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## SWIFTPRO RESELLER PROGRAMME

Welcome to the Swiftpro UK reseller programme. We look forward to working with you. Together we will deliver advanced recruitment software and services to recruitment companies and corporate HR departments in your area. The purpose of this information pack is to explain the market opportunity for Swiftpro UK resellers, how the programme works, what you will need to achieve accreditation and how Swiftpro will support your sales efforts.

### Key Benefits

- Significant earning potential
- Plan your own sales activity
- No upfront costs or registration fees
- Generous commissions
- Software training & accreditation
- Support at every step
- Lead referrals for proven achievers.

### About Swiftpro

The recruitment industry is booming. Competition between recruitment intermediaries to find and place quality candidates has never been so intense. To achieve and retain a competitive advantage, recruitment intermediaries look to technology providers to give them an edge.

Built on 14 years industry knowledge and experience, Swiftpro recruitment software delivers a high level of process automation, streamlines work flow, increases productivity, improves time and task management and reduces operating costs. Swiftpro recruitment software enables recruitment intermediaries to focus their valuable time and talents on core business activities rather than paperwork.

A leading provider of recruitment software and integrated services since 1991, Swiftpro has an established reputation for flexible, innovative and competitively priced business solutions that meet recruitment intermediaries exacting needs. In recent years demand has led Swiftpro to expand into CV/resume formatting and data entry services, in partnership with our wholly own subsidiary based in Sofia, Bulgaria.

Swiftpro's UK and 20-strong offshore development team works hard to continually improve its skills while keeping fully informed of industry trends and new thinking. We constantly evaluate new releases and methodologies to ensure the latest technologies are used in developing new systems.

### Rules of engagement

CVPlus Visual UK reseller scheme is commission only. You retain 100% of the sale value of the first 3 software licenses you sell to a single company. Sell more than 3 licences and you receive 50% of the sale value for each additional licence (initial sale only). This commission is paid strictly on initial sales only.

### Why Swiftpro is different, and better

We do not expect resellers to purchase software from us and then attempt to sell it on. In fact we are so confident in our product that we give it to you to resell.

In return, your customer becomes a valuable Swiftpro client. There is no on-going account management role for resellers. Clients that wish to purchase additional

licenses at a later date do so directly from Swiftpro. No additional commissions will be paid.

Swiftpro also requires that you sell user training and our standard Support Maintenance Agreement (SMA) to your customers. You receive no commission for this element of the sale, or on the purchase of any other Swiftpro products and services. That's the deal.

CVPlus Visual 2.1 recruitment software:	£595.00
User training (maximum of 4 people):	£550.00 per day
Administrator training:	£650 per day
Support, Maintenance and Upgrades package (SMA):	£32 per user per month – minimum 1 year compulsory subscription applies.

All prices quoted exclude VAT, which must be charged.

### Example 1

You sell 3 user licenses at £595 to XYZ Recruitment Ltd, 2 days user training at £550 per day, 1 day's administrator training at £650 and the SMA at £32 per user per month.

You receive:	£1785 (3X100% licenses)
Swiftpro receive:	£1750 (3X100% training) £96 per month (3X100% SMA)

### Example 2

You sell 5 user licenses at £595 exc. VAT to AB Jobs Ltd, 3 days user training at £550 and the SMA at £32 per user per month.

You receive:	£2380 (3X100%+2X50% licenses)
Swiftpro receive:	£2245 (3X100% training+2X50% licenses) £160 per month (5X100% SMA)

### Discounts

Swiftpro sells its recruitment software at a published guide price directly to clients and through various sales channels. As a reseller you are free to adjust your license price to match prevailing market conditions and make sales. As you retain 100% of the sales value of the first 3 licenses you sell to any one customer and 50% thereafter, any discount you make will reduce your commission.

### Example 3

You have a hot prospect interested in buying 4 licences, 2 day's training and SMA. However, they are considering an inferior product based on price alone. To overcome your prospects price sensitivity and make the sale you decide to offer a 20% discount on the £595 license price.

You receive:	£1666 (3X100%-20%+1X50%-20% licenses)
Swiftpro receive:	£1338 (2X100% training+1X50%-20% license) £128 per month (4X100% SMA)

## Discount restrictions

Under no circumstances are resellers free to discount Swiftpro training packages and support agreements, or any other Swiftpro products and services without prior consultation and written permission from the senior management team. Failure to obtain the proper authorisation for Swiftpro product and service discounts will result in immediate cancellation of the reseller agreement, and forfeit of commissions.

Swiftpro understands that occasionally resellers might need the added leverage of a price discount on items other than software licenses to make a sale. Each application for discounts on products and services other than software licenses will be sympathetically assessed and a decision made on its commercial merits.

## Supporting you

As well as software training and your own demonstration copy of CVPlus Visual, Swiftpro will provide resellers with market insight and sales advice. Marketing will provide you with a wide range of colour PDFs, standard letters, Excel quote template, software user and administrator guides. Once accredited, Swiftpro will also furnish you with specially designed official reseller logos that can be used on your own sales material, emails and websites. You will also receive regular product news and updates. Proven achievers will also receive lead referrals directly from Swiftpro. Swiftpro technicians, sales and marketing staff will always be available to answer questions, offer advice and provide help when needed.

