



SRA VALUE PROPOSITION

INTRODUCTION

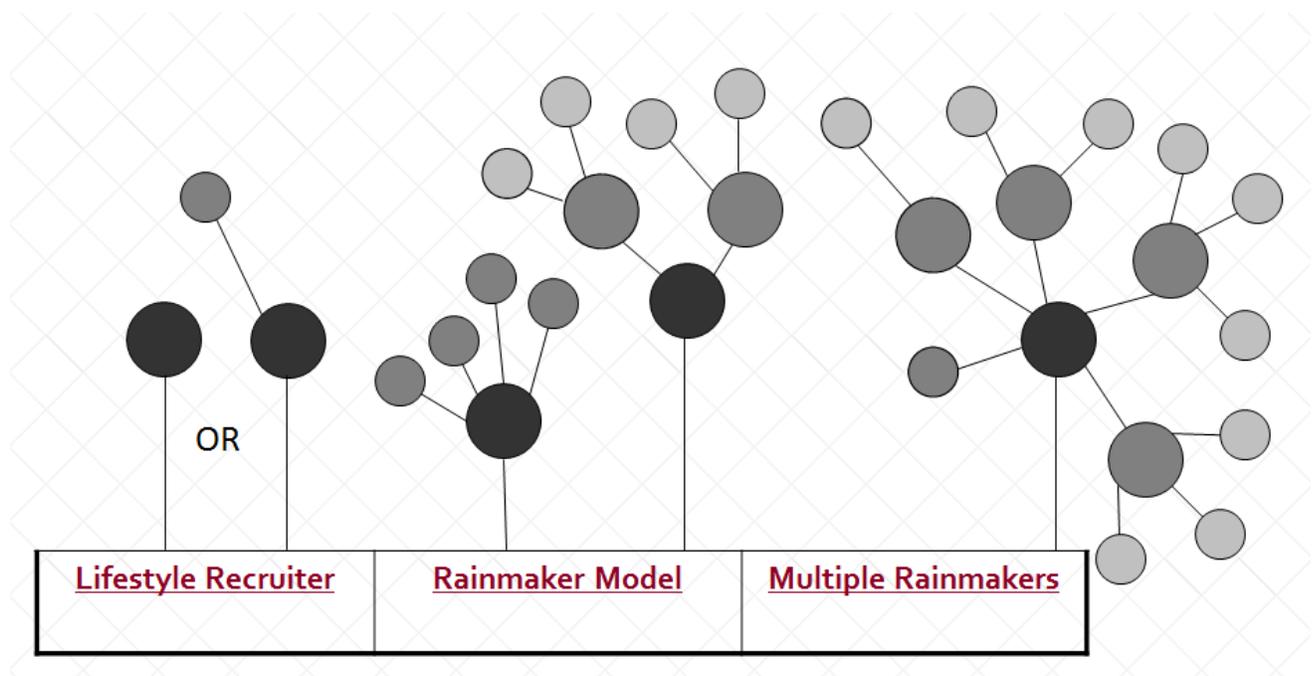
The unique approach of the Sanford Rose Associates Network has not just elevated the game, but changed the game entirely in our industry. Our organization is NOT built on the approach of selling franchises to new prospects, teaching them how to get started, then continually attempting to minimize the failures while pacifying the disgruntled who DO succeed long term when they complain of the lack of value.

Other recruiting franchises focus their energy and investments on generating revenue from franchise sales.

Instead, our focus is on providing incredible value for our current members, which you will come to fully understand when reviewing this entire video. Learning how to get your business started in search is important, of course. But what value is provided long after you become a significant producer? We have created a value proposition like no other. We know this as a significant number of our new offices are existing firms who had been in business for 10, 20, or even 30 years prior to joining our network. To be blunt, we serve our network so well that we screen prospects as much, if not more, than they screen us..

Let's start by asking you to envision the blueprint of the firm you may want to create. Think about what it looks like over the next two, five, and ten years. What will it look like? What will need to happen to get you there? And most importantly, who will help you and what resources do you need?

In our experience, search firms fall into one of three categories; this drawing illustrates those three models.



The first model is the lifestyle recruiter; of course, the main feature of this model is that the owner has no one to worry about besides oneself. There are benefits of course to this model but also some drawbacks. The key is this is the right one for you.



