STARKHR

2022 GROWTH PROGRAM

FOR RECRUITERS

The Competitive Advantage for Recruiting Businesses

Helping you go farther!

WELCOME

MENTORING, CUSTOMER PROSPECTING, OR SOLUTION? ALL OF THE ABOVE!

"You are surrounded by simple, obvious solutions that can dramatically increase your income, power, influence, and success. The problem is, you just don't see them."

– Jay Abraham

Our Solution for Recruiters provides you with the tools and confidence to become a successful Recruiter. It's a comprehensive (and we mean comprehensive) resource that gives you everything you need to set up and operate your HR Consulting Business.

What you get

Mentoring - step-by-step instructions for setting up your business by an experienced Recruiter who will share tools, tips, and hard-won experience, jam-packed into easy-to-follow lessons written in everyday English.

Client Prospecting - we will put you in from of qualified prospects, people who have the budget, authority, need, and timing to hire your service. There is no need to spend hours and hours and $$ to get a single reply.

Tools - Business and Consulting Templates for use in your business, plus tips & instructions for using each one

What you'll discover

- How to set up & improve your business
- What it takes to be a successful consultant
- How to find clients & market your business
- What e-marketing tools work best for recruiting businesses
- How to get a competitive edge over other Recruiters
- How much to charge & what to do if you don't get paid
- How to create a proposal
- How to ace your first meeting with a prospective client & negotiate your contract
- How to prepare for your first day
- How to work with difficult CEO's & win over staff
- How to make more money & get more clients
- How to work with small businesses or unsophisticated industries
- How to add value for your clients
- How to be confident, not sweat the small stuff, & not take things personally
- How to avoid common mistakes made by consultants
- How to avoid politics

info@starkhr.com T: +1 (323) 287-5499 www.starkhr.com

Benefits

- Save time and money. You'll fast-track and take the guesswork out of setting up and operating a successful business.
- Work less and make more money by negotiating your rate and hours successfully.
- Instantly get the business templates you need to run your Recruiting Business. Professionally written and consistently formatted so you look like an organized and professional business.
- Get a significant competitive advantage over other Recruiters you'll be competing with. Know what other experienced Recruiters know (or should know). Learn from "been there done that" experienced consultants.
- Eliminate blank page syndrome. Our templates and files take the guesswork out of setting up and operating your recruiting business.
- New to Recruiting? This solution gives you the straight goods so you're prepared for the next phase of your career and know what to expect.
- You're not alone. You have 24/7 access to comprehensive resources at your fingertips.
- Become a better consultant. Our mentorship walks you through your client life cycle - from day 1 to terminating your contract.

What´s included

Business Growth		Business Opportunities	
Mentorship Program	✓	12 months access to Recruiting Requests	✓
Individual coaching sessions	✓	Unlimited Proposal Sending	✓
Email and Chat support	✓	Proposal Tracking System	✓
Consulting Business Templates		**Online Trainings (Self-paced 8 hour modules)**	
Business Annual Budget*	✓	February - Proposal Writing	✓
Recruiting Brochure	✓	March - Closing Sales Techniques	✓
Services Proposal	✓	April - Identifying Customer Needs	✓
Client Contract Agreement	✓	May - Contract Management	✓
Client Invoice	✓	June - Goal Setting and Getting Things Done	✓
Timesheets & Expenses*	✓	July - Handling a Difficult Customer	✓
Status Report	✓	August - Negotiation Skills	✓
Recruiting Schedule & Estimate*	✓	September - Personal Branding	✓
Preliminary Client Questionnaire	✓	October - Top 10 Sales Secrets	✓
Screening Assessments (Unlimited)		November - Work-Life Balance	✓
DISC	✓	December - Budgeting	✓

THE MENTORSHIP PROGRAM

Our Mentorship consists of a one-year program based on 4 topics

1. Business development and planning

Whether you just launched a startup or have run your own business for years, the path to reaching that next level of growth may not be clear.

We will help you select the best business model for your products or services. We will also assist with building out a business plan, which can boost fundraising and help with launch and growth processes.