## Your commitment

Being a Swiftpro reseller requires a high level of commitment from you. In order to achieve your financial goals you will need to thoroughly understand our products and services, the market and competitors. Swiftpro will provide the necessary training, support and guidance to help you achieve your goals. In return we expect you to produce a coherent marketing plan, sales forecast and financial targets. The greater your commitment, the greater the rewards will be.

## UK reseller accreditation

As a Swiftpro authorised reseller you have the opportunity to achieve a significant regular monthly sales income.

To achieve the required accreditation you must:

- Complete CVPlus Visual 2.1 training and validation
- Achieve competency in product demonstration
- Ability to build compelling business arguments, answer prospects questions and overcome resistance
- Develop business plan and rolling monthly sales forecast
- Agree annual revenue target

Ideally resellers will possess proven:

- Telemarketing experience
- Computer literacy
- Excellent communication, organisation and presentation skills
- Ability to generate own leads, appointments and site visits
- Positive, confident, self-motivated and target focused outlook
- An understanding of marketing and sales principles

Resellers must also own or have easy access to the following items:

- Notebook computer
- Windows OS & MS Office
- Broadband Internet access
- Email
- Fixed and mobile telephony
- Bank account (for commission payments only)
- Car (optional)

Reseller's key objectives:

- Identify local market opportunities
- Build call list – minimum 500 contacts
- Canvass local recruitment companies and HR departments
- Qualify leads
- Distribute marketing and sales literature
- Secure appointments
- Conduct on-site visits and product demonstrations
- Follow-up calls and visits as necessary
- Prepare quotes
- Secure payments
- Schedule installation and training timetable

See sales techniques section.

## Entrepreneurs not employees

Swiftpro resellers are independent, entrepreneurs not employees or representatives of Swiftpro Ltd. As such, Swiftpro accepts no legal responsibility or liability for resellers insofar as, but not limited to, tax, national insurance, pensions, sick pay, holidays, insurance, and healthcare. Self-employed and second income resellers must qualify their status and tax liability with HM Revenue & Customs. Visit [www.hmrc.gov.uk](http://www.hmrc.gov.uk) for more information and advice.

## Code of conduct

Swiftpro insists that resellers conduct their business affairs and transactions in an open, honest and professional manner, which reflects favourably on the Swiftpro brand at all times. Failure to adopt good business practices and conduct one's self professionally may result in the loss of Swiftpro reseller status. In extreme cases, where a specific complaint has been made, commissions will also be withheld pending investigation and forfeit should the case be proven.

See terms and conditions.

## THE MARKET OPPORTUNITY

Over 80,000 people currently work within the UK recruitment industry, which has an annual turnover in excess of £24 billion, and is forecast to rise considerably over the next few years. The world's leading recruitment agency, Adecco, generated over £11 billion in 2004 from its global operations. The recruitment industry provides services to all business sectors, working in partnership with organisations from sole traders to large multinationals.

Client companies use recruitment agencies for a number of reasons. Corporate HR departments often outsource the initial phases of the recruitment process in order to save time and maximise the use of limited internal resources. Companies might also use a recruitment agency because they want to create and fill a new role for which they have no previous knowledge or expertise. Or it might be that a company has to fill a very senior position and wants the process to be conducted confidentially.

Essentially, recruitment agencies attract candidates, match and place them in temporary, contract and permanent jobs on behalf of client companies. For this service the recruitment agency receives a fee from the client. The fee for a permanent placement is usually calculated as a percentage of the placement's annual salary. This figure varies but is usually set around 20% of the annual salary.

Temporary and contract placements are usually billed to the client on an agreed hourly or daily rate with a timesheet being submitted by the temp or contract worker at the end of each day or week. In this case, it is the recruitment agency that pays the temp rather than client. The recruitment agency makes its money from the margin between what it charges the client and pays the temp or contract worker. This figure is agreed with the client in advance.

The job of attracting new clients and candidates and making the fee paying placements is done by recruitment consultants. As the recruitment market is extremely competitive, consultants need to be intelligent, target-oriented sales people with good negotiation skills, usually with experience of a particular industry sector or profession, such as healthcare, motor trade or hospitality.

Typically, high street recruitment agencies specialise in supplying staff for a particular industry sector, such as IT, banking and commercial, or they serve a geographic area where they have built up extensive local knowledge and a strong client base. Although there are numerous small to medium sized recruitment agencies, the high street is dominated by leading brand names with branches in most towns and cities. These include Adecco, Reed, Hays, Spring, Kelly Services, Brook Street, Manpower and Blue Arrow.

## Recruitment agency models

### Permanent recruitment

Permanent recruitment agencies build large databases of candidates on which to draw when they first receive a job vacancy from a client company. If the agency cannot produce a suitable candidate shortlist from their database then they advertise the job in local, national and trade press publications, and online using one or more Internet job boards. The permanent recruitment agency then receives all the respondents' CVs, usually by e-mail.