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- If the lifestyle model is the right one for you, what resources will you need to have to ensure you are maximizing your efficiency so that you are achieving the results you want?
- Who will motivate you and who will be your coach to help hold you accountable to your desired results?
- Who will you celebrate those successes with, besides just the person in mirror?
- How will you avoid feeling a sense isolation, as most people have a desire to be part of something bigger than yourself?
- What help will you need with a Marketing Communications (branding and marketing) campaign?
- Who will you call when you need help with your computer, phone, accounting or some legal matters?
- How will you tap into the buying power and split business opportunities of a larger network?

Many owners in Sanford Rose Associates select the lifestyle recruiter model by choice and since our royalty structure correlates to production, smaller solo firms who require less assistance also contribute less financially. Many choose the lifestyle recruiter model because it allows for complete control of when, with who, and how your firm operates. Profitability is very high as you are the employee cost.

The second model is the Rainmaker model. Here a team is built around you, the leader. You are the person who secures searches and then you have a team of researchers, recruiters, sourcers, and/or account managers who help you deliver results for your clients.

This model can be extremely lucrative and allows one to outsource many of the activities that do not necessitate your level of skill. You can create a career path for those who enjoy the sourcing of candidates and perhaps driving the search process but do not have the competency and/or desire to engage in client development activities quite yet.

As in the solo model, there are also many benefits but also some drawbacks. The business is still mostly reliant on you and the team is dependent on you 100% for their development, and there is no career path for those who want to rain make themselves. If there is a career path, then of course that is actually the final model of multiple rainmakers. This is usually an outcome of rainmaker firms that created a career path for others to become rainmakers or full life cycle 360 recruiters as well.

If you pursue the option of a multiple rainmaker model or even a sophisticated single rainmaker model then there is one approach that we have not only taught for decades but one we designed and successfully implemented ourselves. This approach built Kaye/Bassman International that has generated well over \$150 Million dollars in search revenue in the past decade, has over 3 dozen search consultants who have generated over \$400,000 each in a calendar year, and with an average tenure of over 13 years at Kaye/Bassman.

This model of multiple rainmakers is the third model.

The third model may have you as a leader no longer working a desk, or have you as a producing owner that balances running a personal practice with also running a search firm where others are building their practices within your organization.

There are some obvious benefits to this model from a leverage, diversity, financial and valuation perspective. However, this is the most challenging model where many talented search professionals who could make placements with ease found themselves failing to grow a firm of any scale.

In this model, you as the owner must develop the internal systems and resources to help your successful recruiters build what they want within the walls of your firm so they don't feel the need to leave it.

Imagine having the most successful operations, coaching, training and marketing communications team in our industry serving as your own internal resource team and thus providing your own value proposition for your team - one that would not be actualized if they were to leave your organization and start their own firm.



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Although most firms need their own corporate recruiter, recruiting trainer, coach, MarCom specialist and IT support person and could use additional operational, finance and even legal support, most are simply not in a position to afford to hire the bench needed.

We are your bench.

The typical success story is that the owner gets more quantity of quality searches than one can handle. He or she begins to hire people to work on those searches. As they hire, the time away from their desk rises, as they need to do all the activities in support of hiring, onboarding, training and coaching recruiters. They also become significantly more involved in operations, technical, financial, and legal aspects of running a business.

Becoming a successful recruiter is challenging. Becoming a successful owner who can consistently and successfully hire and train other search professionals who produce at a significant level is even more challenging.

We believe that with the right blueprint, we can be a long term solution for those who meet our criteria for support.

As an owner you would usually have to pay 50% or more of the revenue recruiters generate (or, as I all but guarantee your successful recruiters view as 'I have to give up 50%').

Thus you must deliver a value proposition for the 50% or more that you will take.

Imagine paying only 7.5% of your revenue and having the support you need to help you design and implement that blueprint effectively and be an integral factor in your own value proposition to your team.

Imagine a network of like-minded professionals. Imagine if the revenue generated and savings achieved from being part of that network was several fold the royalty investment.

Well, there is no need for your imagination, as unlike the fictional Wonkaland from Willie Wonka and the Chocolate Factory, "Recruiterland" exists today and it is called Sanford Rose Associates.

We invite you to apply for your golden ticket, but first we would like to give you a brief overview of who we are, what we offer, how this can be of benefit to you.