



---

# ADVANTAGE

---

Prepared for  
[company name]







**A**s the renewal date of your franchise contract draws near, it's a good time to reflect upon the path that led you to where you are today as part of **MRI**Network. When you made the decision to go into business for yourself, you experienced many emotions – excitement about the opportunity, determination to succeed, and above all, fear about the risk you were taking.

[READ MORE »](#)



**Proven  
methodology.**

**Timely  
solutions.**

**Profitable  
businesses.**

**M**aybe you cashed in investments to finance your new venture. Or borrowed money. Or mortgaged your home. All guaranteed to cause some sleepless nights.

But choosing to become an **MRINetwork** franchisee eliminated some of that risk factor and enhanced your chance of success. You became an independent business owner, but you were not alone. You had tremendous support – training, technology, marketing, guidance, recognition programs – that allowed you to tap into a proven methodology.

As part of  
**MRINetwork**  
you . . .

**LEARN**  
**OPTIMIZE**  
**PROTECT**  
**INTEGRATE**  
**GROW**  
**COLLABORATE**  
**MANAGE**  
**SIMPLIFY**  
**INNOVATE**  
**DIFFERENTIATE**  
**COMMUNICATE**



# TRAINING: It's free, it's unlimited and **it's yours**

And it's a huge component of your success – not only the training you received as you opened your office, but also the ongoing focus on client development and the training of your associates through TRACS. If you're a billing manager or the leader of a large office, you know how much it means to be relieved of responsibility for training and to be able to concentrate on growing your business.



The average cost of turnover  
for one employee ranges from  
**50-150%** of their annual salary.<sup>1</sup>

# KNOW.

I KNOW    I KNOW YOU KNOW    EVERYBODY KNOWS

## How much would that training cost if you weren't part of the Network? A lot:

- Factoring in an average 30 hours from a live facilitator, the cost for a similar program would run at least \$50 per hour and up to \$3,000 per new hire.
- The training resources that you have with the click of a button would run anywhere between \$129 per month to access content to \$119 for a single recording.

And don't forget every owner's biggest nightmare – turnover. According to [recruitingblogs.com](http://recruitingblogs.com), the contingency recruiting industry reported a 90 percent turnover rate within the first year. But when your associates feel part of a global professional organization with peer support, they're less likely to leave. In fact, as of 2013, associates who attended facilitator-led TRACS training have a retention rate of over 50 percent the first year.

## HOW IMPORTANT IS TRAINING TO YOUR BOTTOM LINE?

Associates who completed the TRACS web-based training averaged **66 percent higher cash-in** than those who did not.

Those who attended the follow-up in-person training averaged **74 percent higher cash-in** than those who did not attend.

Face-to-face training yielded associates over **200 percent higher cash-in** than those who did not complete TRACS training.



# Partner, coach, developer, mentor, cheerleader . . .

**The seasoned people who make up the Franchise Development team are your biggest supporters. They've seen it all, they've heard it all, and they know how to deal with it all.**

Your staff, for example. They'll get involved when you interview potential new AEs because they recognize people who can do our business, and then they'll help you get them up to speed quickly. They'll give valuable advice to help your AEs close a deal or negotiate a fee agreement – tactics that have worked successfully in offices like yours. And if you're having trouble deciding whether to keep an AE or not, they'll talk you through the pros and cons, help you arrive at the right decision, and develop a performance improvement plan or a fair and legal exit strategy with you.

They have insights into the DIGs you are working and into DIGs that are heating up. They know who would make a good IOR partner for you. They work with you to put together killer RFPs, RFIs and RFQs. They help you implement new revenue streams like Pan Testing or Contract Staffing.

They review your business plan and your financials with you to make sure you have a sound fiscal plan to support your growth strategy and protect you against unforeseen economic burdens. They find places where you can cut costs and they share what other offices are doing to be more profitable. They help you develop compensation plans. They pour over your metrics to analyze the performance of your team, to determine the strength of your client relationships, and to identify areas for improvement and training.