The agency then screens and shortlists suitable candidates and conducts first stage telephone and/or face-to-face interviews. They also check a candidate's right to work status and references. Only a handful of the most suitable candidates will ultimately progress to interview with the client.

This saves the client company an enormous amount of time and energy in finding skilled, experienced people who are a good match with the company's culture. For these services the client company pays a fee calculated as a percentage of the placements first year's salary, usually 10% in the UK market.

## Temporary and contract

The temp or contract agency compiles a pool of candidates with qualifications, skills and experience and will supply staff to an organisation for a specific contract (anything from one day to several months).

Most temps are only paid by the agency for the hours or days they work. However, some agencies now pay sick leave and offer holiday entitlements and even training opportunities as competitive levers to attract the best people.

Client companies might use temp or contract agencies in order to cover staff sickness and holidays; to tackle specific projects such as installing new IT systems; and to effectively manage fluctuating labour demand: where an organization suddenly needs more telesales operatives, packers or drivers, for example.

## Executive search

Once known as "head hunters", Executive Search or Search and Select recruitment agencies proactively and discreetly identify, approach and place mainly senior management and chief executives for large private corporations and public sector roles. Typically these agencies do not publish job advertisements on behalf of their clients. Instead, they rely on a network of contacts, in-depth industry knowledge and research to produce a shortlist of suitable top quality candidates. Executive search agencies tend to charge higher fees than the high street permanent and temp agencies.

## Recruitment to recruitment

As the name suggests, Recruitment-to-Recruitment agencies concentrate on finding and placing recruitment consultants and managers in new roles within the recruitment market. Because of the competitive nature of the recruitment industry, business winning, fee generating recruitment consultants are highly sought after and can demand high salaries and lucrative bonuses.

## Internet job boards

A relatively new phenomenon to recruitment is the emergence of Internet job boards. Job boards earn revenue by publishing job advertisements online and charging client companies to receive applicant CVs/resumes. A single job advertisement on one of the UK's leading job boards costs on average £250 per month.

Although job boards generally provide a cheaper alternative to print advertising, and far greater reach in terms of audience exposure, they have mainly been used to fill non-executive jobs locally. The current generation of job boards are also extremely limited in what they can offer client companies and jobseekers in terms of added value recruitment services.

## UK recruitment market

According to the Recruitment and Employment Confederation (REC), the UK permanent staff recruitment market was worth £1.58bn in the year ending March 2003. The REC forecasts the permanent recruitment market's value will rise gradually between now and 2008. The temporary and contract employment market was worth £21.42bn in the year ending March 2003.

The UK permanent recruitment market is segmented into the following employment sectors: blue collar computing/IT, drivers, education, financial, hotel/catering, nursing/medical, professional/managerial, secretarial/clerical and technical/engineering. Secretarial and clerical appointments represent approximately half the market by volume, with computing/IT accounting for around 20%. Hotel and catering is another important sector.

Among the major firms are: Adecco Holdings (UK) Ltd, Brook Street (UK) Ltd, Carlisle Group PLC, Extra Personnel Ltd, Human Resource Group PLC, Michael Page International PLC, Pertemps Recruitment Partnership Ltd, PSD Group PLC, Robert Walters PLC, SThree Ltd, TMP Hudson Global Resources (formerly known as TMP Worldwide Ltd) and Whitehead Mann Group PLC. Most of the industry is UK owned.

This market has grown substantially in value since March 2003. Sectors such as IT, engineering and construction have gained importance while others, such as professional and managerial, have experienced sharp declines. Education and health/medical appointments have grown in volume.

Everyone interviewed for this research mentioned skills shortages, in terms of both their clients' requirements and their own, as recruitment firms find it increasingly difficult to attract the calibre of staff needed. Assuming that the UK economy will grow by around 2.5% each year, Key Note Research forecasts steady growth in the market's value between 2005 and 2009.

Additional useful sources of market information:

The Recruitment and Employment Confederation (REC) is the body that represents the £24.5 billion recruitment industry. [www.rec.uk.com](http://www.rec.uk.com)

The Recruiter Magazine features industry related news, features, statistics, analysis, advice, guides and job advertisements.  
[www.recruitermagazine.co.uk](http://www.recruitermagazine.co.uk)

Recruitment International magazine provides a portfolio of products and services for the UK recruitment industry.  
[www.recruitment-intl.com](http://www.recruitment-intl.com)

Recruitment Consultant Magazine is the leading monthly magazine for those working in the UK staffing industry.  
[www.rec-con.co.uk](http://www.rec-con.co.uk)

Online Recruitment magazine provides a wealth of information about the UK and world-wide online recruitment industry.  
[www.onrec.com](http://www.onrec.com)

UK Recruiter is a comprehensive source of independent information for the UK recruiter and recruitment researcher.  
[www.ukrecruiter.co.uk](http://www.ukrecruiter.co.uk)

## YOUR PROSPECTS

### Recruitment agencies & corporate HR

Recruitment is an extremely competitive, results driven business. Recruitment consultants are first and foremost sales people tasked with acquiring new clients, retaining existing business and filling job vacancies. Recruitment software plays an important role in significantly reducing the administrative burden on consultants at every stage of the recruitment process, enabling them to concentrate their valuable time and talents on the sales.