2. Business strategy

We will also serve as a brand strategists. One of the most challenging aspects of owning your own business is knowing exactly how to help your business grow, develop, and mature.

For example, should you expand your business domestically or go beyond that and set up shop in other countries? Does it make sense to add more service lines or partner with another company? These are the types of questions we can help you answer. Beyond helping you map out your growth journey, we can recommend specific tactics to achieve those objectives.

3. Sales and marketing

As the only consulting company specialized in HR services marketing and sales we can provide direction on creating a marketing plan, including how to have a successful meeting and convert clients, sales tactics, and content marketing.

4. Financials and cash flow

All the profit potential is there in your business. You just need help finding it—and that's our specialty. We have a proven system for uncovering money-making opportunities hiding in every corner of your business. We'll show you how to take advantage of them, so you can immediately start improving cash flow and building profit.

CLIENT PROSPECTING

What is Prospecting?

Prospecting is the first step in the sales process, which consists of identifying potential customers, aka prospects. The goal of prospecting is to develop a database of likely customers and then systematically communicate with them in the hopes of converting them from potential customers to current customers.

The 5 Stages of the Sales Process

Unless someone has previously done business with you, it's a guess as to whether they might be interested in your products or services. The sales prospecting process turns your target market into a customer sale. We broke down the process into 5 stages:

1. Ideal customer profile - who you want to target
2. Suspects - Individuals or companies that may need your products or services but who may not be aware of your business or its offerings.
3. Prospects - Prospects are suspects who have confirmed that they might be interested in buying a service or product you offer at some point.
4. Qualified prospects - those prospects who have the budget, authority, need, and timing.
5. Customer - a qualified prospect who has spent money with you.

Our job is to identify suspects, qualify them as prospects, and deliver you qualified prospects. We will remove the burden of the first three stages so you can emphasize the qualified prospect and customer stages and therefore more efficiently increase your profits. To make it simpler:

We will deliver you qualified customers so you can work on closing the deal, deliver the work and make money!

Is there a limit or extra costs?

No extra costs. As for limits, we will be working together to define what your business limits are (how much time you have, how many clients you are currently working with, etc), as we want you to have clients for the long run.

Are you going to schedule meetings for me?

No, we will not take care of your agenda, nor will we be responsible for follow-ups or negotiations.

You will receive a list of qualified prospects, it is up to you to send proposals, schedule meetings, make presentations, negotiate, get the signatures in your contract, deliver your service and collect.

And once I close the deal, what happens to this client?

It is yours to keep. We will not get in touch with it anymore unless you tell us you are no longer interested.

Please keep in mind that worldwide there are over 9 million English-speaking businesses that employ over 10 people. That´s a lot of companies.

TEMPLATES AND TOOLS

Perfect for Starters and Experienced Recruiters

The amount of experience required to customize the templates varies significantly, depending on the template content.

Some templates will require very little experience - and in some cases, very little customization. These can easily be modified by the recruiter or individuals working at a junior level. Examples are Interviewing forms and Staff profiles.

Some templates require a more intermediate level of HR experience and topic knowledge. For example, a Contract requires some knowledge of your business and legislation.

What can I do with the templates?

You can:

1. Use Downloaded Materials directly for your clients.
2. Create your customized toolkit.
3. Re-use content from your toolkit for clients.
4. You can modify documents and replace logos.
5. You don't need to renew your annual subscription for clients you acquired and for whom Downloaded Materials were used in a previous subscription period.

What are my limitations?

Hiring Requests Module – you can send as many proposals as you want, but you can´t grant direct access to third parties.

Assessment Module - you can request as many assessments as you want, but you can´t grant direct access t third parties

Training – you have unlimited views of our Training Content.

About the Client Portal (not included in the Growth Program)

The Client Portal allows you to have access to our system for the duration of your subscription. It requires a corporate domain (Example: Janet.Moore@YourCompany.com, not Janet.Moore@gmail.) and can be used by any employee with a corporate e-mail address that matches the corporate domain.

