

How to sell to Employers

We have outlined below the questions that you need to ask employers to identify the pain points of the talent identification aspect of the recruiting process. These questions arm you with the insights you need to get employers to recognize that they are unhappy with their current process and consider using something that is more respectful of their time, resources, and business needs.

We strongly suggest you focus your attention on the HR Leader, Recruiting Leader, Operational Leader, and or hiring executive/managers. These are the people who are most likely to be frustrated with their current process and open to considering alternative options/approaches.

Meeting Preparation (Pre-Call) - Key Knowledge

1. What does the company do?
2. What types of specialized skill sets are most in demand for the business to be successful?
3. What is their current turnover rate?
4. How many employees do they currently have?
5. How many employees do they intend to hire in the next 12 months?
6. What is their expected growth rate?
7. Where are they located?
8. Who is responsible for talent identification/hiring?
9. What types of Recruiting Tools do they use?

Employer – Key Questions to Identify Pain Points

- **How do you identify candidates to recruit or fill positions now?**
 - What HR systems do you currently use?
 - How much do you spend per month on talent identification?
- **Do you use recruiters or job boards?**
 - If job board, which one do you use most frequently?
- **How long does it take you to fill positions when they open up?**
 - Do they meet your business needs?
- **Does the candidate quality level typically represent what you are looking for?**
- **What do you wish worked better about the recruiting process?**



- **Would you like to shorten the timeframe it takes to identify viable professionals/candidates for key positions?**
- **Would you be interested in using a tool that provides a quantifiable match for each candidates to your specific business needs?**
- **Would you be interested in reducing your talent identification process down to minutes versus of several weeks, months, or even a year?**

Have you ever heard of The Global Talent Exchange powered by TerraTal?

- The Global Talent Exchange is an online forum where Employers profile career opportunities and Professionals create Professional Profiles that are automatically matched against each other to quantify the level of compatibility between the two. *(For employers with less than 25 employees - The solution is free until they identify someone outside of their Professional Network that they would like to contact to evaluate or recruit them into joining their company.)*
- The Global Talent Exchange provides Employers insight into the following aspects of each Professional:
 - Career Experience
 - Industry Experience
 - Skill Sets
 - Organizational, Business, and Finance
 - Interpersonal, Communication, and Relationship
 - Technical
 - Personal Attributes
 - Professional Specialty/Certifications
 - Geographical Information
 - Work Environment & Personal Preferences
 - Loyalty Factor (Readiness for Change)
 - Education
 - Licensing & Certifications
 - Compensation (Current & Desired)
 - Ranking of Importance of benefits
 - Linguistic Capabilities

*****Show them a printed copy of the Candidate Profile Summary PDF*****

*****Show TerraTal Video*****

- If need be, we can schedule a demo to show you how the tool works live.



How they system it works:

Step 1: Employer posts a job opportunity on their website or a job board and create a Position Profile on TerraTal's *Global Talent Exchange (TGTE)*

Step 2: Refer all responding candidates from any job board posting into TGTE to complete a Professional Profile. *(This is primarily done through a dedicated URL that is assigned to the employer by TerraTal. The employer posts this URL in any job posting on an internal or external job board and requires prospective candidates to complete a Professional Profile to get consideration. The URL can also be forwarded through email as well in a response. Last an employer can refer a Professional by logging onto our system and entering First/Last Name & Email address of the professional you wish to refer. The candidate receives an email thanking them for their interest in your organization and inviting them to complete a Professional Profile on TGTE as the next step in the evaluation/recruiting process.)*

Step 3: Identify/Review professionals with the highest TerraFactor (which is based on how strongly they align to your customized Position Profile). You will be able to review both Professionals who are already active on the Exchange and those that come in through your URL (Your Professional Network).

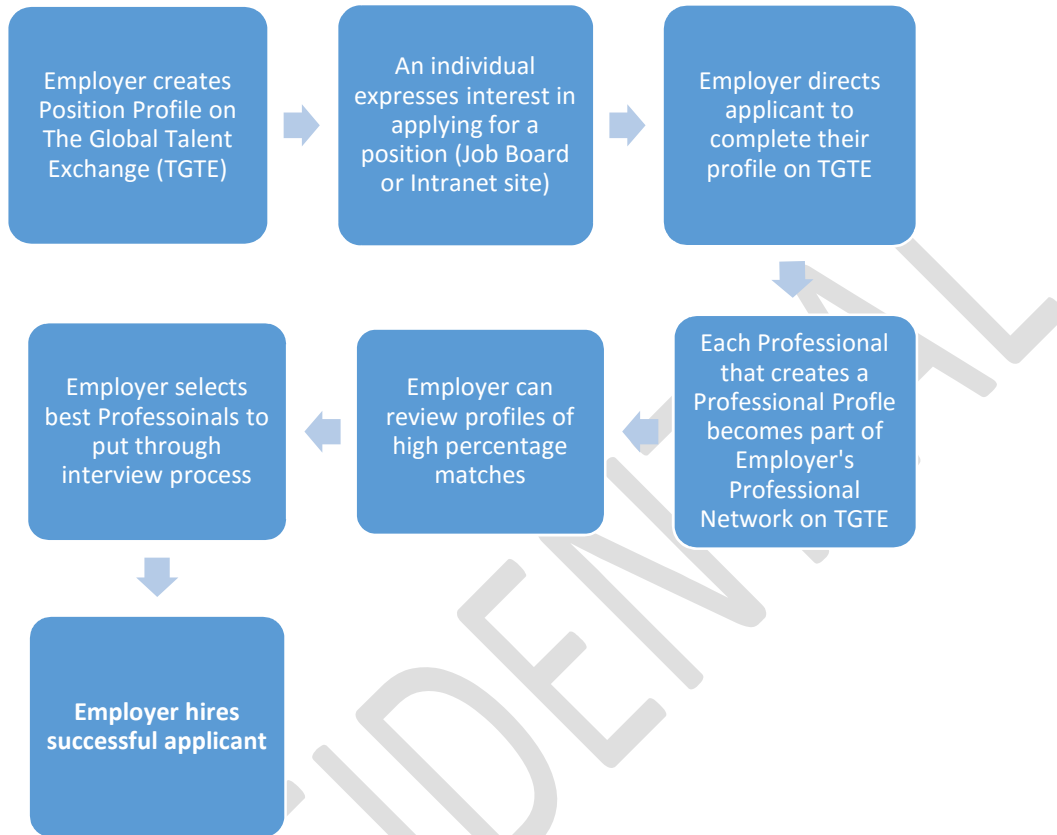
Step 3a: Review if there are high potential matching candidates from our current database of professionals on TGTE. If one or more look desirable, purchase the Professional's full profile for \$199 (which includes their contact information.)

Step 3b: Receive access to any professional's full Candidate Profile Report (CPR) who are new in TGTE registering through your dedicated URL after their professional profile is created.

Step 4: Select subset of the highest matching professionals to engage in your organization's formal interview process.

***All candidates that were referred into TGTE and have created a professional profile (who were not already in the system) are now registered in your **Professional Referral Network** in the TerraTal system.

Exhibit 1



TerraTal's **Global Talent Exchange** offers your organization a practical way to improve the effectiveness and efficiency of your talent identification process.

TerraTal's Employer Referral Program does not cost your organization any money until you identify a Professional that is a meaningful candidate and whom you would like to recruit into your organization. There is no downside to your participation. This is a very rare opportunity that your organization should not pass up. Contact us today to get started!!!