

JEFFERSON GROUP CONSULTING

MOTIVATIONAL, **PRACTICAL** & ENTHUSIASTIC, TRAINING, DEVELOPMENT, MANAGEMENT CONSULTING,
& MENTORING, *SPECIFICALLY DESIGNED* for the SEARCH, STAFFING & RECRUITING PROFESSION

Radical Reference Checking™

New Techniques that will...

SAVE you **TIME**, MAKE you **MONEY**,

EARN you new **CLIENTS** and **CANDIDATES**

& help you fill all those open orders **FASTER**

by Jeff Skrentny, **CERS***

TIME REQUIRED: 75-90 minutes w/Q&A

Breakout Session Summary:

Reference checking is now **the most important step** in the recruiting/staffing process, yet many in the profession have failed to recognize this and still put off doing it until the very end of the process making it a last administrative step to close the deal.

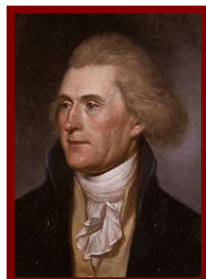
Reference checking should be **the first thing you do**, but you don't because reference checking takes too much time and energy, and simply can't be done for every candidate you consider representing or submitting to prospects or clients. Or can it? What if you can be shown a new way to do references with a short call and an email follow up that will result in detailed reference checks that take 2-5 minutes to complete. This is exactly what we do, and it works.

Not only do we have references checked for every candidate submittal we make, BUT it has now become our most successful prospecting technique, one that develops over 50% of our new business **AND eliminates the voicemail/caller ID problem**, and it has lead to referrals of 40% of the candidates we actually place. It works great, you just need to rethink the process and streamline it to fit the busy day of modern recruiter. We can show you how with this 45 minute abbreviated session that will make you see why reference checking is now the **CORE COMPETENCY** of cutting edge recruiters and staffing professionals.

Using these ideas has resulted in 53% of our billing dollars since 2002, almost 40% of our placed candidates, and has reduced the amount of time we spend on individual references by 70%

Take aways:

- **Reduce the amount of time** you spend checking individual references by at least 80%
- Learn to check references BEFORE making a sendout with the **IRC™** call
- Make reference checking **a critical prospecting call**, one that gets around the voicemail/caller ID problem
- Learn how to use email to do detailed reference checks that you can use immediately
- One easy technique to **make reference checking intelligent cold calling** with great, immediate follow up
- **Get more sendouts** with presentations that include checked references with every submittal
- Use reference checking follow up as **a critical candidate recruiting technique**
- Get the scripts to for the **Initial Reference Checks™** call, the follow up letters and emails for every step in the **Radical Reference Checking** Process™



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Jeff Skrentny, CERS*

“Found your presentations of utmost value with potential to scare the competition”
Paul Forrest, Special Projects Manager, Calibrate Recruitment, St Leonards, Australia

Jeff Skrentny, CERS*, had his first deal falloff.

He was voted least likely to succeed in his training class. Three years later he was the firm's top producer.

From top producer, to manager, to entrepreneur, he stumbled into IT recruiting in 1996 and rode that roller coaster while growing from contingency placement to engaged search.

While starting his business, Barbara Bruno saw Jeff train. She hired him for the NAPS Conference in 1998 in New York City. With those first two breakout sessions, his career as a trainer was set, and now Jeff has made over 430 training presentations, inspiring more than 16,500 search, staffing and recruiting professionals from 33 nations. In 2007 Jeff was honored to be chosen by Paul Hawkinson of the Fordyce Letter to be one of the two keynote speakers at the first ever **Fordyce/ERE Conference** in New Orleans. He returned as the lead keynote and Conference Chair for the 2008 **Fordyce/ERE Conference** in Las Vegas as a result, and will be the Conference Chair again in 2009.

Every year Jeff also mentors individual recruiters to their best year ever, with his emphasis on proven recruiting processes and sales pipeline management.

Jeff has worked for 22 years to learn the profession, to bring its best practices to his desk, and then shares them with you for your success. Along the way he has created a few best practices of his own...proven email marketing before most recruiters had email; a decade of creating passive candidate networks with his **RADICAL RECRUITING**© process; using testimonials and success numbers for maximum sales impact; developing THE process for **TORPEDOING Counteroffers**©; and most recently, re-engineering reference checking to make it the core process of his desk, annually driving over 50% of his revenues, he calls it **RADICAL Reference Checking**©.

Find out why Paul Forrest said **“your presentations are of utmost value with potential to scare the competition.”** Learn the tested, practical and proven processes and techniques from a recruiter who works a desk just like you.