# CONSULT.

ADVISE

COACH

TEACH

LISTEN

LEARN

# 2

## The care and nurturing of franchisees

The Franchise Development team will save you time by bringing you new ideas, keeping you informed on offerings from Corporate and providing industry insights. They make you look good, sharing your accomplishments and promoting your value.

They help you grow and advance in your own leadership role, and when the time comes, they're with you to plan for retirement and succession. The fact is that they're with you every step of the way – from the day you open your office until the day you leave it. You can't put a price on that kind of loyalty.

**MRI Network**  
offices save up to  
**\$24,000 per year**  
on consulting services.<sup>2</sup>



# 3



## TECHNOLOGY: maximizing your business' productivity

**If you're a long-time Network owner, you probably remember the era of the Daily Planner, an oversized manual method of recording activity and planning your days. At the time, it was a huge innovation that fostered accountability and time management. It was so popular that many offices resisted the switch to computer-based planning until they had no choice.**

But right from the beginning we recognized when it was time to move forward to keep our organization in the forefront of the industry. Sometimes through trial and error, our IT professionals grew to understand the complex, changing technology environment. And today they continue to combine their knowledge of the recruiting industry with their technical expertise to provide you with tools designed to make you more productive and efficient. They go beyond today's challenges to anticipate future needs and deliver real value to your business. They take on the role of technology consultant, providing services and products

# COMPUTE.

NETWORKS    DATABASES    APPLICATIONS    SECURITY

## Applications

 **Central Directory**

 **IOR Connect**

 **Job Board**

 **MRINetwork.com**

 **PC Recruiter**

 **PTWeb+**

that you would have to find on your own, removing a major distraction and allowing you to focus on money-generating growth activities.

And you're never on your own – **MRISupport** gives you on-demand support for the entire suite of applications. They'll even recommend best practices for PCRecruiter and WorldWare.

And don't forget The Resource, your one-stop shop for everything you need to effectively run your business. It is truly a repository of **MRINetwork's** institutional knowledge garnered over 50 years of mastering our industry.

The average small business  
in the United States has

**18-25 applications**

(on premise or in the cloud) that process orders, manage a customer database, or track finances.<sup>3</sup>



The marketing team at **MRINetwork** has you covered. They do the work of an ad agency, a PR firm, a marketing company – and at no extra cost. You could spend thousands on outside firms that simply don't know the business like this team does. They provide marketing tools that are customizable for your unique office, limiting distractions for you. And it's available to you at a fraction of the market-value cost. They help you develop your own materials for your unique office, and they market our services to the end users – our clients. They position you and your office as subject matter experts within your DIGs – and that turns into revenue when you are recognized as leading industry experts on hiring and recruitment.

### **YOUR MARKETING TOOLBOX**

<b>Marketing Consultation/Training</b>	<b>Employment Situation Report</b>
<b>Overview and Bios</b>	<b>Thought Leadership Content</b>
<b>Client and Candidate Tips</b>	<b>First Friday Preview</b>
<b>Newsletters</b>	<b>Recruiter Sentiment Study</b>
<b>Case Studies</b>	<b>Global Talent Update</b>
<b>Presentation Tools</b>	<b>Promotional Videos</b>
<b>Public Relations</b>	<b>Social Media Expertise</b>

MRINetwork offices don't need to budget the **\$30,000 plus** that marketing and PR manager's salaries generally cost – you have your own corporate marketing team.<sup>4</sup>

