



FRANCHISING

Recruiting is a Sales Profession

Sales acumen and business development isn't an option, its the engine that powers every successful recruiting franchise.

Core Concept: American Recruiters Franchise Ownership = Sales Leadership in Talent Acquisition. Owners are highly immersed, sales managers, leading their recruiting teams and driving revenue through effective sales strategies, business development, and franchise development within the established American Recruiters model.



For those considering a recruitment franchise opportunity, understanding this sales focus is crucial.

Sales Focus and Performance Indicators:



American Recruiters franchisee success is measured by daily recruitment activities with a strong sales orientation, including:

Direct Revenue Generation: Placements, Billings, Collections.

Sales Pipeline Development: Candidate Presentations, Send-Outs New Client Acquisitions, New Candidate Sourcing, New Job Order Acquisitions.

Business Development is Pure Sales:



American Recruiters Franchising owners and their teams actively engage in business development, a core sales and marketing function within the staffing industry:

Lead Generation: Networking, digital marketing, generating interest in their specialized recruiting services and niche recruiting expertise under the American Recruiters brand.

Sales Process: Overcoming client objections, clearly articulating the benefits and value proposition of their recruitment solutions and the American Recruiters advantage.

Client Acquisition: The ultimate goal is to "sign clients" and secure their business for their recruiting firm.



Elite Business Developers: Possess strong communication skills, utilize strategic marketing strategies and professional networking, are passionate about the talent solutions they offer through American Recruiters, and are relentlessly driven to find the next client and the perfect talent match.



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