For more details, please contact us

Documents that are Specific to your Recruiting Business Needs

Imagine having a team of experienced Consultants at your disposal at any time of the day to help you solve your business problems and improve the growth and efficiency of your Recruiting business. How much more confident would you be about the future performance of your business? How much more time could you save?

If you have ever tried solving business problems that you haven't encountered before, you know how frustrating it can be to start from scratch. And even then, you still aren't sure if what you're doing is going to end up wasting your time and money. Having someone by your side who has already solved these business problems would be a huge help Get the job done quicker and never start from scratch again with our ready-made & fully editable Frameworks, Tools & Templates in Word & Excel:

Recruiting Business Budget - Worksheet used by a Recruiter to budget and track revenue, expenses, and cash flow
Services Brochure - Brochure/flyer examples used to market and summarize services provided by a Recruiter
Services Proposal - Summary of services to be provided to a prospective client by a Recruiter, typically presented after the initial discovery meeting
Client Contract Agreement - Contractual agreement that establishes terms and conditions for services performed by a Recruiter for a client
Client Invoice -Invoice used to list and describe the services provided by a Recruiter to a client
Timesheets & Expenses - Workbook containing 3 spreadsheets, each representing a different type of timesheet. Used to track time and expenses associated with Staffing services. May or may not be presented to the client with their invoice
Status Report - Report provided to a Recruiter's client, summarizing results, accomplishments, and challenges for a previous period, as well as upcoming tasks and projects
Recruiting Schedule & Estimate - Print-ready spreadsheet used by Recruiters to outline the estimated costs and timelines associated with a particular search for a client
Preliminary Client Questionnaire - Comprehensive questionnaire presented to the client once the Recruiter is hired. Provides Recruiter with key information about the client and their existing processes to help determine project requirements
Client Priorities Spreadsheet - Workbook that includes spreadsheets Recruiters can use to record and manage client priorities, and document status and completion % of each task/project. It May also be used to provide the client with details for each billing period

RECRUITING - CLIENTS AND CRM

"Recruitment IS marketing. If you're a recruiter nowadays and you don't see yourself as a marketer, you're in the wrong profession."

- Matthew Jeffrey

Our Recruiting Request Database

With over 100,000 recruiting requests per year, it is easy to use. You can run a basic search by job title or keyword and location. When you find a position you'd like to work on, you can send your proposal directly from the site. Plus, you can set up alerts so you never miss a potential client.

Once you find candidates and believe they are a good fit, you can use our assessments to make sure they are the right fit for your company. All our assessments are included.

Benefits:

- No limitations - you can contact as many clients as you want. No limits or extra costs.
- You close more contracts quickly.

CRM for Recruiters

Manage the entire hiring and recruitment process. From sending your proposal to making the job offer our CRM keeps track of all the activity that takes place in the recruiting process.

No two businesses are the same, and neither are their hiring needs. Every company has a unique way of moving applicants through its pipeline. Take time to understand the recruiting requirements of your client and customize their candidate's workflow.

Generate individual client reports immediately. Keep track of your success.

ASSESSMENTS – BETTER CANDIDATES

FASTER, EASIER AND BIAS-FREE

"It's objective evaluations that give our hardwiring principles teeth and drive the organization toward results that last."

Quint Studer

Test candidates for skills and aptitudes that are right for your client. Hire the best. No bias. No stress.

Our pre-employment assessments can help you look beyond the resume to find the right talent and more productively build high-performing teams.

As a recruiter, you have a tough job. Between competing against other companies for top talent and filtering through hundreds of often-unqualified applicants, you're spending a lot of time and money on recruiting efforts that you hope will result in a win for both your client and your company.

You can take some of this guesswork away by using our candidate assessments to automate the screening process, assess candidates' skills and culture fit, compare results across your applicant pool, and use data to make unbiased hiring decisions that work.

MEASURE PERFORMANCE AND FIT WITH CANDIDATE ASSESSMENTS
Round out your evaluation process with fully-integrated assessments and skills tests for predicting candidate fit, future performance, and retention, without the integration or maintenance costs.