<http://www.linkedin.com/in/jeffskrentny>

*CERS...Certified Employee Retention Specialist...the most advanced **NAPS** (National Association of Personnel Services) credential for professionals in the search and recruiting profession, a credential that only 37 elite senior search professionals in North America have earned.



Materials provided for the December 3rd, **NLRT** presentation of **“RADICAL Reference Checking**©” by Jeff Skrentny, CERS
Material is copyrighted 1999-2008, by **JEFFERSON GROUP CONSULTING** & Jeff Skrentny...AskJeff@JeffersonInc.com or at 312.474.6076.



Radical Reference Checking™

process overview

Gather information through use of Reference Release Form (RRF) or similar tool

Initial Reference Check (IRC) calls made followed by mailing of THANK YOU marketing letters

Make MARKETING CALLS NOW to targeted Key Prospects shortly after (IRC) Thank You letter is received

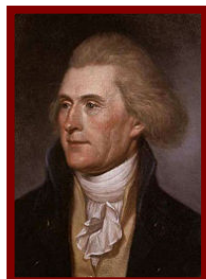
SEND email Reference Check form, use completed forms to develop competitive candidate resume presentations

Send Email Reference Check Thank you with teaser open orders to initiate possible

Do final reference check calls to CLOSE DEALS



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LESSON 7...Make Clients (& candidates) Put Skin in the GAME...CAQ, RRF, Articles, Follow up & Articles
SAMPLE CAQ & RRF INTRODUCTION EMAIL

To: AskJeff@JeffersonInc.com

From: "Jeffrey RR Skrentny, CERS" <AskJeff@JeffersonInc.com>

Subject: Mary, we appreciate your interest...our next step outlined below!!!

Attachments: C:\My Documents\JRRS\Jefferson Group\Forms\CAQ RRF\CAQ Articles 2008 (6RR, W2, HCO, MF).rtf;

"The offer you negotiated not only was fair, but WAS "competitive." You are a rare find among IT recruiters and I will surely let others know about your exceptional skills."

Dear Mitch,

Thank you for your interest in using *JEFFERSON GROUP SEARCH* to conduct your current career search. We ask all of our candidates to take a few minutes of their time to complete the following two documents, **AND** take 20 or 30 minutes to read the articles attached. Doing so ensures we both have similar expectations of what will happen and how the process will unfold as we work together.

Specifically, you will find our **CAQ** (*Career Assessment Questionnaire*) which asks 7 simple career questions which we will need accurately answered if we are to successfully represent you. Please answer these 7 questions **completely and thoroughly**, as your answers will be referred to often and regularly as we work together, **AND MAY BE SHARED WITH A CLIENT** interested in interviewing you. Second is the **RRF** (*Reference Release Form*) which is just what you might expect. Please note, that unlike most other search professionals, we will likely check your references **BEFORE** we present you to any client companies. Be assured though, that we will never check any of your references without your explicit permission first. Please email your completed **CAQ & RRF** to us at AskJeff@JeffersonInc.com, along with your resume, if you have not already emailed it to us, **or if you have revised it after reading the article on resumes which is attached.**

We will look to receive your completed **CAQ & RRF** within the next 48 hours. Of course if you have any questions or concerns please feel free to call or email us. We will do our best to promptly and professionally answer any and all queries. Finally, upon receipt of your completed forms, and your (*updated*) resume, we will contact you within 24 hours to arrange the next step in our process of representing you during the career search you are now considering.

Sincerely,

-jrrs

JEFFERSON GROUP SEARCH

SPECIALIZING in Search for CIOs, CTOs, IT Directors & VPs, as well as mission critical INFRASTRUCTURE, ARCHITECTURE & IT SECURITY Technology Leaders



[Please consider the environment before printing this e-mail](#)



Jeff Skrentny, CERS*

Publisher of the JEFFERSON RECRUITERS REPORT©

email: AskJeff@JeffersonInc.com

10 South Riverside Plaza, Suite 1800, Chicago, IL 60606

Phone: 312.474.6076

What our client candidates have been saying about our work:

"When I was one of your candidates you always treated me with courtesy and professionalism. Now that I have become your client, you still serve me with courtesy and professionalism. Although all the positions you fill for me seem to be the same, each position is unique- a detail which is not lost on you. You listen."

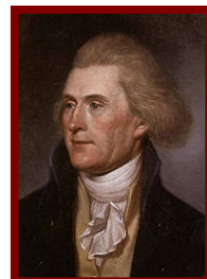
"I'm a great believer in luck, and I find the harder I work the more I have."

