

PeopleMaps Personality Profiling for Job Boards

Earn Revenue | Add Value | Differentiate



What's in it for JobBoards?

Earn more from employers that typically spend **£250 (\$500)** on profiling per vacancy. Up to a **40% revenue share**. Earn from your job seekers (**£15 / \$30**). Add value with relevant products for job seekers and employers. It's easy peasy and you'll be up and running within minutes!

What's in it for Employers?

- Employers love using the PeopleMaps system because it's **quick and easy** - and there's no need for consultants or training.
- PeopleMaps provides all employers with a fully operating system **free of charge** - and throws in a handful of reports to get them started.
- There are **no set up fees, no minimum orders** and they only buy the reports they need using the simple **Pay-As-You-Go** system.
- There are over a dozen reports to choose from; from junior positions to senior managers - by job role and job title.

What's in it for Job Seekers?

- PeopleMaps offers a **free mini personality profile** to all job seekers - and when they go on and buy a more detailed report you earn a **revenue share** on that too.
- Job seekers only have to complete the questionnaire once. Thereafter they may give an employer permission to go and access their reports.
- To date PeopleMaps has over **1 million job seekers** enjoying the system.

Reinforce your brand

Your logo carries through the entire system and each report can have a link back to your site, so you're always associated with the end profiles.

Suitable for all Industry Sectors

Contact Centres
Legal & Accountancy
Banking & Finance
Hospitality
IT & Engineering
Public Sector
Not for Profit
Charities

Reports for specific Job Roles

Sales & Marketing
PA, Admin & Secretaries
Customer Service
Team Leaders
Senior Managers
Team Building



Get started today

Complete the short online registration form and we'll send you everything you need. Setting up is as simple as adding a coded link to your website. It's easy peasy and you'll be up and running within minutes!

There's no software to install. The unique questionnaire and the Reports are all online. All available instantly. Unlike traditional profilers, PeopleMaps writes Reports in plain English, so you won't even need any training. Best of all, it doesn't cost you anything to get started - no set-up or license fees and no minimum order.

www.peplemaps.com



"Our clients tell us that the PeopleMaps psychometric test delivers outstanding value for money, and really helps them improve both their CV and their interview technique. We therefore have no hesitation in recommending PeopleMaps to website owners, employers and anyone looking for a new job."
Paul Bradley, Founder, Bradley CVs Ltd

FAQs

Q : Do candidates have to complete the questionnaire for every vacancy on the Job Board?

A : No. Once a candidate has completed the questionnaire once they need only give permission for an employer to go and order a report.

Q : How much can a Job Board expect to earn as a result of its partnership with PeopleMaps?

A : If an employer only uses profiling on their short list then they could spend around £200 (\$400) per vacancy. PeopleMaps is priced to encourage employers to use profiling in all vacancies, not just senior appointments and it is affordable to use on all applicants, not just the short list. Some of your employer clients may already be spending thousands of pounds on profiling every month.

Q : How much revenue share do I earn?

A : You will start on 20% but could earn up to 40% once you start generating regular orders.

Q : Is it difficult to set up?

A : You need only place a simple link on your website. PeopleMaps will provide you with graphics and text. We also provide you with a landing page with a detailed explanation for employers. It's easy peasy.

Q : How do I promote it?

A : Some Job Boards simply put a link or small banner on their site, others have their telesales team mention it to employers when they are on the phone to clients. You can be as passive or proactive as you like. Obviously the more effort you put in the larger your rewards. PeopleMaps will provide you with all the support materials you will need.

Q : Do we need to know anything about psychology to sell this?

A : No. You need only let employers know it exists and encourage them to try it. It's free. The psychology is contained within the report. No training or consultancy is required to interpret the profiles. As a Job Board your role is to raise awareness.

Q : What support can I expect?

A : PeopleMaps will provide you with all the support materials you need - including web pages, electronic brochures, text and banner ads. Once you have registered an employer with an account, PeopleMaps will deal with them directly and provide them with full support.

Q : How much are the reports?

A : Reports range from £10 to £50 and discounts are given as order size increases. We share with you whatever revenue is collected.

Q : Do job seekers get the same reports as employers see?

A : No. Job seekers have access to a different report range from employers.

Q : Do you really give free reports to job seekers?

A : Yes. We give a free personality profile to all job seekers and use this to encourage them to buy a more detailed career-specific report.

Q: Do you give a free report to Employers?

A : We give employers full use of the system free of charge and provide them with some reports to let them evaluate it for themselves.

Q : Can I brand this as my own?

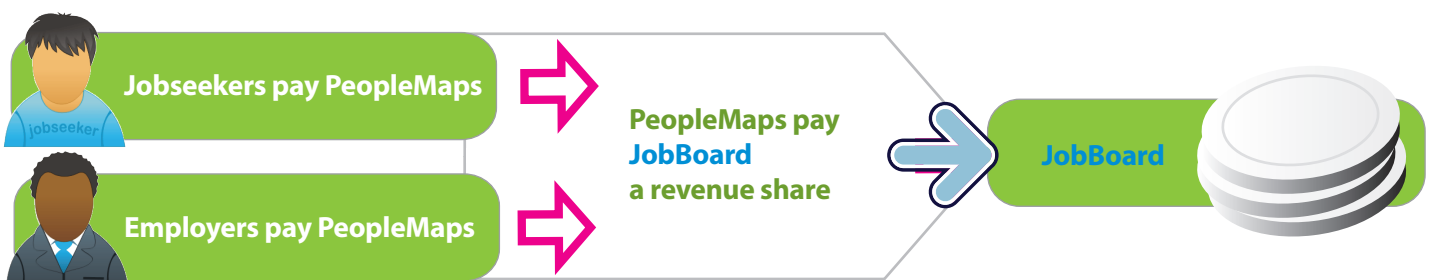
A : Absolutely. Your logo is carried through the entire process. At the bottom of each report you can add your own message, logo and link back to your site.



How it works



How the money circulates



Job Seekers should be encouraged to register for their free report. They do not need to complete the questionnaire more than once as they can give each employer permission to access their reports should they wish to. When and employer receives and application from a job seeker they may also ask for permission to go and buy their personality report.