



**BETTER HIRE**

FINDING PEOPLE WHO WORK

# REFERRAL PARTNER PROGRAM

# WHY BETTER HIRE?

## **We Provide Value**

Companies need support to secure high caliber people that are necessary to be successful in today's competitive market. We address these needs by verifying skills and price points; trend; facilitating mutually beneficial agreements; assisting hiring managers with ways to get more targeted input from recruiters; and more. It's all part of our commitment to finding the right person. Bottom line: Companies need the best people to be successful.

## **Our Difference is Our Strength**

Our knowledge of clients current and future requirements, core values, work environment, and past hiring experiences – both good and bad, allow us to precisely screen candidates. This knowledge and vetting process reduces the risk of a bad hire and increases the long-term benefit and value of our candidates. The investment of time and effort to learn about our customers becomes our institutional knowledge. That knowledge pays dividends in faster responses, better candidates, and better hires.

## **Our Ideal Customer**

Decision makers in large and midsize companies are our best customers, but smaller entrepreneurial companies with talent needs have been a growing business segment. Our best customers are interested in having a partnership. They educate us on the environment, values, and long-term plans of the business. That helps us find and vet the best people, not just hand over resumes.

## **Why be a Referral Partner?**

With the current low unemployment rate, companies are struggling to find employees who can run with the ball. More often than not, they need to look outside of their company to get help – but don't know where to start. Being a business consultant, you're able to bring your clients to top vendors. With all the staffing firm noise out there, it's hard to hear the good ones. Not only do you help your clients fill their needs with good hires, but you also share in the rewards of a successful placement.

# THE BETTER HIRE REFERRAL AND FOLLOW UP PROCESS

1 >

Partner sends an email to contact. CC Scott and BCC BetterHire



2 >

Contact and Scott meet for coffee



3 >

contact sends Scott a request for a key position



4 >

Scott finds Contact the best key person they need. Contact hires key person.



5 >

Scott compensates partner



# REFERRAL EMAIL TEMPLATES

Use these email templates when introducing a CEO, CIO, COO, Hiring Manager, or other business leader to Better Hire. You may alter the emails to fit your personality - but these work. The guys that really do well with referrals send out at least 1 or 2 emails every week. Remember to CC: [simon@betterhire.com](mailto:simon@betterhire.com) and BCC: [molly@betterhire.com](mailto:molly@betterhire.com)

We'll take it from there using the Better Hire Referral and Follow-up process.

- 1.** Subject: <Name>: I've got a guy that you need to know  
<Name>,  
I want to introduce Scott to you. He's the most connected guy in the state and is the Founder of Technology Alabama (my clients think he's the bomb).  
One day you may need his help with finding someone who can run with the ball.  
You guys should talk or have coffee soon.
- 2.** Subject: <Name> - I want you to meet Scott  
<Name>,  
I've known Scott for years and he's got more connections than anyone I know. He founded Technology Alabama and has a huge LinkedIn group. He's the guy you need to know when you must get someone good for your company.  
You guys should meet.
- 3.** Subject: <Name>, meet Scott Simon  
He specializes in Tech, Managers and Sales and can bring you a Rockstar who can run with it. He's been doing it 20 years and there's no better connection for you to have.  
You guys should talk.
- 4.** Subject: <Name> You need to meet Scott  
He's the most connected guy in recruitment. His company (Better Hire) helps groups like yours find the key people that are able to fit the ground fast and run with it.  
You guys need to meet.

# REFERRAL AGREEMENT

This REFERRAL AGREEMENT (“Agreement”) by and between: \_\_\_\_\_ (Referral Partner), with the address of \_\_\_\_\_, and the phone number of \_\_\_\_\_ and the primary email address of: \_\_\_\_\_ and Better Hire, Inc., an Alabama corporation, located at 1603 Primrose Place, Homewood, Alabama 35244. Each party hereinafter may be referred to as a “Party” and collectively as “Parties”.

WHEREAS, Better Hire and Referral Fee Member wish to enter into this Agreement in order to define their respective rights, duties, and obligations.

WHEREAS, Referral Fee Member is an independent contractor and not an employee of Better Hire.

WHEREAS, Better Hire desires to provide Referral Fee Member the opportunity to receive additional compensation in the form of referral fees based upon the terms and conditions below.

NOW, THEREFORE, in consideration of the foregoing and the mutual covenants and agreements of the Parties hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Better Hire and Referral Fee Member, intending to be legally bound, hereby agree as described at the following website: [www.betterhire.com/ReferralAgreement](http://www.betterhire.com/ReferralAgreement)

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of \_\_\_\_\_ - Effective Date.

By signing below the undersigned stipulate and agree that they have completely read this Agreement, that the terms hereof are fully understood and voluntarily accepted by them.

I have reviewed and agree to the Terms and Conditions of this agreement \_\_\_\_\_ (initial)

\_\_\_\_\_  
Scott Simon  
Better Hire President

Date

\_\_\_\_\_  
Referral Partner

Date

\_\_\_\_\_  
Social Security Number or Federal Tax ID