- Thomas Jefferson

Proud Member of:



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CAREER ASSESSMENT QUESTIONNAIRE (CAQ)

Thank you for selecting *JEFFERSON GROUP SEARCH* during your current career search. We specialize exclusively in the search and placement of IT Directors, Managers & Technology Leaders for some of Chicagoland's finest employers. As its lead search professional, *Jeff Skrentny, CERS**, has:

- placed more than 1143 professionals in the Chicagoland area since 1987
- is one of Chicago's leading IT leadership, infrastructure & security search professionals
- has an incredible success rate of over 95% with searches he completes
- is proud that 82% of his hires are still employed with his clients 3 years later
- and that 61% of his placements are still employed with his clients 4 years later
- and that over 55% of our hires have receive at LEAST one promotion since being hired

We complete searches that succeed! It is our goal that you will find our experienced staff always concerned and helpful. We have found that your answers to the following questions will ensure the role we play in your career search is both positive and productive. Please take 20-30 minutes to **thoroughly** complete this form along with the **Reference Release Form** below. Not only will we refer to them regularly, they may very well be shared with clients interested in interviewing you. Please return them to us via email within 48 hours.

1. What is motivating your decision to leave your current job? What would have to change in your current situation in order for you to decide to stay at your current company?
2. In the last 12 years *JEFFERSON GROUP SEARCH* has assisted thousands of candidates in identifying opportunities to propel them forward in their careers. We have come to recognize 12 major common factors which motivate professionals to make a career change. Please take a couple of minutes and select from the 12 factors those which are most important to you, now, and rate them in order of importance from 1 - 12 (1 being the most important and 12 being the least important). By doing this we will have a more clear understanding of the motivations for what you are trying to accomplish by conducting this career search.

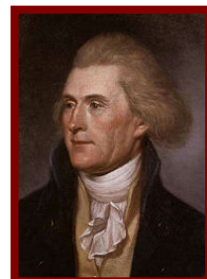
Advancement Compensation Company Size Corporate Culture
 Education Family Hours/Flex time Location
 Management Organization Technology Responsibility

Comment if necessary: (did we miss any significant factors for your current situation?)

3. Describe your search activity over the past 3 to 6 months. **Are you selectively searching or actively looking at this moment?** Please include any information about interviews and/or offers you have had and the types of position(s) they were for. Is your resume posted on any online job board (ie: Monster, Yahoo HotJobs, CareerBuilder, Dice) What other recruiters you have contacted? Do you have the appropriate citizenship or visa to work in the US without restriction or time limit?

*CERS...Certified Employee Retention Specialist...the most advanced NAPS (National Association of Personnel Services) credential for professionals in the search and recruiting profession, a credential that only 37 elite senior search professionals in North America have earned.

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4. Describe in detail what you would be doing in your ideal next position. What technology would you work with, who would you report to, who would report to you, what types of projects would you be working on. **The more detail you provide the better for us to understand your career aspirations.**

5. Where in the Chicagoland area are you willing to work? How far are you willing to travel to and from work? Are you willing to relocate? If yes, to what area?

6. What are your thoughts concerning your susceptibility to a counter offer from your current employer? Have you ever been given a counter offer? Did you accept it or turn it down? Why?

7. What is your total compensation package? Please include base, bonus, incentives, stock, etc, and list each separately. Will you be able to **confidentially** provide last year's W-2 to confirm this information? What type of package do you expect in your next move? Do you currently have a non-compete or a reimbursement clause?

Base Salary _____

Target Bonus % _____

Average Bonus (Past 3yrs) _____

401k Matching (ex: 1:1 up to 6%) _____

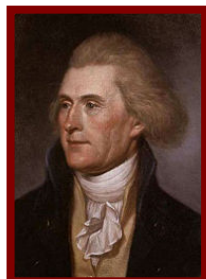
Vacation _____

Stock Options _____

All Other Compensation _____

Jeffrey RR Skrentny, CERS*
JEFFERSON GROUP SEARCH
 10 South Riverside Plaza, Suite 1800
 Chicago IL 60606
 Voice 312-474-6076 - Fax *please call first*
 e-mail AskJeff@JeffersonInc.com

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REFERENCE RELEASE FORM

All our clients require business/peer/subordinate references from prospective candidates. It is our standard procedure to check references **BEFORE** referring you to one of our clients, or even before we confirm an interview with you. Signing the disclosure statement below allows us to check your references, which will only be done when we deem it necessary to further the placement process or to verify information you have given us. **Reference and salary information is always kept in the strictest professional confidence.**

Please provide us with the names, telephone numbers, email addresses, and titles of three business AND three peer references, PLUS three subordinate references if you have a supervisory role. Briefly describe your relationship to these references. If you are working, we realize that in most cases you cannot use your current manager as a reference. Managers from a previous employer are acceptable as are **trusted** peers in your current company as well as and past clients that can speak to your work and accomplishments. *****You will be notified before any references are contacted***.**

DISCLOSURE STATEMENT

I understand that the **JEFFERSON GROUP SEARCH** may conduct a reference check. This reference may include information regarding character, work record, general knowledge and capabilities, and reputation. The references contacted do not necessarily need to be listed below. I hereby acknowledge that I have read and understand this statement, and hereby authorize the **JEFFERSON GROUP SEARCH** to obtain a reference check as described above.