- Get measurable data and insights for stronger candidate evaluations
- Save time with automated assessments that trigger at just the right step
- Skip the integration hassle using pre-built assessment and evaluation tools

<u>DISC - Behavioral Profile</u>
DISC is a personal assessment tool used by more than one million people every year to help improve teamwork, communication, and productivity in the workplace. It can be a valuable tool for creating the common language everyone needs to understand and discuss their differences—and the value those differences can bring to organizations big and small.

Job Profiler

Building a profile for a job is easy with this Job Profiler suite. Create a Job Profile from a simple questionnaire or use more advanced tools to specify your needs exactly.

DISC – Job Matching

With Job Matching, we can compare a person's DISC profile with the ideal for any job or role and sum up how well their personality matches that role's needs.

By using DISC to predetermine the ideal personality style for a role, we can match the factor values in a DISC profile against that ideal, and so work out how well a candidate is suited to that role's needs. Because we know all the personality factors involved, it's even possible to highlight strengths that stand out or areas where a person may need development.

DISC – Relationship Assessment*

A DISC relationship assessment is created by directly comparing the DISC factors in one personality profile with the factors in another. How these factors match up with one another or show significant differences, gives us a basis for understanding how two personalities will relate to one another.

When we compare two complete personality profiles, the result is a network of dynamics that give us a rounded picture of the working relationship, at least in personality terms.

DISC – Team Profile*

The Team Profile draws in all the factors of the team's members to create a single graphic describing the team as a whole. By drawing together all the members' profiles, in combination with the overall team profile, we can compose a detailed and extensive report about the team and its workings. That team report includes an overview of the team as a whole, with keynotes and comments on its structure, but it also goes on to explore a wide array of other aspects of the team.

Leadership Profile Assessment

The Leadership Profile Assessment is designed to help individuals in management and leadership positions identify their current areas of competency, and decide where they should focus their development efforts.

Organization Culture Assessment

The OCAI (Organization Culture Assessment Instrument)) is a validated tool for assessing organizational culture. It is based on the Competing Values Framework: one of the most used and useful frameworks in business (over 10,000 companies in 30 years

Candidate Cultural Fit Assessment

This Cultural Fit test assesses how a candidate's values, behaviors, and interests align with your company values and the behaviors and activities that would make your ideal hire successful in a specific role, based on a customized survey you fill out.

Español de Los Negocios

This test will help you hire employees who can communicate in Spanish on subjects commonly encountered at work and in everyday life.

Logical Reasoning

The logical reasoning test measures the ability or aptitude to reason logically. You must, through logical and abstract reasoning, extract rules, analogies, and structures that you subsequently use to find a correct answer among a set of possible options.

Situational Judgement Test

The Situational Judgement Test assesses the candidate´s ability to choose the most appropriate action in workplace situations. These assessments are designed to assess how the candidate would handle situations that it could encounter in the job it is applying for.

TRAINING – SELF-PACED TRAINING MODULES DESIGNED FOR RECRUITERS

"The beautiful thing about learning is that nobody can take it away from you."
— B.B. King

Our Training Modules will build confidence and give you fundamental knowledge to enable you to 'hold your own' in business and management
Our talented team of professionals including an experienced and highly regarded HR team has developed programs to help you achieve success in your career and business.

Our training program is offered in weekly 2 hours live sessions AND self-paced modules, containing 4-6 hours of content, so no worries if you cannot attend a live session, you will still be able to watch it later. Each module is self-standing and addresses one learning objective, comprehensively.

Every month a new training is made available to you. These are our training modules for 2022:

FEBRUARY Proposal Writing

A good proposal doesn't just outline what product or service you would like to create or deliver. It does so in such a way that the reader feels it is the only logical choice. Participants will explore the proposal writing process including the most common types of proposals.

The Proposal Writing workshop will take participants through each step of the proposal writing process, from understanding why they are writing a proposal; to gathering information; to writing and proofreading; to creating the final, professional product.

