

## Tangerine Search Message Map

### Who We Are

Recruitment experts specializing in hiring technical roles...

### Who We're For

...for customer-obsessed, growth-stage start-ups with 50-250 employees and limited internal recruiting function.

### Primary value to the customer (big win/the problem we solve for them)

"Time to value" - Their team stays focused on their product and growth goals while we **quickly deliver their perfect-fit employee.**

### How We're Unique

Unlike our competitors, we offer our Great Match Guarantee (Perfect Match Promise).

### Benefits That Support Our Value

#### #1 Qualified candidates on your desk in 2-3 days

- When there's no time to waste, we deliver vetted technical talent as fast as you please.

#### #2 No slowdown to your work

- Keep your team focused on delivering their best; we take care of everything else, from job description to offer letter.

#### #3 100% Human Outreach Strategy

- You'll never waste time talking to fake candidates (yes, this is a thing) or sorting through hundreds of AI-produced resumes. Our process ensures

		we bring you real, qualified candidates.
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Proof Points/Evidence that support each benefit statement		
<ul style="list-style-type: none"> <li>• All members of our team are seasoned recruiters with 5-15 years of experience</li> <li>• We have a vast technical network, including a database of tens of thousands of qualified technical job seekers</li> <li>• x% of our matches are a win the first time.</li> <li>• We have a Happy Placement Policy and will work to find a new candidate if the match doesn't work (no extra cost to you)</li> <li>• We match candidates based on current skills and needs <i>and</i> future growth opportunities, so new hires stay longer (less churn).</li> <li>• We are your company hype people; candidates are excited about the opportunity to work with you, or they're not a good match.</li> </ul>	<ul style="list-style-type: none"> <li>• Work with you to develop the perfect candidate profile upfront and talk to you again when it's time to interview.</li> <li>• We screen, vet, and do all the scheduling, so your time spent on hiring is just the time in interviews, not admin. Customers.</li> <li>• We support many clients with now internal recruiting team; here's what we know (stats, quotes, experiences, stories, etc.) <ul style="list-style-type: none"> <li>○ Context switching is hard</li> <li>○ It's out of their competency</li> <li>○ Other work can suffer if they get too in the weeds</li> <li>○ Relying on personal networks of your team limits your</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Describe our process to build confidence (voice mails, multiple touch points, no auto contacting or screening, etc.)</li> <li>• Facts: 25% of all searches are fake employees</li> <li>• Average number of resumes per job posted (and how it has gone up dramatically)</li> <li>• The way we vet technical talent to make sure they actually know their stuff.</li> <li>• Clients we've placed are our best referral source because they loved the experience so much.</li> </ul>

<ul style="list-style-type: none"> <li>● Stories of how our hires stay with our clients long-term, most for over 12 months, and many being promoted into additional responsibility internally, even becoming future hiring managers at the company! <ul style="list-style-type: none"> <li>○ Idea: Where are they now campaign</li> </ul> </li> </ul>	candidate pool	
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Failed Placements:

Better experience, so when the

We're as obsessed with your customers as you are

We will never push a bad match.

Our work is guaranteed.

1. We understand what you actually need
2. And we try to get you that thing

Our process knows how to bring great candidate in a

Respect is a major part of our process.