

CUSTOMER PROFILE | RECRUITING/STAFFING

Angott Search Group

“We spent a lot of time looking at different ‘data suppliers’, and we chose ZoomInfo PowerSearch for its high degree of accuracy and currency of information.”

- Dan Loughman, VP Sales & Marketing, Angott Search Group

Results

- Improved ASG’s ability to be “in-the-know” on key industries and new markets, even those with high turnover.
- Reduced search times by quickly identifying candidates based on specific needs such as certifications.
- Referral rates above 85 percent from existing client’s speeds expansion.

Company: Targeted Search/Recruiting Services

Angott Search Group (ASG) [www.asgteam.com] provides executive search and recruiting services to a focused group of industries, ranging from banks, credit unions and insurance clients to automotive and energy companies. With an enviable average 7 percent annual growth rate over more than two decades, ASG is a member of the world’s largest retained search, recruitment and staffing company—Management Recruiters International (MRI) – and consistently ranks in the Top 15 of MRI’s 1,100 offices worldwide. More than 30 employees at its Rochester, Mich. headquarters are experts in their fields and are entering new industries including healthcare.

Situation: Supporting New Growth and Current Clients

To continue its growth and expansion, ASG relies on two complementary strategies: cultivating in-depth knowledge in its key industries and pursuing new growth areas. Timely information about people and companies makes the company a trusted advisor to its clients. And its track record offers best practices about how to become expert in new subjects – such as life sciences and health care – to deliver the same high quality consulting and service while finding new clients in fast-moving growth industries. With a referral rate of 85 percent among existing clients, it’s no surprise that happy customers tell their friends.

Spotting New Opportunities

ASG is among few search firms with an ongoing a marketing function to seek out areas where the company can expand. Rather than waiting for the phone to ring, the company looks to quickly establish a presence with its usual of deep knowledge and broad contacts.

“When we go into new industries, ZoomInfo becomes extremely valuable to our initial efforts,” says Dan Loughman, ASG’s vice president of sales/marketing.

ZoomInfo Impact: It’s All in the Details

As a recruiting tool, ZoomInfo profiles speed up advanced searches to provide clients with specific, well-defined results. “ZoomInfo PowerSearch is my first choice when I have to fill very specific requirements. I can use different optimizations and search terms to find just the right candidate,” Loughman adds. In banking, more than one-third of the information about finance executives can be outdated because of industry consolidation, turnover and other changes. Keeping in touch with so many contacts is how ASG keeps its edge.

“At any given time, we are talking to 40 or 50 people on a daily basis in every industry which gives us a level of understanding that our clients appreciate. In many cases we know what is going on in a company before the client does,” Loughman adds. “This kind of knowledge allows us to be consultants to our clients – not just a transaction.”