Course Outline:

- **Understanding Proposals**
- **Beginning the Proposal Writing**
- **Preparing an Outline**
- **Finding Facts**
- **Writing Skills**
- **Writing the Proposal**
- **Checking for Readability**
- **Proofreading and Editing**
- **Adding the Final Touches**

MARCH - Closing Sales Techniques

In the film, Glengarry Glen Ross, a top salesman, played by actor Alec Baldwin, is sent to a remote office to shake up the salesforce. “ABC—Always be closing,” he tells them. Among other things.

Good advice, but not always so easy to put into practice. The problems come when the sales professional either can’t get over the psychological hump of asking for the sale, can’t drive to a close in a way that benefits the prospect, or fails to close in a way that leads to a long-term, win-win relationship between your organization and your customer.

This course teaches your sales team how to define closing, recognize and respond effectively to buying signals, use trial closes successfully, choose the right closing technique for each sales interaction, make the most of customer interactions that don’t result in a sale, avoid common closing mistakes, and follow up effectively to preserve the sales relationship.

APRIL - Identifying Customer Needs: A Guide for Sales

Want to better identify customer needs? By the time the session is over, you’ll understand the difference between needs and wants and how each affects the sale. Plus, you’ll learn how to recognize different types of needs, identify key decisions customers make during the sales process, focus your presentation to gain information about customer needs and wants, ask the right questions to uncover needs and wants, and identify those that are hidden or unmet.

MAY - Contract Management

It is easy to overlook the importance of contract management because it seems to be a boring, mundane topic. Contracts, however, are the basis of most business relationships. If contracts are managed well, business relationships will flourish. If they are not, companies face financial loss, relationship harm, and damaged reputations.

With our course, participants will learn the insides and outs of Contract Management. Contracts are made with vendors, employees, customers, partnerships, and these agreements must be managed carefully. To effectively implement Contract Management it is necessary to understand all the small details, and that is what you get with this workshop.

Course Outline:

- **Defining Contract Management**
- **Legal and Ethical Contract Management**
- **Contract Management Requests**
- **How to Create a Contract**
- **Contract Negotiations**
- **Assess Performance**
- **Relationships**
- **Amending Contracts**
- **Conducting Audits**
- **Renewing Contracts**

JUNE - Goal Setting and Getting Things Done

Goal Setting is one of the most basic and essential skills someone can develop. We touch on goal characteristics, time management, and what to do when setbacks occur. This workshop will provide the knowledge and skills participants need to complete more tasks and get things done.

Our Goal Setting and Getting Things Done workshop will cover strategies to help participants deal with distractions and overcome procrastination. These skills will translate into increased satisfaction in their professional and personal lives. Participants will learn the Goal Setting characteristics of successful people and in turn, will become happier and more productive individuals.

Course Outline:

- **Overcoming Procrastination**
- **Four P's of Goals Setting**
- **Improving Motivation**
- **Wise Time Management**
- **Tips for Completing Tasks**
- **Increase Your Productivity**
- **To-Do List Characteristics**
- **SMART Goals**
- **Mistakes Will Happen**

JULY - Handling a Difficult Customer

Wouldn't the world be a great place if every customer was a pleasure to deal with? We all know that is a fantasy land. So what is the best way to handle a difficult customer? Through our workshop, participants will learn stress management skills, how to build rapport, and recognize certain body language.

By utilizing our Handling a Difficult Customer workshop participants will see an increase in customer service, productivity, and a decrease in unhappy customers. Participants will be provided a strong skillset including in-person and over-the-phone techniques, addressing complaints, and generating return business.

Course Outline:

- **The Right Attitude Starts with You**
- **Internal Stress Management**
- **External Stress Management**
- **Transactional Analysis**
- **Why are Some Customers Difficult?**
- **Dealing with the Customer Over the Phone**
- **Dealing with the Customer In-Person**
- **Sensitivity in Dealing with Customers**
- **Scenarios of Dealing with a Difficult Customer**
- **Following up With a Customer Once You Have Addressed Their Complaint**

AUGUST - Negotiation Skills

Although people often think of boardrooms, suits, and million-dollar deals when they hear the word negotiation, the truth is that we negotiate all the time. Through this workshop participants will be able to understand the basic types of negotiations, the phases of negotiations, and the skills needed for successful negotiating.