Name (please print) _____ Birthday (mo/day) _____
Address _____
City, State, Zip _____
Work phone _____ Evening _____ Mobile _____ Provider _____
Personal e-mail _____ Business e-mail _____
Signature _____

BUSINESS REFERENCES (usually a former or current supervisor or client)

NAME	TITLE	COMPANY	PHONE	EMAIL
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

PEER REFERENCES (usually former or current co-worker w/similar responsibilities or technology skills)

NAME	TITLE	COMPANY	PHONE	EMAIL
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

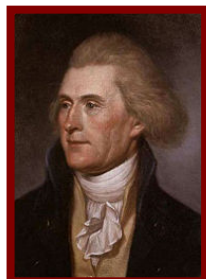
SUBORDINATE REFERENCES (if you had direct reports...who did you supervise that we can call?)

NAME	TITLE	COMPANY	PHONE	EMAIL
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

We ask for your references, we encourage you to ask for our testimonials. They are proudly provided upon request.

Initial inspiration for our CAQ & RRF came from Danny Cahill...Of course we have overhauled them substantially since 1996! © Thanks Danny!!

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INITIAL REFERENCE CHECK™ FORM

Form developed by Jeff Skrentny, CERS

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REMEMBER, MAKE A LASTING IMPRESSION...ASK THE BOTTOM LINE, ROI QUESTION OTHERS DON'T

Hello _____, my name is Jeff Skrentny with JEFFERSON GROUP SEARCH and I believe _____ told you I would be calling, as we are currently helping her/him with the confidential job search they are conducting, and they indicated you would be able to help us with a confidential reference check on their behalf.

"_____, I want to get immediately to our core concerns with this reference check. We need to know how to competitively sell _____ to our clients. At JEFFERSON GROUP SEARCH we believe in asking the hard questions when we do reference checks, we do this so we can best represent our candidates to our clients."

"We would like to start with this bottom line question: While you worked with _____, what did they do to make a bottom line difference? How did they pay for themselves? Specifically, what did _____ do to **MAKE MONEY, SAVE MONEY, or CHANGE A PROCESS** to impact the **BOTTOM LINE?**"

Often (**up to 2/3rds of the time**) they cannot come up with an answer...just pause, or remain quiet while they think about it. Slowly & quietly repeat the question "Everybody we interview, no matter what job they do, gets hired to do one of three basic tasks; **MAKE MONEY, SAVE MONEY, or CHANGE A PROCESS.** What did _____ do to **MAKE MONEY, SAVE MONEY, or CHANGE A PROCESS** making an impact the **COMPANY BOTTOM LINE** while you worked with them?" if you need to.

If they simply cannot answer this question, then follow up with: "Can you share with me the two or three most significant accomplishments _____ made while you worked together?"



As a short follow up, close with this question: What is the number one reason one of our clients will get excited about _____ and want to hire them over the other candidates we will present that will have a similar background? What makes _____ the top of the class?***

WRAP UP AND SELL THIS PROCESS!

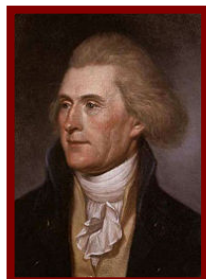
“THANKS!! For today, and our initial reference check, this is all we need. But we want to remind you that this is just an *initial reference check*, and if we find a client specifically interested in _____, myself, (*our Sales Manager Jeff Skrentny*), or possibly even one of our client company contacts may want to call you back. Can we count on your cooperation, should that be necessary?

Additionally, we would like to send out a follow up letter of thanks and introduction. We will be sending it to your work address unless you would like to have us mail it to a home address. What would you prefer?

Finally, we have consistently found that email can be an easy and effective way to handle follow up reference check questions, should they arise. It allows you to respond when it is best for your day, after giving it some careful consideration. Thus, we would like to add your personal and/or work email to our records to expedite a follow up reference check question(s), should they arise? Do we have your permission to do that? What email address would you prefer we use (*our preference is a personal email*)?

Thanks again _____ please watch for our letter of **“Thanks & Introduction”** in the mail in the next few days. Until then _____, we hope you can see from our unique reference checking that at the *JEFFERSON GROUP SEARCH* do great work for our clients and we have testimonials to prove it. If we can ever help you, or someone you know, in any way, please don't hesitate to call us at 312.474.6076, referrals are how we have built our business, and we would love the opportunity to earn yours.”

