

## Testimonial

### Smart Building Technology Testimonial with Mike Schmitz

**Product Purchased: BirdDog Source & Score Project to rapidly build a highly skilled, highly targeted, and qualified candidate pool in 30-days.**

**Doug Mitchell:** Today we're talking Mike Schmitz, the co-owner of Smart Building Technology

If there were one main thing that would have stopped you from buy this, what would it have been?

**Mike Schmitz:** The only that would have stopped me was that if you guys were not if BirdDog wasn't at least technically aware of what our industry. If I would've kicked out a buzzword like Tridium and Tridium AX, if you guys didn't know what that was, that would've probably caused me to pause.

But the fact is when we were talking about those very industry specific things; you were able to do that. That's what we were looking for is somebody that understood our industry.

Doug: How relevant, then, was the cost of this Source and Score project in your equation?

Mike: Cost is always a consideration, but for the right product and the right service? Cost is never not an object, but it becomes less of an object with the more importance that we put on it. We put a lot of importance on trying to find the right person. You guys seemed to have the experience, so cost was important but not as important as getting a good product and a good job at the end.

Doug: Can you name one specific feature that you liked most about this BirdDog product?

Mike: The online, the way we could share data online. Where I could go in and grab a resume, look at it, email it to my partner and say, "Hey, here's their notes on it." Because again, you guys were taking notes, I was putting some notes in there, and I was able to share that information very, very quickly.

That's important to us because we have a virtual office. I'm on the road every day, 10 to 12 hours a day, sometimes six, seven days a week. Being able to sit down with my laptop and pick up a WiFi hotspot or on my BlackBerry even, I think I did it one time where I was able to grab a resume, look at it, flip it over to my partner and go, "Hey, here goes another guy for us to look at."

Doug: OK. Would you be able to list maybe three other benefits about the BirdDog Source and Score product?

Mike: Yeah. I really like that fact that you guys were, I guess the score portion of it where you guys were able to do sort of that firstline interview, talk to them and get a feel for what their level of experience was. I really liked that.

We had worked with another company not where I'm at, but at another company I was at we worked with another sourcing company and they didn't do that. They just gathered the resumes and you sort of dug through them, where you guys were actually calling the prospective employees and doing that first feel on the employees. That was fantastic.

I also liked that you guys were doing at least a weekly followup call with me, and you guys were better at it than I was because, again, being on the road, a lot of times I was getting a voicemail.

But nonetheless, I really felt that you guys were engaged in the project, because there was a lot of communication back and forth. Once again, I really liked the online stuff. I thought it was just fantastic. That was a really, really positive feature.

Doug: Would you recommend this product, Mike, and if so, why?

Mike: Absolutely. Because in my particular industry, which is commercial control systems, there tends to be two kinds of companies. Either you're a Fortune 100 company and you have an HR department that probably can't keep themselves busy enough, or you're a small shop and you have to be sort of hyperaggressive, which is what we are.

You guys can really peg that one portion of finding an employee, and finding a qualified employee. You guys made it a whole lot better. I mean, you guys were able to somehow generate in excess of 20 qualified candidates for a single position which, even in a down market, because we're so specialized, that was pretty impressive. Literally everybody that I saw that you recommended would have been qualified for the position.

Doug: Mike, is there anything else you would like to add?

Mike: Overall I was very impressed with I certainly felt like I was getting personal attention. If you had to tie me down and say, "How big is BirdDog?" I couldn't tell if you guys were a 1,000 people doing this and you were just really, really competent and that's the way you did it, or whether you were like three people and you were able to provide that level of personal attention.

I couldn't tell you, but I was really impressed with what I got. The personal attention, the professionalism...it was overall a painless experience where I certainly thought it was worth the money that we invested in it.

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