What are some of the benefits of a customer story?
1. Sales enablement - help the Bullhorn sales team to sell our integrated product more effectively, and to identify target customers more effectively
2. Proof of concept - bring your staffing positioning to the next level and demonstrate value with a success story
3. Create demand through storytelling - share a relatable, real-life experience with customers and prospects that will make their purchase decision easier
4. Tap into existing customer loyalty - build relationships with your happy customers

What boxes does a good customer story check?
❏ It introduces the customer, and makes them relatable
❏ It shares the pain points of the customer before they started using your product
❏ It demonstrates the solution(s) and value add that your product provides/provided
❏ It alleviates concerns that your prospects may have had prior to reading the story
❏ At a high level, it follows the format of Situation, Problem, Solution, Outcome
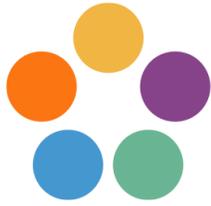
Some Customer Story Examples:
[How Loyal Source Decreased Time Spent Looking for Candidates by 33% and Doubled Recruiter Productivity with TextUs + Bullhorn](#)
[How Resource 1 Moved From Outdated Tools to a Dynamic Enterprise Platform with Bullhorn and CloudCall](#)

How do I contribute a Customer Story?
❏ Read below for Distribution Plan and Content Requirements.
❏ Connect with your Partner Manager about availability and deadlines.
❏ Reach out to the customer that you have in mind for the story. Think of any customers who have seen a lot of success with your product or service, for whom you have solved a major pain point.
❏ Email your piece of content + the requirements below to your Partner Manager by the agreed upon deadline.
❏ Once the story has been published, feel free to share throughout your marketing channels!

Partner Requirements	
Title	10-15 words
Content	Ideal length is 500-1,000 words

Bullhorn Marketplace

	First Paragraph: Customer background information - Demographic info - Date founded - How long they've been a customer **Body:** - Challenge - Solution - Results - Things to consider including: other tools considered, future plans **Additional Things to Include:** - Customer quote(s) - At least 2 data points (i.e. ROI, reduced headcount, time saved, etc.)
Logos	-Partner logo (.png) -Customer logo (.png)
URLs	-Customer website URL -Partner website URL
Partner Synopsis	*Ex: Professional Advantage provides staffing software solutions built in Microsoft Dynamics® that leverage Microsoft Office 365® to meet the unique needs of the staffing industry.*
Customer Location (I.e. NA, APAC, UK, etc.)	
Customer Business Type (I.e. Temp, Perm, Exec Search, Etc.)	
Customer Concentration (I.e. Healthcare, Light Industrial, etc.)	