*“Jeff, just wanted to say thanks for a great motivating training session. Sessions such as **RADICAL Reference Checking**® remind me why I love my career choice. Your enthusiasm and excellent common sense ideas, ideas that no one has ever thought of before, are just fantastic. Thanks so much.” Sharon Potsch, Talent Representative, Artisan*



Are You Presenting Résumés

OR

Giving Away Your Profits?

A Tutorial on Presenting Resumes in Today's Digital Jungle in an effort to be more competitive and to reduce potential candidate POACHING!

Jeff Skrentny, CERS

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Include it as page one of the résumé. That's what we do. And because we send our résumés as .pdfs, it is not particularly easy for someone to remove your introductory page. And though it can be done, most become accustomed to and even really like those one-page summaries. It becomes an interview cheat sheet for those not so well prepared for an interview. Additionally, we almost always highlight specific points within the résumé with **RECRUITER'S NOTES**. That's right, we add short notes into the text of the résumé to highlight items that are particularly important for the job for which the candidate is interviewing, to note accomplishments you do not want overlooked, and to draw attention to items you really want discussed during the candidate interview process. We use a font that is clearly other than the one the candidate is using, and looks like this:

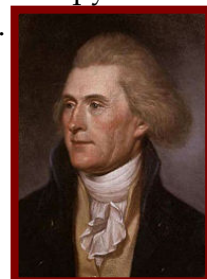
RECRUITER'S NOTE: *Don't forget to ask Andrew about the training program he wrote in his spare time which saved his last employer \$6 million annually...isn't that the type of self motivation you want from a programmer on your team?*

Our clients love this now. It helps them with the interview they must conduct AND it often sets up a platform so that your candidate gets an opportunity to discuss their best or most relevant accomplishments. **Can there be a better way to set candidates up to succeed on an interview?**

Besides the page one summary, which is merely a duplication of our email summary, and the **RECRUITER'S NOTES** we regularly add into the text of the résumé, now, because of the way we check references via email, we usually have checked **one or two candidate references** before we present the résumé to a prospect or client. We also include one or two of those with the résumé presentation we make. This has helped us get a number of sendouts that we would not otherwise have arranged, because we had outstanding references of candidates they were not sure they wanted to see. Several of those sendouts have become great placements. **Because our clients have come to like this so much, they are now asking our competitors to have references checked when they present candidate résumés!!!**

That demand is adding a competitive advantage to our business because my competitors still check references the old-fashioned way with a phone call and a pen, wasting time they just don't have, with candidates they might not place. And because they do their reference checks this way and we don't, our checks are a world more detailed and complete than their checks are. They can't really even compete with us on this. Finally, if our clients want it, we have begun including a digital copy of our candidate's completed **Candidate Assessment Questionnaire (CAQ)**. If you are not...

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SAMPLE REFERENCE THANK YOU LETTER AFTER INITIAL REFERENCE IS CHECKED

*"Thanks to our recruiting partnership... we have seen substantial operational improvements. The IT group has cut 2 staff positions, reduced overtime costs by 75%, boosted morale, achieved a 100% network services uptime, and we have had **per annum savings of over \$100k.**"*

October 2, 2007

John Doe
Dot.bomb Inc
10 South Riverside Drive
Suite 1800
Chicago IL 60606

Dear John,

Thank you very much from taking some time from your day to help us with our reference check of Jane Jones. As we mentioned when we spoke, this was merely an initial reference check, and we may find it necessary to call you back to gather more information should we find a career situation that is mutually intriguing to both Jane and one of our clients. We appreciate your willingness to help further should we have the opportunity to call again. Both Jane and the **JEFFERSON GROUP** thank you in advance for your prompt cooperation.

We also wanted to take this opportunity to introduce **JEFFERSON GROUP SEARCH**, and its recruiting services. **JEFFERSON GROUP SEARCH** specializes exclusively in the search and placement of IT Directors, Managers & Technology Leaders for some of Chicagoland's finest employers. Its owner and primary search professional, **Jeff Skrentny, CERS**, has:

- placed more than 1147 professionals in the Chicagoland area since 1987
- is one of Chicago's leading infrastructure/architecture & leadership IT search professionals
- has an incredible success rate of over 95% with searches he completes
- is proud that 82% of his hires are still employed with his clients 3 years later
- and that 61% of his placements are still employed with his clients 4 years later
- and that over 55% of our hires have receive at LEAST one promotion since being hired

We complete searches that succeed! Furthermore, our efforts result in positive bottom line results, as you can see from the above testimonial, and the reference letters attached.

