



## Frequently Asked Questions

### **Why use The Sequel Group, instead of one of the large firms or another Boutique Firm?**

There are certainly some fine Search Firms around the world with some outstanding Search Executives who have good backgrounds. We have been one of the largest boutique firms in our niche in the world. We found that as we grew larger the personal touch that made us successful and what our clients paid for became more and more difficult. Not impossible, just difficult. No matter how hard we tried, as you grow in clients and Searches you do lose a little of that personal touch. Our decision was simple: Limit the number of clients and searches and provide superior results against any other firm.

### **I hear this from other search firms as well. Are you really that much better?**

We spent many years running some very large and complex organization. We hired search firms (sometimes the Big 4 and other times boutique firms) to assist us in our growth. On occasion we were recruited for other positions around the world. Through-out all those years we can honestly say that none of those firms ever did what we felt they should do. You see, a major difference between us and our competition is that we have been there as business leaders, spending millions on recruiting and seeing what wasn't done by the search firms that we engaged. We said we can do it better and we have. By the way, all of the firms that we engaged are still in business and doing/saying the same things now that they did 15 years ago.

### **The large search firms would seem to have a bigger reach for good candidates than you. Is that true?**

Probably NOT! First of all, we have over 130,000 people through-out the Americas in our data base. Statistically, over the life of our firm, we have averaged 2.3 candidates presented before an offer is made! The industry average is around 8 candidates prior to an offer. The value to YOU is a significant reduction in time spent in interviewing, the costs associated with that time, and the fact that you have the person you want for your organization.

### **The large firms have offices in all the major cities. Does that help in a search?**

The simple answer in today's world is NO. Because we utilize the latest technology we can "reach" candidates just as easy in Boston or Toronto as we can in Denver. It's just not an issue.

### **OK, I can see that you have the depth we might need. However, what is your VALUE PROPOSITION in a nutshell?**

Bottom line, what you are buying from The Sequel Group, is our ability to assess our client's needs, assess the quality and fit of a candidate and bring those parties together. Not an easy task when you think about the fact that we are dealing with people's families, egos, earnings, stockholders and the like. This isn't about getting on one of the Job Boards, finding a person that matches required skill sets and presenting them to you. Believe us, there are a number of search firms and, for that matter, "internal recruiters" who do just that. That's not us. We

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are confident that we are as good as there is in the world in putting everything together. In fact, we have had a number of clients through the years present candidates of their own to us and let us go through our process with those candidates. Think about it: They were not our candidates but our clients believed so much in our abilities versus their own staff that we were retained anyway.

### **We have our own recruiting organization, why do I need Sequel?**

We probably hear this more than any other question or objection. We have had an opportunity to work with truly GREAT companies around the world. In each instance these companies have recognized the fact that no matter how good their internal recruiters might be; if they want to locate and attract the very best talent they will use us to both augment (exclusive to us) and to assist their internal recruiting organizations.

Here's why:

1. We maintain contacts throughout your industry that help us in knowing who the top people are versus everyone else.
2. We recruit—we don't use the on-line job boards!
3. People are more likely to speak to and be far more candid to a 3rd party than directly to a competitor; which is how they will view you.
4. We are viewed by candidates as a consultant. While we always hold our clients in high esteem (or we wouldn't work with them) we also have an obligation to the candidate as well. We will never try to "force fit" someone and candidates quickly learn that about us.
5. We can go directly into your competitors; places that you can't go both from a legal and ethical perspective.

### **What do we do with our recruiting staff?**

It is extremely important that we have a great relationship with not only the hiring executive(s) but we need to make sure that we have someone within Human Resources chartered to make sure that a candidate is introduced to all the various functions and benefits your organization provides and be able to team with us to ensure that a top candidate is shown the "best" of your organization. Our ability to succeed is dependent in part on this role. We have seen it time and time again: When there is a synergistic relationship between US, the candidate and ALL parties within our client's organization (particularly the recruiter) the odds of success go up dramatically. And, there are many positions in companies that traditional corporate recruiting lends itself very well to, positions that you are far better suited to recruit for.

### **What's the bottom line?**

If you want to grow your company with the absolute best talent available, then there is no firm better situated to help you than The Sequel Group to help you attain **High Velocity Growth™**.

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