



12 Reasons to use The Sequel Group

- 1. Industry Focus:** 90+% of our work, over the past 20+ years has been with Technology companies throughout the Americas. We are not trying to be everything to every industry. But, rather our goal is to be the absolute best recruiting firm in our market niches.
- 2. Specific Roles:** 88% of our completed searches have been sales, sales leadership (thru VP of WW Sales), pre-sales and their leadership. The remainder have been for "C/V" level executives in all disciplines i.e. VP HR, VP Engineering, CFO etc.
- 3. Completed Searches:** We have completed over 1,200 searches with nearly 1,100 of them within technology.
- 4. Our Reach:** We don't believe any search firm in North America has a larger "reach" than we do within technology companies. Our data base of people is 2nd to none. We know the great people, the good ones, the average players and for sure the ones you want to stay away from.
- 5. Personal Attention:** Bob Heisser will direct each search and along with Sandy Luedtke his partner, no one else will interface with you, our client. Sandy's team is strictly for research and project teaming.
- 6. Respect for your time:** We will not waste your time with unqualified or uninterested candidates. In fact, on average, we only present 2.3 candidates before an offer is made.
- 7. Sense of Urgency:** Not having a person in a territory/region or for that matter in a leadership position can cost a company dearly. In fact, you NEVER make up the lost revenue if the competition wins the business. We always shrink that time to hire versus any search firm or internal organization.
- 8. Willingness to say no:** While we are constantly checking out candidates prior to presenting them, we continue that with "back door" references. We are not afraid to withdraw a poor candidate.
- 9. It's RECRUITING:** While you first must identify the great talent, in today's world, recruiting is the hardest part of our role and for that matter your role as well. We excel at recruiting.
- 10. We take it personal:** You, our client and all your leadership team will either be positively affected or negatively affected by a hire. It's the same for the candidate. It MUST be the right fit for both parties. We are generally available 24/7 even while we are on holiday. There's just too many people that are affected to not be available.
- 11. Sustainable relationship:** In all but a few cases we have helped our clients in fulfilling a multitude of searches; even when our client has an internal recruiting group. In other words: We go deep into our clients' organization and become your best "sales person" outside your company.
- 12. Our litmus test for success:** Quite simply: In 6 months, a year even 2 years has our candidate that you hired made a difference in your organization? Ultimately, this is the only thing that matters.

Contact us today: 303-267-0600
Consultants in Executive Search & Human Capital Formation