John it was a pleasure to speak with you on Jane's behalf today, and we do appreciate your help with her references. They help us know we represent talent that can make a difference for our clients. If we can ever help you, or someone you know, in a career search, or if your organization is ever in need of a top notch IT recruiter, please remember to give us a call. Our business is built on referrals, and we would love the opportunity to earn yours.

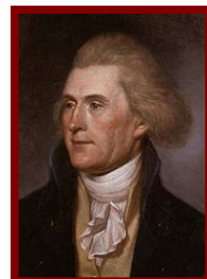
Sincerely,

Jeffrey RR Skrentny, CERS

PS...Watch for our career newsletter, the **JEFFERSON RECRUITERS REPORT™**, via email soon.
Let us know what you think; we are always interested in our reader's feedback.



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SAMPLE REFERENCE CHECK REQUEST EMAIL

To: AskJeff@JeffersonInc.com

From: "Jeffrey RR Skrentny, CERS" <AskJeff@JeffersonInc.com>

Subject: Joanne, we appreciate your help in this more detailed reference check request for Steve Jones

Attachments: C:\My Documents JRRS\Jefferson Group\Forms\Simple email Reference Check Form.rtf;

"Thanks to our recruiting partnership... we have seen substantial operational improvements. The IT group has cut 2 staff positions, reduced overtime costs by 75%, boosted morale, achieved a 100% network services uptime, and we have had per annum savings of over \$100k for each of the last 3 years."

Dear Joanne,

Thank you in advance for helping **JEFFERSON GROUP SEARCH** by completing this simple email reference check form, which is attached. We have found this type of reference check to be extremely successful, as it allows you to thoughtfully consider what you'll share in your reference check for Steve, and do it at a time that is convenient for your schedule, versus at the office during your busy work day when we happen to call.

At **JEFFERSON GROUP SEARCH** we take our reference check process very seriously. It is likely that we are asking you to complete this form because one of our clients is seriously interested in learning more about Steve. It is also likely we will confidentially share your responses with one or more of our clients as a result. We would ask you to reply to each of the below questions candidly, promptly, and with the necessary detail to make your responses helpful, if answering them is appropriate for the relationship you had with the candidate in question.

Should you have any questions, **WHAT SO EVER**, please don't hesitate to call or email us. Thank you in advance for your help, and please remember that this is a **CONFIDENTIAL** request. We ask that you respect Steve's request to keep his current career status *strictly* confidential, and not discuss his current reference check request with anyone without requesting permission from us first.

Sincerely,

-jrrs

 Please consider the environment before printing this e-mail



SPECIALIZING in Search for CIOs, CTOs, IT Directors VPs; INFRASTRUCTURE & SECURITY Technology Leaders



Jeff Skrentny, CERS

JEFFERSON GROUP SEARCH

email: AskJeff@JeffersonInc.com

10 South Riverside Plaza, Suite 1800, Chicago, IL 60606

Phone: 312.474.6076 Fax: call for number Home Office: 773.463.1362

What our client candidates have been saying about our work:

"When I was one of your candidates you always treated me with courtesy and professionalism. Now that I have become your client, you still serve me with courtesy and professionalism. Although all the positions you fill for me seem to be the same, each position is unique- a detail which is not lost on you. You listen."

"I'm a great believer in luck, and I find the harder I work the more I have."

- Thomas Jefferson

Proud Member of:



JEFFERSON GROUP SEARCH

SPECIALIZING in Search for CIOs, CTOs, IT DIRECTORS & VPs; INFRASTRUCTURE & SECURITY Technology Leaders

SIMPLE CANDIDATE REFERENCE CHECK FORM™

Thank you in advance for helping the *JEFFERSON GROUP SEARCH* by completing this simple email reference check form. We have found this type of reference check to be extremely successful, as it allows you to thoughtfully consider what you'll share in your reference check, and do it at a time that is convenient for your schedule, versus at the office during your busy work day when we happen to call.

At the *JEFFERSON GROUP SEARCH* we take our reference check process very seriously. It is likely that we are asking you to complete this form because one of our clients is seriously interested in learning more about our candidate. It is also likely we will confidentially share your responses with one or more of our clients as a result. We would ask you to reply to each of the below questions candidly, promptly, and with the necessary detail to make your responses helpful, if answering them is appropriate for the relationship you had with the candidate in question.

Should you have any questions, **WHAT SO EVER**, please don't hesitate to call or email us. Thank you in advance for your help, and please remember that this is a **CONFIDENTIAL** request. We ask that you respect this candidate's request to keep his current career status strictly confidential, and not discuss his current reference check request with anyone without requesting permission from us first.

