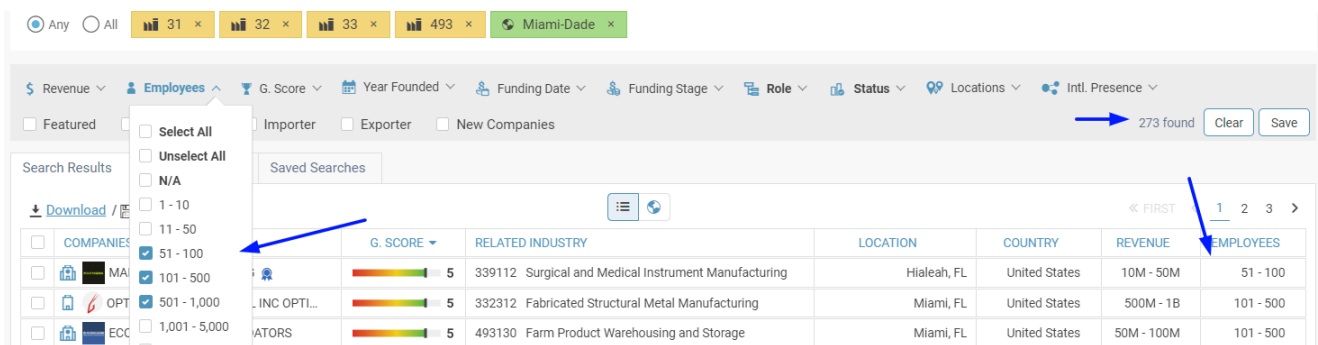
As we can see, our search has identified 273 companies using this criterion.

You have your target list, now let's see if any of them are hiring...

Keeping the Gazelle tab open, we can go into our presets in SmartReq and build out a more precise client list to keep tabs on. One current limit of SmartReq is that presets can only cover an entire metropolitan area. However, with our list of companies from Gazelle, we can dial into a specific county.

First, let's "Add Preset."

Next, I title my preset "Miami-Dade LI" and select the entire Miami-Ft. Lauderdale market.

Edit Preset

Name

Miami-Dade LI

Select Markets ⌄

Select the markets to be associated with your preset.

🔍

Miami-Fort Lauderdale-Pompano Beach, FL 🗑

Under companies, I enter a few of the companies that I found using Gazelle.

Select Companies ⌄

You can add companies to include or exclude. Companies labeled as "Customer" will be given more weight in search results.

🔍

Seaboard Warehouse Terminals	❤ Customer	📞 Prospect	🔒 Exclude	🗑
Power Transport Systems	❤ Customer	📞 Prospect	🔒 Exclude	🗑
Cgi Windows & Doors	❤ Customer	📞 Prospect	🔒 Exclude	🗑

Then I select "Light Industrial" to get all light industrial occupations.

Select Occupations

✅ Light Industrial   ⊕ IT   ⊕ Engineering

⊕ Professional   ⊕ Life Sciences   ⊕ Office/Clerical

⊕ Healthcare

You can add SOC codes to include or exclude. SOC codes labeled as "Strengths" will be given more weight in search results.

🔍

Supervisors of Transportation and Material Mo... -   ⭐ Strength   ⊙ Target   🔒 Exclude
Light Industrial Sector
view details

Now, I am ready to "Save and Run."

Drivers, Non Heavy Truck - view details   ⭐ Strength   ⊙ Target   🔒 Exclude
Light Industrial Sector

Save and Run   Save   Cancel

What did we **find** out?

It is important to remember that while Lightcast is scanning thousands of job boards, you may not see postings for a number of companies in your preset due to several reasons:

- They aren't posting right now
- They used an image instead of their company name in a posting and the scans couldn't decipher the company name
- Other staffing companies may be posting on their behalf and hiding their client's name

With that in mind, did we get any results? Yes, we did.

A number of the companies we had in our preset are seeking all kinds of light industrial workers. We cannot say whether or not these companies will allow staffing vendors to fill these positions, but that is where your sales ability and SmartReq's "Sell a Req" tab come into play.

By clicking on the posting for Machinist and looking at the top of SmartReq's "Sell a Req" tab, we can see that companies are likely struggling to find the talent they need. Time to make a phone call.
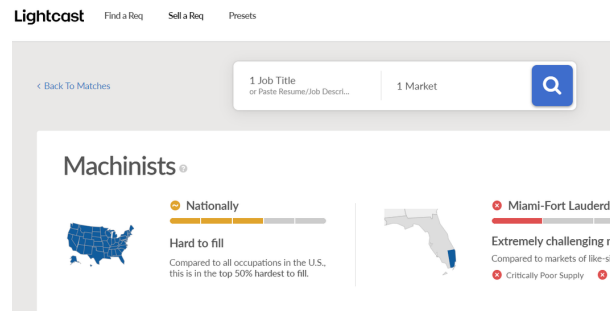
As it turns out, Gazelle provides approximately 10-15 contacts for the company that posted this job opening for Machinists. We discovered this by simply clicking on the company name in our Gazelle list and navigating to the "People" tab.
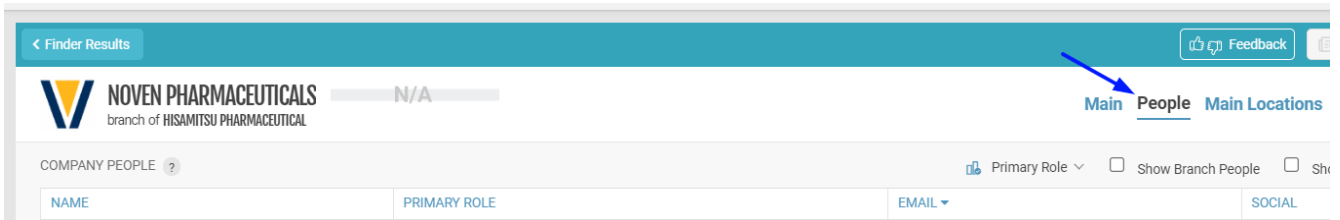
It's time to close the sale. We can tell this client about the current state of supply, demand, and the wages offered for Machinists in this market using SmartReq's "Sell a Req" tab.
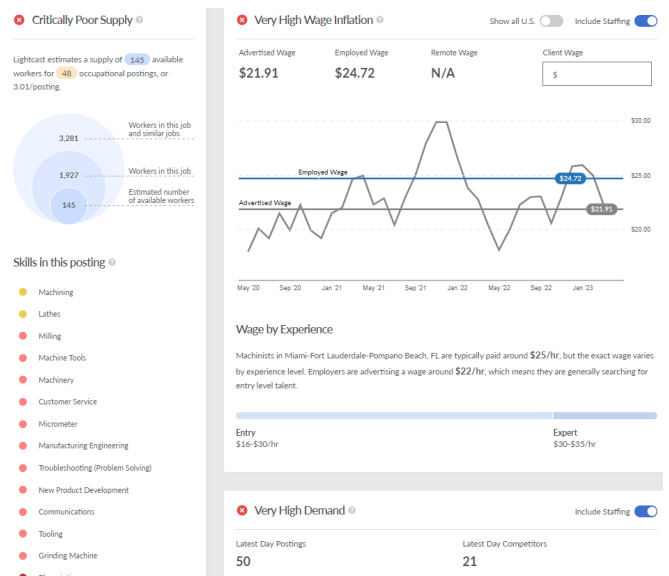
Good luck in your hunting! We hope that Lightcast has equipped you with every weapon you need, outside of the candidate themselves.