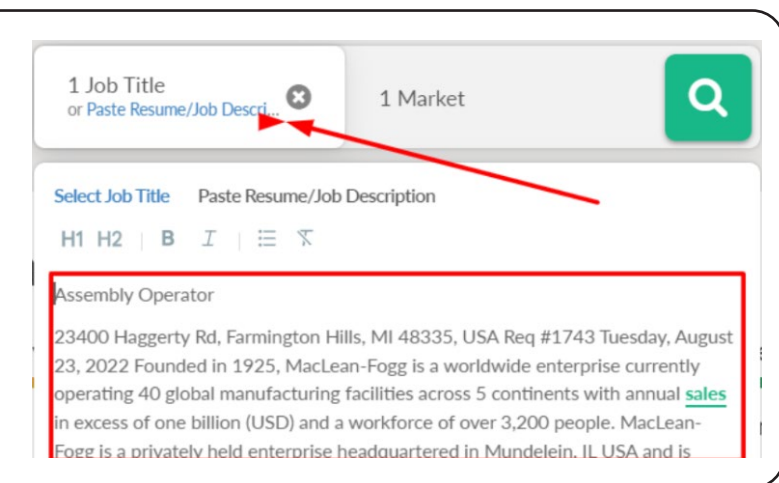


# How to Optimize Your Pricing with SmartReq

The Sell a Req section of SmartReq was designed to take all of Lightcast's most valuable reports for sales negotiation and put them into one place. Many features were added that are exclusive only to SmartReq.



## Steps:

The user can go directly into Sell a Req from the top menu, or they can click on one of the job posting cards in Find a Req which will bring them to this page.

The top menu is very simple to use. One could simply choose a metro area and a job title. However, SmartReq shines when the user pastes an actual job description into the Job Title field and then makes a job title selection either from those recommended by Lightcast, or one you choose yourself.

## Results:

There are 4 simple sections to the results in Sell a Req:

- The **overall fillability** scores at the top
- The **Supply** section
- The **Wage** section
- The **Demand** section

# Supply

SmartReq uses a number of economic factors to provide the user the fairest assessment of how many candidates might be willing to consider a new job. It then shows how that supply stacks up against the current demand and gives a comparative score to other markets. A favorable rating means that this market is ideal for finding the job in question. It also shows the prevalence of skill sets for the chosen occupation in the market. Dark red indicates very few candidates.

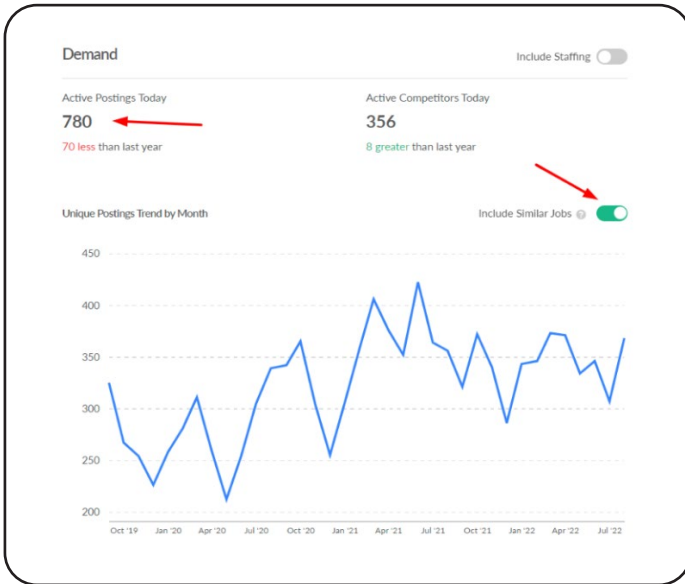


# Wage

The most powerful part of SmartReq. The Wage Inflation section shows the incumbent wage (median) and the current advertised wage. If the job can be done remotely, it also shows advertised Remote Wage. You will also see a trends graph of recent history. Don't settle for a wage that was relevant five months ago, or even last month—drive for a wage that will keep a person in the job for the next six months. Bonus feature: you can enter your client's suggested pay rate to show them exactly where they stand against the market.

Hover anywhere on the advertised wage line to see how much wages have changed since the time period chosen.





## Demand

This section shows the actual number of postings and the number of companies currently looking for this job in the selected market. It also shows the trend of unique postings and how it is changing. A feature unique to SmartReq is the ability to choose to display demand for ALL of the jobs the candidate for this role would likely take in the market (Include Similar Jobs).

Lastly, underneath the Demand graph, we show you who is trying to hire right now and what related job titles are most in demand.

Competition <sup>ⓘ</sup>		Job Postings <sup>ⓘ</sup>	Postings Trend <sup>ⓘ</sup>
American Consumer Panels	14	↗	
Trigo	13	↘	
Labor Rocket	10	↗	
Mastronardi Produce Ltd.	9	↗	
Magna	9	↗	
MacLean-Fogg Company	7	↗	
Polaris	7	↗	
General Motors	6	↔	
Apollo Retail	6	↔	

Top Related Job Title Postings		Advertised Wage <sup>ⓘ</sup>	Job Postings <sup>ⓘ</sup>	Postings Trend <sup>ⓘ</sup>
Quality Inspectors	\$16.06	67	↘	
Quality Technicians	\$19.32	57	↗	