The Negotiation Skills workshop will give participants a sense of understanding their opponent and have the confidence to not settle for less than they feel is fair. Participants will learn that an atmosphere of respect is essential, as uneven negations could lead to problems in the future.

Course Outline:

- **Understanding Negotiation**
- **Getting Prepared**
- **Laying the Groundwork**
- **Phase One; Exchanging Information**
- **Phase Two; Bargaining**
- **About Mutual Gain**
- **Phase Three; Closing**
- **Dealing with Difficult Issues**
- **Negotiating Outside the Boardroom**
- **Negotiating on Behalf of Someone Else**

SEPTEMBER - Personal Branding

Personal Branding is identifying your assets, characteristics, strengths, and skills as an individual. Understanding Personal Branding will provide advantages in participants' personal and professional lives. Branding is a mix of how you present yourself and how others see you. It is important to be aware of how you are viewed.

With our Personal Branding course, participants will be able to share their vision and passions with others in your company. Utilize this knowledge through Social Media to define and influence how others see you. You are your brand so protect it. Live it.

Course Outline:

- **Defining Yourself**
- **Controlling and Developing Your Image**
- **Personal and Professional Influences**
- **Sharpening Your Brand**
- **Appearance Matters**
- **Social Media**
- **Brand Management during a Crisis**
- **Branding Personality Traits**

OCTOBER - Top 10 Sales Secrets

No one is born a salesperson. No one has a special gift that makes customers buy products/services. Everyone can, however, learn how to sell successfully. By learning to communicate with customers, build lead lists, and sell the company's services with authority, anyone can be a successful salesperson.

With our Top 10 Sales Secrets workshop, participants will discover the specifics of how to develop the traits that will make them successful salespeople and how to build positive, long-lasting relationships with their customers!

Course Outline:

- **Effective Traits**
- **Know Clients**
- **Product**
- **Leads**
- **Authority**
- **Build Trust**
- **Relationships**
- **Communication**
- **Self-Motivation**
- **Goals**

NOVEMBER - Work-Life Balance

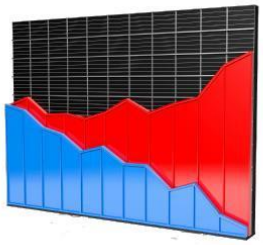
Having a balance between work and home life can be a challenge. With this challenge come great rewards when it is done successfully. By balancing a career with home life it will provide benefits in each environment. You will become healthier, mentally and physically, and you will be able to produce more career-wise.

With a Work-Life Balance, you will be managing your time better. Better time management will benefit all aspects of life; you will be working less and producing more. This workshop will show how to focus on the important things, set accurate and achievable goals, and communicate better with your peers at work and your family at home.

Course Outline:

- **Benefits of a Healthy Balance**
- **Signs of an Imbalance**
- **Employer Resources**
- **Tips in Time Management**
- **Goal Setting**
- **Optional Ways to Work**
- **At Work**
- **At Home**
- **Stress Management**
- **Working in a Home Office**

