



## ENTREPRENEUR EXPRESS™

Once you become a part of the Sanford Rose Network, our SWAT team of IT experts, marketing professionals, and operational support kicks into high gear. The first portion of our new office training is EntrepreneurExpress, which provides new owners proactive assistance for start-up and front-end activities such as business structure, licensing, technology, and office configuration and location, prior to the commencement of initial training. Our initial Phase 1 training begins once EntrepreneurExpress is complete, and is approximately 12 hours of consulting with you yet consists of dozens and dozens of hours of work by our operational team.

Think about our initial onboarding training program in two different categories – EntrepreneurExpress helps you get started with launching the operation of your business, whereas Phase 1 training teaches you the business of how to do the business of executive search.

Some of the things we will cover in EntrepreneurExpress? Once we have clearly defined the initial scope of your niche, our team of data aggregation experts will get to work with the population of your database with client contacts, candidate contacts, titles, phone numbers and email addresses. We do this using a variety of tools and resources that SRAI has purchased for this exact purpose – to help new owners get started from more than just scratch or an existing network.

We will set up your licenses with PC Recruiter, our preferred applicant tracking system, and create search codes and templates for search assignments and candidate data sheets. We will help you create form emails to send to candidates and clients, along with an outbound marketing email campaign for monthly connections with your market. We will provide you with a variety of fee agreement templates that can be modified with your own firm's information and ideas.

As you establish your business, we can help you set up your business entity and employer identification number. We will introduce you to the partners we have that will give you discounted rates on required insurance such as an E&O policy and general liability insurance. Our SRA team can help you set up an appropriate business structure with your accountant or tax advisor, establish your business account with your preferred bank, and set up your chart of accounts.

Although not required, if you are going to work somewhere outside of a home office, we can help you locate an office space and negotiate a lease. We will support you with scheduling telephone and high-speed internet installation and help arrange for service, and make sure you have purchased the necessary office furniture and office supplies. Our SRA Tech Team will set up your email accounts, create your email signature, and handle all of the big and small details related to technology.

Our MarCom experts will create the entirety of your website, and help you craft your bio to be used on your website and marketing materials. We will order your SRA stationary and supplies as needed, and create a press release announcing the launching of your new office.

Our leadership team will help you create a business plan, thinking through the niche-specific associations you need to join, conferences you need to attend, and publications you should receive. We can talk through hiring plans, growth plans, and budgeting for both. We will assist you in conducting a competitive analysis of other firms in your niche, and how to create a differentiation strategy to separate from your competition.

The technology, operations, procurement and leadership support mentioned in this video are just a few examples of the elements covered throughout EntrepreneurExpress.

Our objective is to make sure once you have completed EntrepreneurExpress you can be fully focused on Phase 1 training and learning how to execute in the business.