4

## The Ins and Outs of Marketing

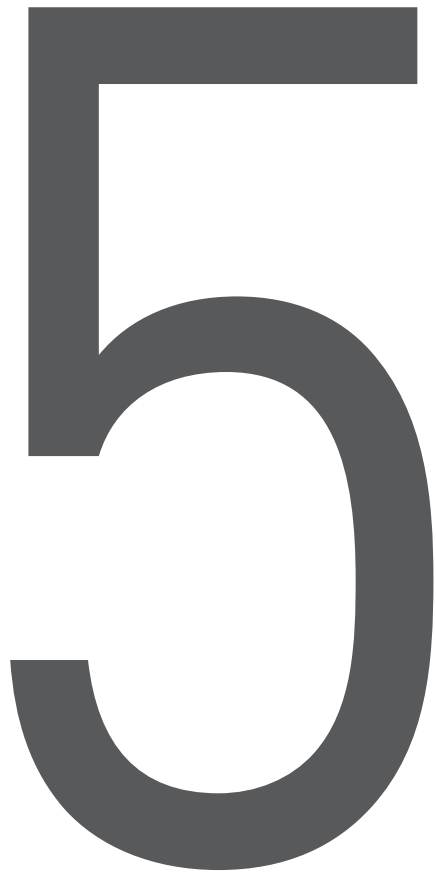
Without the Marketing Department, you wouldn't have all of these vehicles to communicate with clients and candidates in a professional, consistent manner. You'd be just another small operation struggling to brand your office. With **MRINetwork**, your clients see a strong company backed up by dedicated marketing, graphic design, video production and public relations professionals.

You need internal marketing plans that are realistic for growth, too. We know you don't have the time or the resources to do it right on your own, so we give you what you need for success. We keep our finger on the pulse of the industry for you so you can see a clear direction for the future.



# MARKET.

EMAIL     SOCIAL MEDIA     PUBLIC RELATIONS     WEBSITE



# 5

## VENDORS: You have to have them, but you can have them for less

Our partnerships with global organizations do a lot for your business: Streamline your operations and processes; market your opportunities; source candidates; build your brand. In fact, our pre-negotiated contract rates can save your business up to 93 percent off retail rates on the solutions you need. There's power in numbers. The more offices that leverage our preferred partners, the better the pricing and support become.

# PURCHASE.

PARTNERS


VENDORS

SUPPLIERS

SERVICES

**MRINetwork offices**  
save up to **93%**  
on goods and services.<sup>5</sup>

How does it work? A team of subject matter experts and franchise owners source, vet, evaluate and approve our products and services so that you can focus on running and growing your business. Many of our partners offer exclusive **MRINetwork** packages and dedicated account representatives who know our business and understand your needs. We make sure that these partners are strategic business resources and not just suppliers. We also provide corporate mediation and support should you need it.



**YOU ARE A  
FULL-SOLUTION  
SEARCH FIRM:**

- **Assessment testing**
- **Background screening**
- **Financial advisory solutions**
- **Relocation assistance**
- **Resume consulting**
- **Immigration consulting**



# 6

## Professional and personal growth – O2O for you, CSAM<sup>®</sup> for your team

Imagine for a moment that you were running your office just as it is now but without your affiliation to **MRINetwork**. Even if you have a fairly large office, you'd still be considered a small business. How would you develop your own professional contacts with like-minded peers? How would you offer your AEs the opportunity to advance in their profession? Difficult if not impossible to do on your own.

But with O2O and CSAM, you don't have to do it on your own.

If you choose to become an O2O member, you tap into the collective brain power of owners like yourself who face the same challenges you do. You acquire best practices that lead to better use of new technology, greater office efficiency and reductions in cost.

Maybe you need some help developing a business plan or want an IOR partner you can trust. Maybe you just need a shoulder to lean on or a helping hand. With O2O, all you have to do is reach out and it's all there for you.

# CONNECT.

NETWORK

MENTOR

SHARE

LEVERAGE

“When I joined MRINetwork, one of the important things to me was the training this company could offer me. My owner described all of the great things Corporate offered, and CSAM was one of them. I knew from day one that I wanted to become a CSAM. As soon as I was eligible, my owner signed me up for the exam.”

