


ATS Customer Qualification Criteria and Pain Points

This reference sheet is for sales and account management teams to qualify potential ATS software prospects. Use the provided questions and recommended pain point remedies to evaluate lead opportunities. You may connect qualified leads with sales@hiringhappiness.com or [schedule a demo](#).


QUALIFICATION QUESTIONS

- 1 **Are they actively hiring new employees or will be in the near future?**
- 2 **What does their current system or software look like?**
 - A Are they using another ATS? Google forms and spreadsheets? Individual connections to job board accounts? Word of mouth?
 - B If another ATS, are they under contract? For how long?
- 3 **What does their typical end-to-end hiring process look like?**
 - A What are the stages and steps that applicants move through?
 - B Who is involved in which parts of the process?
 - C How do they collaborate and keep track of their work?


PAIN POINTS -> ATS BENEFITS

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Low Applicant Quantity

 - Easily post to many free and paid job boards ([lists of job boards](#)).
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Low Applicant Quality

 - Use our custom [Form Builder](#) to screen and filter candidates.
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Slow, outdated, or disconnected processes

 - Leverage [Automations](#), [Templates](#), and ensure a single source of truth.
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Information and processes in different, disconnected places

 - ATS seamlessly integrates with Onboarding and HR platform.

Connect prospects to sales@hiringhappiness.com