Today, a recruitment agency or HR department can expect anywhere from 150 to 400 responses to a single job advertisement placed on the Internet. Clearly, without the right tools to screen, input, search and match so many applications for a single job a staffing company or HR department would be quickly overwhelmed.

In reality, a typical staffing agency will have hundreds or thousands of active jobs at anyone time. To successfully perform the myriad of tasks associated with recruitment a staffing company or HR department must possess a software application that can import CVs/resumes, manage client contacts, perform complex searches and matches, keep track of jobs, record all significant recruitment activities, and be capable of full Web integration.

### SMEs

Talent acquisition is critical for all companies today, but none more so than for small and medium sized enterprises (SMEs), widely recognised as engines of economic growth. A US Workforce survey reported that almost 50% of SMEs are still using paper-based processes for advertising jobs. Only 15.6% are reported to use the Internet for job posting, and 25% currently own or use any form of recruitment software or services. This leaves SMEs at a huge disadvantage in the race to find and secure those talented individuals essential to drive business growth.

The Swiftpro recruitment solution represents an attractive and timely alternative to the costly, complex, time-consuming and fragmented range of recruitment and HR management systems and services currently available.

### Public service

Public sector recruitment is served by a wide variety of public and private agencies, often with substantial budgets, charged with securing quality candidates for the hard pressed health, education and law enforcement services, for example. The current state of public sector recruitment clearly represents an opportunity for Swiftpro recruitment software and services.

### The competition

At first glance the recruitment software market appears somewhat over subscribed. Take a closer look and you will see that Swiftpro CVPlus Visual only has a few serious competitors. Bond Adapt has dominated the big budget, big price tag, corporate recruitment business in recent years. Occupying the middle ground, Swiftpro CVPlus Visual regularly beats product rivals such as RDB Pro, Eclipse, Aspire, Eploy and Voyager.

Although there are countless other product variables in this space none offer the benefits, features, functionality, support or upgrades we do. It is vital that you familiarise yourself with our competitors products, services and prices. You will

undoubtedly be asked to justify why a prospect should choose CVPlus Visual over a competitor's application. A quick visit to Onrec.com, Recruiter magazine's website or UK Recruiter will furnish you plenty of information about the recruitment software sector.

### New threats

2005 has seen the emergence of a variety of browser based recruitment software applications. These applications promote themselves as a cheap alternative to sophisticated LAN based systems. Closer examination of these browser based systems often reveals limited functionality, questions over data security and ownership of records, for example.

Again, you would be wise to familiarise yourself with these product offerings, their relative strengths (primarily price) and shortfalls. Evolve recruitment software is probably one of the most successful of these new threats. Visit their website when thinking about preparing a business case against a web based solution. Of course web based applications rely totally on the Internet, and as we all know web servers go down and connection problems occur.