Jeff Skrentny, CERS*

JEFFERSON GROUP SEARCH

Phone: 312.474.6076 Home Office: 773.463.1362 email: AskJeff@JeffersonInc.com

REFERENCE FOR:

GIVEN BY:

DATE:

Please describe the professional relationship you have (had) with the candidate?:

What role or position do you think would be best for the candidate at this point in their career? What have been their most significant career responsibilities?:

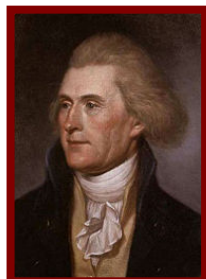
What are the greatest strengths you think the candidate would bring to a position like this?:

What weakness should we be aware of to avoid any potential "bad fits?":

Please describe the relevant accomplishments the candidate made that would be pertinent for the type of position the candidate is now applying for?:

What did clients (internal or external) think of the candidate's work?:

What leadership qualities do you think the candidate possesses?:



Why would you work with this candidate again?:

What is the reason one of our clients would hire this candidate over a candidate with similar background? What makes this candidate top of their class?:

Please share with us ANYTHING else you would like to about this candidate?

Consider asking your client if they have a question or two they would like to add on this form...show it to them early in process and sell it as value add

Don't know *JEFFERSON GROUP SEARCH?* *JEFFERSON GROUP SEARCH* specializes exclusively in the search and placement of IT Directors, Managers & Technology Leaders for some of Chicagoland's finest employers. *Jeff Skrentny, CERS**, has:

- placed more than 1147 professionals in the Chicagoland area since 1987
- is one of Chicago's leading infrastructure/architecture & leadership IT search professionals
- has an incredible success rate of over 95% with searches he completes
- is proud that 82% of his hires are still employed with his clients 3 years later
- and that 61% of his placements are still employed with his clients 4 years later
- and that over 55% of our hires have receive at LEAST one promotion since being hired

We complete searches that succeed! It is our goal that you will find our experienced staff always concerned and helpful. If we can ever help you, or someone you know, in a career search, or if your organization is ever in need of a top notch IT recruiter, please remember to give us a call. Our business is built on referrals; we would love the opportunity to earn yours.

"Thanks to our recruiting partnership...we have seen substantial operational improvements. The IT group has cut 2 staff positions; we reduced overtime costs by 75%, boosted morale, achieved a 100% network services uptime, and we have had per annum savings of over \$100k for each of the last 3 years."

Initial inspiration for our email Reference Check came from Greg Doersching...This has helped us close deals we otherwise would NOT have. Thanks Greg!! ©

*CERS...Certified Employee Retention Specialist...the most advanced NAPS (National Association of Personnel Services) credential for professionals in the search and recruiting profession, a credential that only 37 elite senior search professionals in North America have earned.

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Materials provided for the December 3rd, NLRT presentation of "RADICAL Reference Checking" by Jeff Skrentny, CERS
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SAMPLE COMPLETED REFERENCE CHECK THANK YOU EMAIL

To: AskJeff@JeffersonInc.com

From: "Jeffrey RR Skrentny, CERS" <AskJeff@JeffersonInc.com>

Subject: Joanne, THANK YOU for completing our email reference check request for Steve Jones

Attachments: C:\My Documents\JRRS\Jefferson Group\Open Searches\Current Openings\051108.rtf;

*"Forty two hires in 28 months, forty one of them still on staff... six already with promotions in that short time. What more can be said as a testimonial Jeff?
You don't waste our time and you DO complete searches that WORK!!!"*

Dear Joanne,

Thank you for completing the reference check request we emailed to you in regards to Steve Jones current **CONFIDENTIAL** job search. At **JEFFERSON GROUP SEARCH** we appreciate your time and energy to complete our request; it is appreciated by Steve, our clients and prospects, and of course by the search professionals here at **JEFFERSON GROUP SEARCH**. Should you have any follow up questions what so ever in regards to the reference check you completed for Steve, don't hesitate to call or email us.

At **JEFFERSON GROUP SEARCH** we know that 60% of the candidates we place are referred to us by someone who has heard about or experienced the exceptional work we do as search professionals. The thorough manner in which we do reference checks, like the one you just completed, is just one of the many small things we do that separates us from most others in our profession. We strive to represent excellent organizations that value how technology makes them competitive, yet understand technology is useless without talented professionals driving that technology.

To that end, should you know anyone who is an exceptional IT professional who might need an exceptional IT recruiting search professional to help them land the next great job for their career, or should you know someone looking to hire better than average IT talent, please consider a referral to the **JEFFERSON GROUP SEARCH**. Referrals from professionals like you are how we have built our practice. Attached we have included two current client requests that we are now actively recruiting for. Maybe you know someone who would be interested...won't you pass this along to them?