## CSAM®

The CSAM Program does the same thing for your AEs. It demonstrates their commitment to their profession. It gives them evidence of a professionalism that sets them apart. It allows them to command a premium in the marketplace. It makes them leaders and mentors in your office and in the Network. It helps them develop strong IOR relationships.

## 020

“My 020 experience has provided our office with a platform for growth. We constantly look for ways to improve the working environment for our employees and the quality of our services to our clients. Through the sharing of ideas and goals in our group, our office has achieved significant growth over the last three years. We have a good bottom line, happy employees and very satisfied clients. We look good to all our stake holders.”

MRINetwork's Top 100 producers who were CSAMs and owners participating in 020, **increased their offices' revenues by 12.3% in 2014** over the same 12 months, on average, 2013.<sup>6</sup>

# COUNSEL.

ADVISE

INTERPRET

DRAFT

GUIDE

## 7 Legal-ease

You just placed an ideal candidate with your client. She is scheduled to start next Monday, but your client is balking at paying your fee. How should you proceed? As an **MRINetwork** franchisee, you have on-demand access to advice that can protect you from costly and time-consuming legal problems.

Our legal experts have more than 40 years of combined experience handling issues specific to the recruiting industry and the modern workforce. Legal consultation is just a phone call or email away, and a wealth of useful material is instantly available in the legal section of The Resource.

In the case of your client trying to obtain your services for free, you'd know the first thing you should do is invoice the client, despite their protest. You can count on our legal expertise for many other potentially troublesome issues, including:

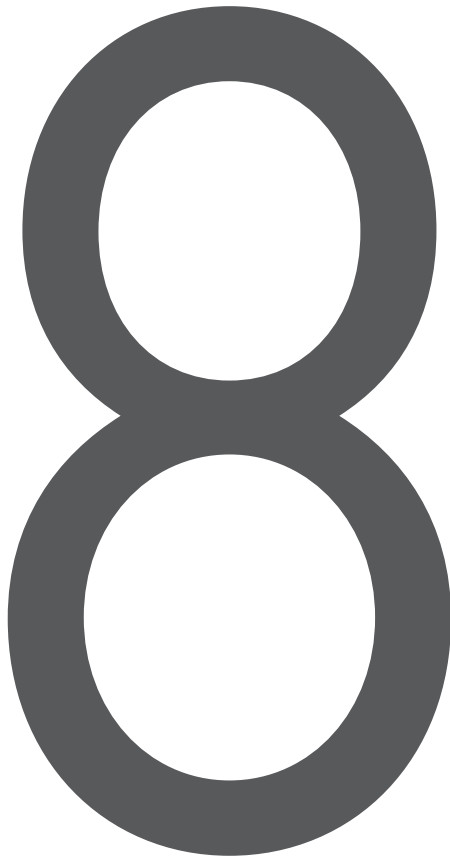
- Client and candidate problems
- Employee matters, such as discipline, discrimination, or termination
- Fee agreement and other contract reviews and revisions
- Immigration
- EEO issues and requirements

Although **MRINetwork** cannot actually represent our offices in court or an arbitration proceeding, you benefit from legal guidance that would come at a high cost on your own. And the best part is that you can often manage or avoid sticky situations before they become true legal problems.

**Legal aid outside of  
MRINetwork could cost  
\$300 or more per hour!**<sup>7</sup>



MRINetwork offices and staff are recognized at events that cost up to **50% less** to attend than other industry organization conferences.<sup>8</sup>



## Celebrate achievement

How does your office rank in the Network? How do your people stack up against their peers? How do you reward them for their accomplishments? When you are one of about 600 offices, you have a way of measuring your efforts against offices of similar size.

Competition for awards for best office or top ten AEs spurs activity and motivates personal performance. It also helps you hire good people who value being part of a large, global organization. Who doesn't want to qualify for a fabulous trip to a world-class resort to be recognized for outstanding achievement?