## KNOW THE PRODUCT

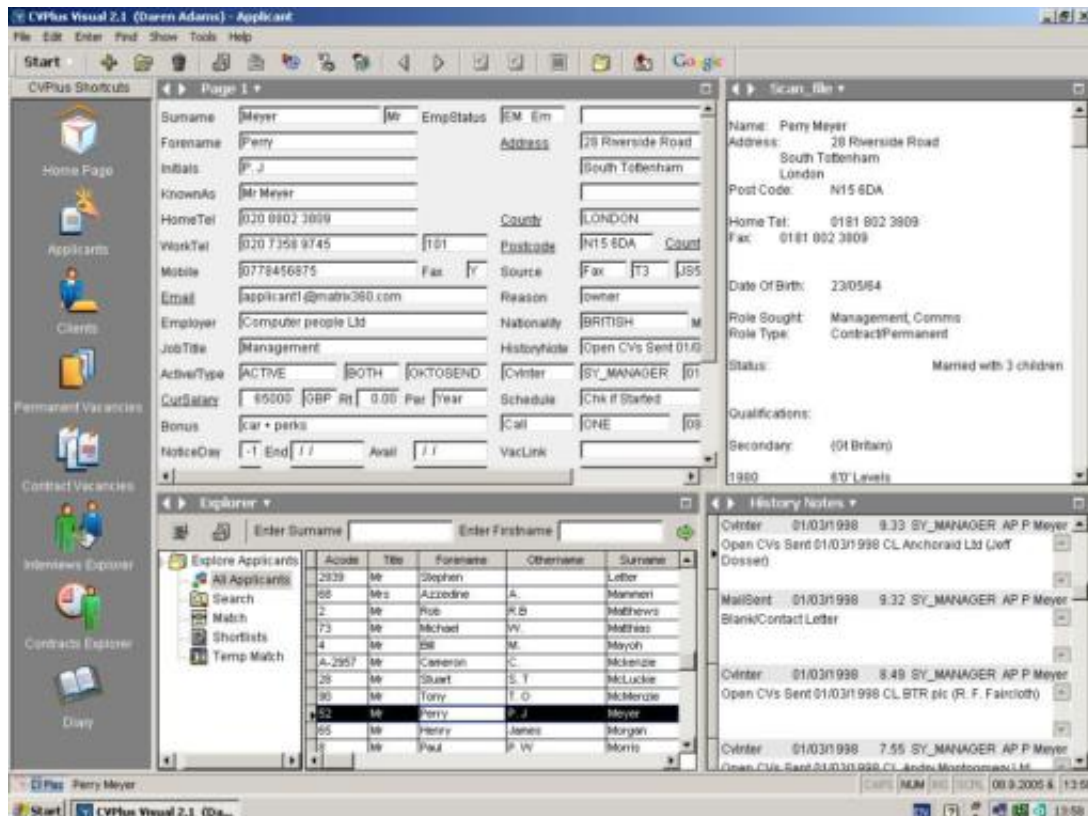


### CVPlus Visual 2.1 recruitment software

Designed to make busy recruitment consultants and HR professionals far more effective, CVPlus Visual recruitment software organises, automates and streamlines the complete recruitment process, from job searching and candidate matching to interview, offer and placement. CVPlus Visual recruitment software releases consultants' valuable time and talents from routine administration. Time that can be spent more profitably identifying business opportunities, generating sales leads, winning new clients, and placing more candidates than ever before.

### User centred design

Advanced recruitment software, CVPlus Visual provides recruitment intermediaries with the ultimate user interface. All key business information is clearly displayed and intelligently organised on a single screen for ease-of-use. Consultants can view every record at a glance, including notes, documents and appointments. The Outlook-style shortcuts bar makes navigation between modules quick and easy to master. Typically, consultants are back at their desks, proficient users, after just one or two day's intensive training.



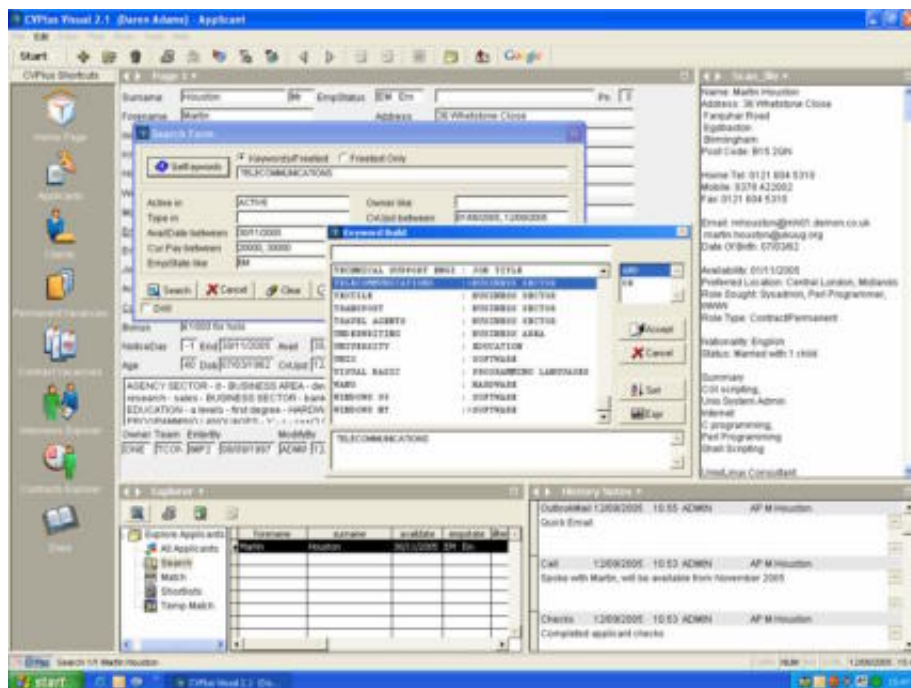
### Advanced CV/resume importing

Faster, more efficient and accurate than performing the same task manually, CVPlus Visual recruitment software transforms imported CVs/resumes into fully skilled new candidate records automatically. Extracting all key candidate information, such as contact details, employment history and qualifications,

CVPlus Visual is capable of processing upwards of 50 CVs/resumes an hour. Automated CV/resume importing eliminates data duplication and the risk of human error, ensuring the accuracy and reliability of all candidate records held on your recruitment database.

## Powerful, flexible searching

Recruitment is a results driven business. CVPlus Visual recruitment software offers powerful, flexible search and match capabilities that enable consultants to find and place more candidates than ever before. Search any combination of key skills, free text, locations, post codes, data fields and wild cards from a single form. Candidate short-lists are produced at the touch of a button while consultants can save frequently used lists and search criteria. CVPlus Visual recruitment software makes finding the right candidate for the job an easier, more precise process for everyone concerned.



## Relationship management

Equipped with powerful, practical contact management tools, CVPlus Visual recruitment software empowers recruiters to build and maintain profitable business relationships. CVPlus Visual provides easy access to all related contact information from a single screen, including history notes and documents. Client contacts can be managed by company, department or individual. Using a fully integrated diary, consultants can plan marketing campaigns, canvas prospects, schedule appointments, and maintain existing client relationships by telephone, email, letter and fax.

