



## SERVICE DESCRIPTION



# Specialty Recruiting

Get expert insight from hard-to-find users

## BENEFITS

We specialize in finding hard-to-reach individuals with unique skillsets or knowledge so you can:

- ☑ Get firsthand insights from users or customers you might otherwise be unable to reach
- ☑ Confidently plan your primary research's niche requirements
- ☑ Save time and money by avoiding a lengthy recruiting effort
- ☑ Replace assumptions and secondary research with primary expertise

## CONTACT US

For more information, contact us at:



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## OVERVIEW

Specialized research requires specialized users. We've built a system optimized to find the right niche subject matter experts (SMEs), thought leaders, and C-suite executives to help you uncover the transformational insights you need. Our recruiting team precisely matches test subjects to the exact research you're doing, no matter how unique. And, in addition to our internal recruiters, we have a global network of recruiting vendors available at a minute's notice.

## APPROACH

Our proven methodology can help you find niche test subjects—from educators and influencers to physicians and scientists—for any research need.

When recruiting participants for specialized research, we:

- 1 Interview stakeholders and SMEs about your research participant needs
- 2 Write a screener that will be used to recruit participants and review it with stakeholders
- 3 Search our database, leverage outreach tools, and reach out to extended networks to fill as many slots as possible
- 4 Evaluate candidates to determine if they fit the profile and confirm whether they are interested and available
- 5 Schedule participants for research and pay incentives after successful participation