Training Guide for Sales and Customer Support

Background:

- **Background**: In the past, college graduates would search and find jobs by going through volumes of fliers, posters, newspapers and other forms of media. This process was filled with a lot of faults; since there was no aggregated platform for jobs, candidates would waste time trying to filter jobs they were likely to get and in some cases not even finding the jobs they wanted. Also, since there was limited budgets to promote jobs, recruiters would not always present the whole picture about the jobs being offered and thus fail to reach relevant candidates. With the fast adoption of the internet and mobile phones, more companies are offering services to easily match candidates to jobs that they want
- **Problem Statement**: How can LinkedIn create an app that recommends the best jobs to recent college graduates?
- **Product Goals**: LinkedIn will be using the new Reach Out feature to help candidates apply to jobs and receive feedback from recruiters by leveraging their network. This will solve the problem by:
    - Allowing users to create jobs boards for users to curate jobs and roles
    - Allow users to apply for jobs with referrals. Also, this will allow them to see a list of profiles they can request a referral for the specific job.

Market background:

- **Target Audience**: The target populations are new graduates and final year students having undergraduate and graduate studies who are about to complete their graduation and enter the job market.
- **Target Market:** We will target the US market for now since-
    - The TAM is about **$2.2 Billion in the US market**
    - About 87% of the LinkedIn user base in the US access the platform monthly.
- **Competitors**: LinkedIn's major competitors are Indeed, Ziprecruiter etc.
    - Analysis of Top competitors to find the user base, revenue and market share captured is as follows:
        - Ziprecruiter
            - Number of Users: 25M
            - Revenue: $0.625B
   - Market Share: 2.87%
        - Indeed

- #Users: 250M
- Revenue: $2.3B
- Market Share: 3.27%

Product Background.

- The value proposition for LinkedIn: New Graduates
  - **Value Proposition:** The Reach Out feature gives new graduates their foot into the interview door by leveraging their network. You can then send your connections a message through LinkedIn, asking them to recommend you for the job in question.
  - **Marketing Message:** "Ask for referrals with a click of a button"

- The **three major features** are:
  - **Recommendation** - Users can enter their interests and receive notifications on openings from people in their network.

  - **Job Boards** - Users can curate relevant jobs that can be accessed by people in their network. With this feature, users can customise what degree of connections get access to certain jobs

  - **Dashboard** - Users can view where they are in the hiring funnel and reach out to the specific recruiter handling their applications.

Product Flow

- Click on the new job search and filter to look for those jobs "in your network." This can be combined with other filters, like location, industry, and more
- Tap the "Apply with referral" button, and choose the person you want to reach out to.
- We recommend you remind your connection of how you know each other, or what you have in common, like going to the same school, before explaining why you're interested and think you'd be a good fit.
- The recipient can then choose to follow up on your message by referring you to the job through whatever methods their company supports.
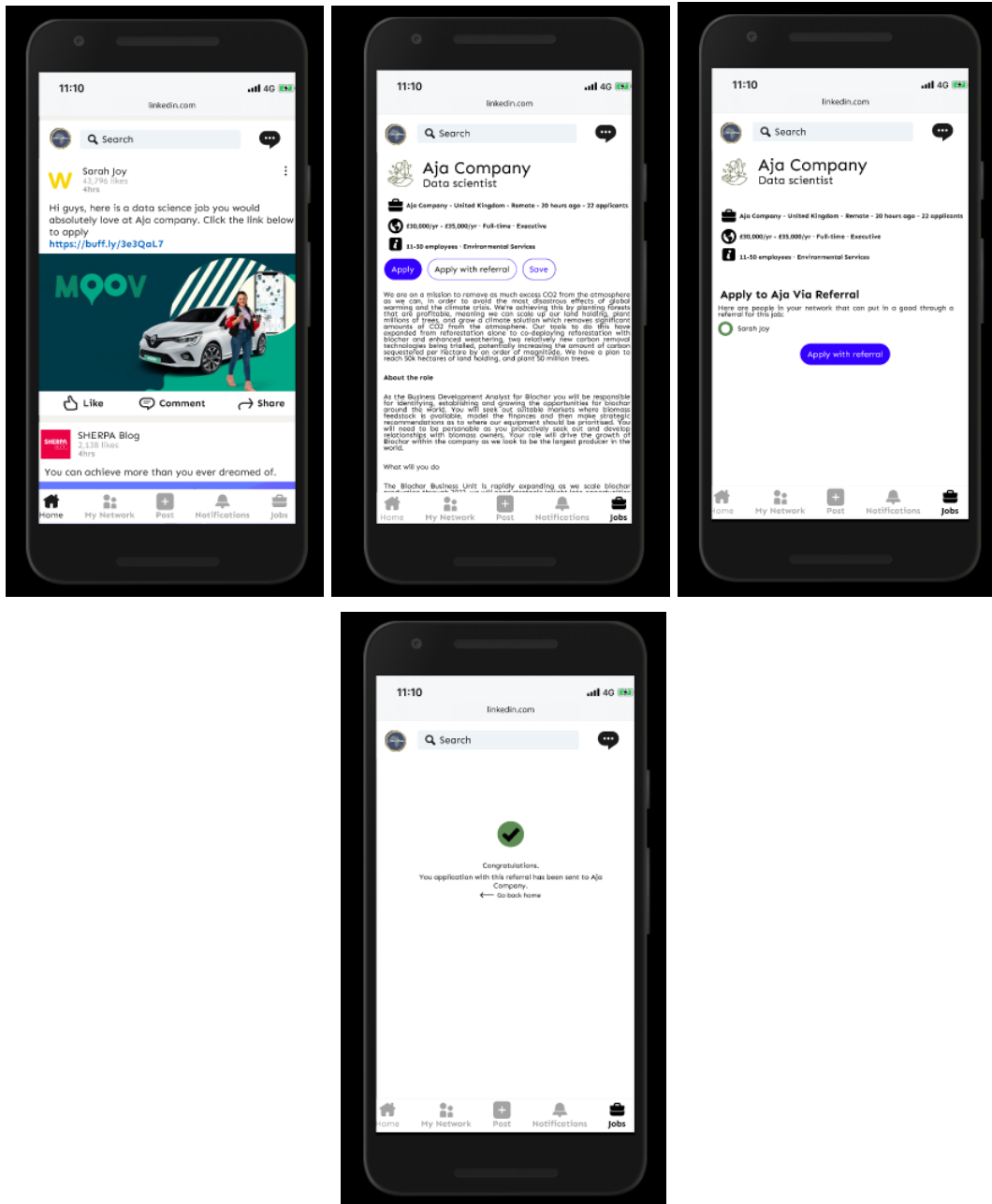
Pricing

This product uses a **Freemium model.**

For **jobseekers;**

- Those with premium accounts will be eligible for unlimited monthly referrals.

- On the other hand, those using the free account will be eligible for a maximum of 15 monthly referrals. They can upgrade to the premium account for **$29.99 per month** to get access to unlimited referrals.

There are also **Special discounts packages**
- Merit-based and economic-based discount packages to be provided to only recent graduates from partner colleges within one year from graduation
- As of this release, partner colleges only belong to the **US**