A wide range of easily personalised document templates helps recruiters produce consistent, professional communications. Improving time and task management, CVPlus Visual enables consultants to review workflow and measure staff productivity using a series of management reports. Whatever the intermediaries area of recruitment, from temporary healthcare and pharmaceutical to permanent legal, financial and motor trade, CVPlus Visual helps realise the full potential of business relationships.

## Helping recruiters grow

Suitable for single site and multiple branch recruiters, CVPlus Visual scalability supports the continuous growth of an intermediary's network. Taking maximum advantage of the latest technologies, CVPlus Visual recruitment software connects all a company's remote locations to a secure central staffing database. Wherever they are in the world, consultants can find and exchange business information, and gain access to the widest pool of talented candidates and the best vacancies.

Making the transition to CVPlus Visual recruitment software is seamless with our quick, efficient installation. Swiftpro offers excellent onsite and offsite staff training, user guides, manuals, continuous technical support and unlimited upgrades. In order to extend front-office operations to the Internet, CVPlus Visual links with Swiftpro Jobnet and Xtranet online recruitment software packages.

## Online integration

### Jobnet

As an integral part of the CVPlus Visual complete recruitment software solution, Jobnet offers recruiters a quick to install, features rich and easy to administer fully functional job board. Recruiters will be posting new jobs and attracting candidates online within days of set-up. Moreover, Jobnet online recruitment software is completely

customisable, designed to seamlessly integrate with a company's existing brochure website.



Candidates can register online, upload CVs, search and apply for jobs. Driven by a powerful SQL staffing database, Jobnet search options include quick search, sector search, featured employers and hot jobs of the week. Offering recruiters far

greater functionality than typical job boards, Jobnet allows them to create or upload new job records, publish newsletters, cast user polls and monitor site traffic. Auto-response emails, triggered by various site activities, such as a new job upload, ensure that everyone from consultants to the site's administrator is kept fully informed.

## CVPlus Visual 2.1

**Key Features**

Intuitive, user-centred design  
Automated CV processing  
Integrated e-mail, letter, fax & SMS  
30+ customizable document templates  
Integrated contact management  
Demographic marketing capability  
In-depth candidate profiles  
Advanced applicant checks  
Customisable keyword directory  
Sophisticated multi-criteria search  
Save frequently used search forms  
Instant Match function  
Quick CV Dispatch  
Easy temp/contract scheduling  
Excellent, step-by-step job tracker  
Permanent, time and date stamped  
History Notes  
Activity Diary and alerts  
Management reports  
Scalable software  
Easily configured for changing needs  
Back office integration  
Rapid data conversion  
Integrated Internet search  
Multi-level security  
Reliable, stable code  
Quick, seamless installation  
Onsite, off-site and online training  
Multi-level technical support  
Remote access  
Full web integration

**Key Benefits**

Easy to learn, simple to use  
Reduces repetitive data entry  
Measurable ROI  
Builds applicant database exponentially  
Competitive pricing – just £595 per user licence  
Improves business communications  
Improves accuracy of data and reduces duplication of effort  
Increases the professionalism of your external communications  
Numerous customizable features  
Streamlines workflow  
Increased productivity  
Eliminates administrative backlogs  
Improved time and task management  
Work completed with greater speed & accuracy  
Reduces paperwork  
Improved efficiency  
Optimizes the quality of placements  
Increases the speed of search for the right candidate  
Greater focus on core business activities  
Reduced operating costs  
Strengthens brand identity, raises brand awareness and supports marketing activities  
Supports your company's continued growth  
Reduced time to placement  
Provides business intelligence for management  
Avoids failures in performing critical business tasks  
Gain greater insight & control of business operations  
Reliable software, minimal maintenance & downtime  
Allows the sharing of information  
Encourages and enforces the use of standardized business processes  
Improves client satisfaction levels  
Generates more repeat business  
Increased sales  
Information at your finger tips  
Reduced administrative overheads

Please visit [www.swiftpro.com](http://www.swiftpro.com) for more Swiftpro product and service information.

### Evaluation software

You should familiarise yourself with the software thoroughly.

Swiftpro will provide you with an evaluation copy of CVPlus Visual 2.1 recruitment software for demonstration purposes. We will also provide you with an evaluation guide, user guide and administrator guide plus one day's training at our Harrow office.

The evaluation copy of CVPlus Visual 2.1 comes fully loaded with "demo data" which you can use in product demonstrations, although we strongly recommend you prepare your own demo data and mock applicant CVs/resumes.

Wherever possible your demo data should reflect your prospect's type of recruitment. After all, someone working in motor trade recruitment will not be very interested in how the software performs for the medical sector.

## MAKING THE SALE

### Plan of action

It is important that you take a methodical, coherent approach to planning your sales activity, from conducting research and identifying prospects to making contact, doing demos and making sales. This section of the document is full of practical advice to help you forecast and achieve your sales targets.

### Sales forecasts

You will find a range of sales forecast templates free to download from Microsoft. Visit [www.office.microsoft.com/en-us/templates](http://www.office.microsoft.com/en-us/templates).