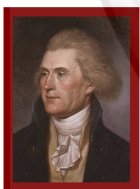
Sincerely,

-jrrs

 Please consider the environment before printing this e-mail



SPECIALIZING in Search for CIOs, CTOs, IT Directors VPs; INFRASTRUCTURE & SECURITY Technology Leaders



Jeff Skrentny, CERS

JEFFERSON GROUP SEARCH

email: AskJeff@JeffersonInc.com

10 South Riverside Plaza, Suite 1800, Chicago, IL 60606

Phone: 312.474.6076 Fax: call for number Home Office: 773.463.1362

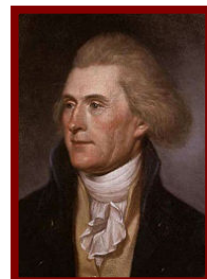
What our client candidates have been saying about our work:

"When I was one of your candidates you always treated me with courtesy and professionalism. Now that I have become your client, you still serve me with courtesy and professionalism. Although all the positions you fill for me seem to be the same, each position is unique- a detail which is not lost on you. You listen."

"I'm a great believer in luck, and I find the harder I work the more I have."

- Thomas Jefferson

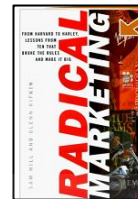
Proud Member of:



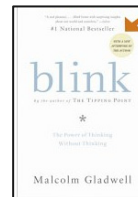
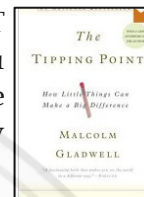
Recent Sources of Inspiration for

Jeff Skrentny, CERS

Radical Marketing by Sam Hill and Glenn Rifkin. Case studies on how to deliver your sales message & build your brand with customers without having a huge marketing budget. It was from this book that I developed my training session **RADICAL RECRUITING™**. The hardcover is available again at Amazon for \$25.00, the paperback is \$11.99 new and \$1.99 used.



The Tipping Point by Malcolm Gladwell. An enjoyable read and a GREAT reminder of how to build networks that sell for you and a primer on what you need to do to manage those networks for maximum benefit. Amazon has the paperback is new: \$8.97 & used: \$4.10. His latest book, **Blink** is even better; new \$9.59 & used \$5.47.



Hire With Your Head by Lou Adler. This book will teach you a rational way to make a gut decision on who is good to represent to your clients and who is not worth your time. This recent find has changed the way I interview and process candidates, and how I work with clients to take and advertise their searches. It is a must read for the recruiter who wants to stay ahead of the competitive curve. The original edition is out of print but available for \$0.42 used on Amazon...get the original edition, not the 2nd edition if possible.



The Fordyce Letter published monthly by ERE Media in NYC, and online at www.FordyceLetter.com is a must read for any serious recruiter. It can be ordered online at <http://subscribe.fordyceletter.com/form/>. Tell Paul Hawkinson or David Manaster that I sent you! If you're not reading this, can you really call yourself a search, placement or recruiting professional? I have been reading **The Fordyce Letter** since 1988.



Toastmasters International. If you want to make professional client visits and presentations, teach yourself how to speak publicly. Cheap, effective and full of great advice even for confident presenters. Learn more about TI, or find a club near you, by going to: www.toastmasters.org. Owners/managers, this is the best \$60 you will ever spend.

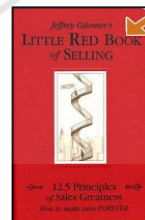
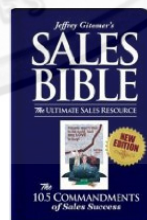
SPIN Selling by Neil Rackham. Closing is overrated, asking quality qualifying questions IS success. Read the book, you claim to be a sales professional, don't you? No staffing/recruiting professional should be allowed to work a desk if they have not read this book within their first year of business! Amazon has the hardcover new for \$18.56, used at \$3.20.



Swim With the Sharks Without Being Eaten Alive by Harvey Mackay. I read this when it first came out in 1988, I read it almost every other year because I always learn something more. I have been using the Mackay 66 and the 12 Ps Competitive profile since 1988. Amazon has this in paperback new for \$10.85; used for \$4.25...even you rookies can afford this!



Sales Bible by Jeffrey Gitomer...This book is a must read for anyone who does sales. Amazon lists the 2008 edition for \$19.77, and I love this new edition. **Tied with it as my favorite sales book of all time is Gitomer's Little Red Book of Selling**. I also recommend reading Gitomer's **Customer Satisfaction is Worthless, Customer Loyalty is Priceless**.



All Prices listed as of October 11, 2007
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