DECEMBER - Budgeting



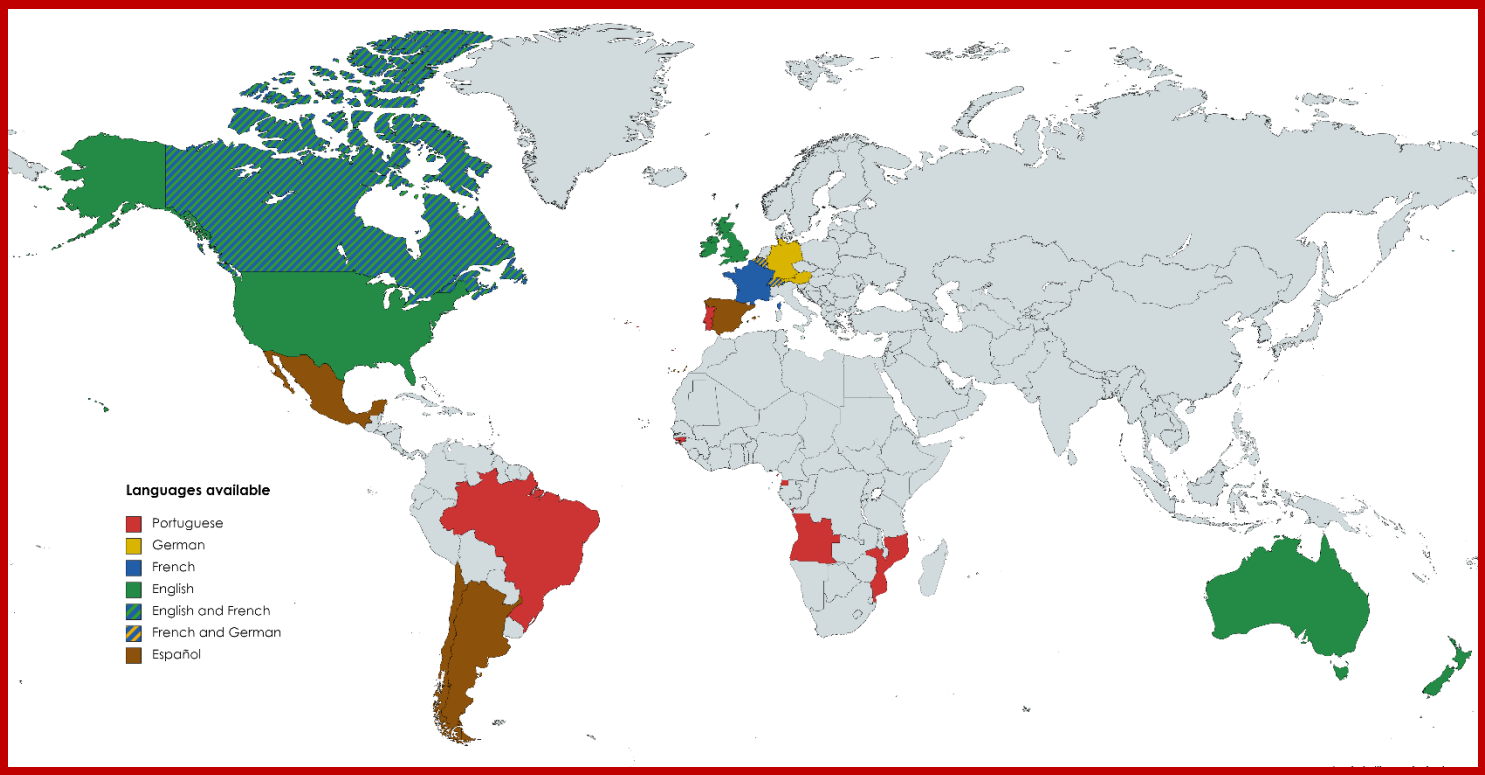
Money matters can be intimidating for even the smartest people. However, having a solid understanding of basic financial terms and methods is crucial to your career. When terms like ROI, EBIT, GAAP, and extrapolation join the conversation, you'll want to know what people are talking about, and you'll want to be able to participate in the discussion.

The Budgets And Financial Reports workshop will give you a solid

foundation in finance. We'll cover topics like commonly used terms, financial statements, budgets, forecasting, purchasing decisions, and financial legislation.

Course Outline:

- **Glossary**
- **Understanding Financial Statement**
- **Analyzing Financial Statements, Part One**
- **Analyzing Financial Statements, Part Two**
- **Understanding Budgets**
- **Budgeting Made Easy**
- **Advanced Forecasting Techniques**
- **Managing the Budget**
- **Making Smart Purchasing Decisions**
- **A Glimpse into the Legal World**



StarkHR Consulting LLC
T: +1 (323) 287-5499
Info@starkhr.com
www.starkhr.com

Stark HR
Helping you go farther