### Lead generation

The great thing about this sector is that target companies are visible. They want to be found. You will have no problems identifying your target companies.

### Improve your prospects

When making sales calls, like the Boy Scouts, it pays to be prepared. It demonstrates your professionalism, saves time and enables you to anticipate questions and overcome resistance. Today, with so many research sources available you should be able to find information on every prospect. Good places to look for information about your prospects include the Internet, newspapers, magazines, trade journals, friends, family and colleagues. However, even experienced sales people sometimes find it difficult and time consuming locating the right information needed to build a solid prospect list. As most dedicated sales professionals know, rather than trawl through pages and pages of search results on the Internet it's easier and faster to use industry specific directories, portals and jumpstations.

### Compound searches

Search engines build databases of keywords and phrases to help you locate websites. However, the way each search engine performs this task and the criteria it uses to rank and list results is different. It's worth reading the tips offered by each search engine on how to conduct searches. To perform a compound search for "recruitment software" on Google.com, for example, requires you type it within quotation marks. Otherwise the search engine will return all web pages about recruitment and software, which will run into hundreds of thousands.

### Concept search

Some search engines will locate related web pages using concept searches, even if the exact keyword or phrase you enter doesn't appear on a web page. Some offer related topic options or allow for weighted terms that allow you to define which keywords are most important to your search. Alter Vista offers Related Topics, for example and Google allows you to search for synonyms.

### Metasearch

Because no one search engine lists all the websites on the Internet, you've probably spent some time repeating searches on different engines. A Metasearch looks through several search engine databases at once, returning a merged list of results. Having performed a metasearch you might discover web sites listed in databases you don't regularly use or didn't even know existed. SearchAllInOne, Search.com and Mamma.com are just three metasearch engines you might find useful.

### What's new on the web?

New websites are being added to the Internet by the thousands everyday, but it usually takes a number of weeks for a new site to appear on the big name search engines like Google, Yahoo and MSN. The reason for this is the big search engines review and filter new website submissions before adding them to their databases. A way to get around this is to use a search engine like Starting Point, which lists new submissions instantly. You can find a whole series of search engines and portals that offer a "What's New" feature.

### Search engine directories

Most search engines have directories that allow you to narrow down your search criteria to specific categories, such as travel, business, sport, companies, education, health, entertainment, and jobs. One of the largest and most popular directories, Yahoo, allows you to see how relevant a website is to your keyword search by ranking the quality of the match. The most likely match is listed first, and so on. Check out the directories on Excite, Lycos, Infoseek and Yahoo.

### Newsgroups

Internet newsgroups are another valuable source of prospect information. The term newsgroup encompasses the whole spectrum of online forums, bulletin boards and discussion groups. You will find a newsgroup somewhere on the Web for just about any topic you can possibly imagine. Take a look at Deja.com (Google groups) and Usenet.org.uk for more in-depth information of newsgroups.

### What's in a name?

The suffix that appears at the end of a domain name or URL, such as [www.swiftpro.com](http://www.swiftpro.com) provides you with top-line information about that website:

- .gov for government
- .edu for education
- .org for non-profit
- .com for commercial
- .net for commercial/technology related

### Online & local libraries

There is a whole raft of digital and print information available to help you research prospects and possible new market sectors. Many of company reports, guides and trade periodicals are available to buy and download over the Internet. You will also find many business publications are available free of charged in the reference section of your local library.

Useful sources of business intelligence include

- Company annual reports
- Business guides and directories (checkout Key British Enterprises)
- Trade & business journals
- Trade association directories
- Government publications
- Local & national newspapers
- Specialty magazines
- Market research reports (usually charge a fee)

### Confirming client prospects information

After searching the Web you might have a list of potential prospects but don't have all the contact information you need to add them to your prospect list, make a sales call, send an email or post some direct mail. Before you start using fee

charging business directories try using some tried and trusted information services that have successfully migrated from print and telephony to the Internet. A paid service by telephone, BT Directory Enquiries online offers you 50 free searches a day. You can search for an individual or company by name, town, street and post code. The service provides basic information such as address, telephone and fax numbers. You can find BT Directory Enquiries at [www.BT.com](http://www.BT.com).

The Thomson Local Directory also offers a free search facility. The major difference between this and BT's directory service is that you can send emails directly from the page listing, and connect to the company's website. Yell.com, Kelly search, Askalix also offers comprehensive online business listings free of charge. If you want European or global company information then Europages European Business Directory and Kompass, which list 1.9million companies in 75 countries, are good places to start. They offer basic contact information free of charge.

Finally, you can simply take a walk down your local high street and pop into recruitment and staffing agencies. Many of these will be owner run or partnerships, making it possible to arrange an appointment with a key decision maker. Pick a quiet time during the day so that consultants and managers will be more receptive to giving you a 5 minute hearing. On the telephone, face to face or by email, always ask prospects for referrals.

## SELLING TECHNIQUES

Persuading prospects to part with their money and become valuable Swiftpro customers may not be easy. But the actual sales process is a straightforward one.