### WHAT AWARDS WILL YOUR OFFICE ACHIEVE?

Anniversary Awards

Cumulative Cash-in Awards

Monthly Awards

Pacesetter Awards

President's Club

Recognition Awards

Ring of Honor

ARS Person of the Year

CSAM of the Year

MRINetwork Lifetime Achievement Award



# RECOGNIZE.

ACHIEVE  CHEER  COMPETE  ACCOMPLISH  FLOURISH

**11 of the top 15 offices**  
in MRINetwork offer contract staffing.<sup>9</sup>

9

## **CAPITALIZE on contract staffing**

As a business owner, you're always looking for ways to increase your revenue run-rate, and you most likely looked to Contract Staffing for help. At average margins and based on current corporate guidelines and average billing rate, if an AE had just ten people out for the whole year, he or she would be close to earning Pacesetter status from contract staffing cash-in alone.

Contract Staffing means that your clients have full-service options. You become their only partner for all their staffing needs and create an exit barrier so they don't have to find a competitor for contract staffing support.

The best part is that we provide complete support: Training for your AEs, guidance in setting up a new contractor with a client; and all documents and forms. We even identify the most common contract job titles by industry.

The systems are in place – all you have to do is pick up the phone and get started.



# **CAPITALIZE.**

FLEXIBILITY

OPPORTUNITY

SCALABILITY

# 10



## Where's the **money**

The primary purpose of any business venture is to make money. You've made a lot of it over your years with **MRINetwork**, despite the ups-and-downs in the economy, the difficulty of finding good people, and all the other problems associated with business ownership.

How did that happen? Your hard work, leadership and dedication are givens – it's your business, after all. But you also count on the expertise and collaboration of a lot of people who come together to support all areas of your operation.

We hope these pages prompt you to recall the help and support you received over the years, not just from your corporate team but from the colleagues you acquired as part of the Network. We are certain that each and every one of you has memories of difficulties encountered, kindnesses received and assistance freely offered.

As you consider your renewal options, we trust that these recollections will factor into your decision and make it almost impossible to give up your connection to the Network that has contributed so greatly to your success.

# It's time

Now that you've had the chance to review all of the benefits that come to you with the **MRINetwork Advantage**, it's time to ask yourself where you would be today if you hadn't joined the Network. Would you be as successful? Would you be leading your life as a respected business owner? Would you even still be in business? We hope these pages cause you to reflect anew on the competitive edge you gain as an **MRINetwork** franchisee, on the camaraderie you enjoy with your colleagues, and on the success you've achieved over your years in the business. And then we hope you will agree that you made the right decision all those years ago – and that you are ready to make that same decision again today.

Contact your **MRINetwork** Franchise Development Executive today.



---

<sup>1</sup> William G. Bliss, President of Bliss & Associates Inc., [isquare.com](http://isquare.com) blog June 17, 2014

<sup>2</sup> Average cost per hour for business coaching, <http://consultants.promatcher.com/cost/>

<sup>3</sup> Waterstone Management Group

<sup>4</sup> Bureau of Labor Statistics <http://www.bls.gov/oes/current/oes112021.htm>

<sup>5</sup> Calculated data, <http://theresource.mrinetwork.com/pages/alphalisting.cfm>

<sup>6</sup> **MRINetwork** Revenue Reports for 2015 Pacesetter recognition

<sup>7</sup> Amount non-**MRINetwork** clients are charged by **MRINetwork** counsel.

<sup>8</sup> Convention & Exhibit Attendance Marketing Best Practices Study <http://www.red7media.com/researchandconsulting/PCVB%20EXPOR7M%20Attendance%20Marketing%20Study.pdf>

<sup>9</sup> **MRINetwork** accounting reports



 **MRI NETWORK<sup>®</sup>**

> EXPERTS IN GLOBAL SEARCH





©2015 Management Recruiters International, Inc. An Equal Opportunity Employer.  
Each office is independently owned and operated.