This fact sheet outlines how to:

- Identify and approach prospects.
- Understand potential customer's needs, and then sell the benefits of our products and services.
- Handle objections and close the sale.

### Planning your approach

As a Swiftpro reseller you already know that your target market is recruitment companies and corporate HR departments.

Now you need to prepare a list of prospective customers in your area.

- Find out as much as you can about your prospects.
- Find out what they do. What applications they need and why? What key benefits are they looking for?
- Find out when prospects prefer to buy, so you can contact them at the right time. This is called the sales cycle.
- Be clear what each prospect is worth to you. This will determine the amount of time and effort you put into selling to each one.

### Decision makers

As you will be selling to businesses rather than individuals most of the time it's important you identify decision-makers and other individuals who might influence purchasing decisions, such as senior recruitment consultants and IT managers, for example.

- A brief conversation with a receptionist can reveal information about the prospect's company structure and details of who you need to speak to.
- Your aim is to talk with the person who has both the budget authority and the need to buy our products and services.
- Before making contact, be clear what you want to achieve.
- For example, do you want to set up a meeting, a product demonstration or simply ensure that the prospect is receptive to future contact from you?
- Prepare your pitch. Define which key features and benefits will best serve this particular prospect and focus on them during your conversation.
- Anticipate objections and prepare responses. To do this successfully, you need to know our products and services and those of key competitors — inside out.

### Getting access

If you are telephoning prospects, follow a few basic rules.

- Ring at the right time. People are naturally more responsive to calls made in the morning.
- Get the crucial first 30 seconds of your pitch right.
- If you fail to prepare your opening carefully, you have little chance of interesting the customer in what you have to offer.
- Check you are speaking to the right person. Ask what involvement they have in purchase decision making.
- Always get your prospect's name and give your own, too.
- You might want to send a letter or email prior to making sales calls – this will give you a valid reason for calling.

Get secretaries and PAs on your side.

- Be friendly, not pushy. Ask the secretary or PA to help you.
- Explain the benefit the prospect will get from taking your call or giving you an appointment.
- Make a note of the secretary or PA's name and use it the next time you call.
- Remember that part of a secretary or PA's job is to prevent unwelcome sales calls getting any further.

When you make contact with decision-makers, treat them considerately.

- Check that you are talking at a convenient time. Be ready to keep your call short. Volunteer to call back at a more convenient time – get some quality time allotted to the prospect's diary.

Engage the prospect's interest.

- Introduce yourself and establish the basis for talking. For example, 'Did you receive my letter?' or 'I'm calling today because...'
- Briefly outline the key benefit that our products and services offer this prospect. Ask if the prospect is interested in what you have said so far. If so, go on to ask more questions. If not, ask why not and try to overcome resistance. Alternatively try and establish if Swiftpro products and services might be of interest at a later date.

### Persistence pays

If you meet immediate resistance, try to keep the conversation going.

For example, if someone asks you to put something in the post, ask what they are particularly interested in.

If your prospect says they need to think about agreeing to a demo, ask what concerns they have.

Stay focused on what you want to achieve. If you want to book a product demo, ask for one. You suggest a time and date. Prospects prefer, and are less likely to cancel, meetings and demos on their own premises.

Every call you make is an opportunity to gain additional information and in-sights, which you should record and use to build your sales case.

### Ask questions

Whether you are selling face to face or over the telephone, asking questions is essential if you want to understand your prospect's needs. Do not attempt to sell at this point.

- Make the prospect want to answer further questions.
- Start with questions to which you know the answer will be yes. For example, 'Are you interested in reducing paperwork and administration costs?'
- Find out the prospect's situation. Use open questions that cannot be answered with a simple yes or no. For example, 'How do you plan to reduce your operating costs?'
- Identify areas our software relates to and needs it can meet, such as automated CV/resume processing, advanced contact management, job tracking facility.
- Try to establish what the prospect's business will be worth to you and Swiftpro.
- Show your understanding of the prospect's field of business. For example, 'Yes, you will want to be sure the software lets you record all the

necessary applicant checks, such as right to work and professional qualifications.'

Encourage prospects to ask you questions.

- Listen carefully and take notes.
- Check you have understood the prospect's needs by summarising in your own words what they have said.

### Selling the benefits

Once you understand what prospects are looking for, you must show what benefits they will get from buying Swiftpro CVPlus Visual recruitment software.

Sell benefits rather than features.

Feature: Automated CV processing

Benefit: Reduce repetitive data entry – saving time and money

Feature: Diary and alerts

Benefit: Better time and task management – never miss a call or appointment again.

Match the benefits to the prospect's needs. You will find that you will have to sell CVPlus differently to different prospects, according to their recruitment needs and priorities. For example, if you are selling to a medical recruiter you might emphasise the advanced applicant checks that automatically remind recruitment consultants that they must complete various legal, professional and company due diligence checks, such as right to work visa, required vaccinations, criminal clearance and medical registration.

Stress the knock-on benefits of the software. For example, 'CVPlus Visual automates numerous recruitment processes saving you enormous amounts of time that can be better spent on core business activities.'

### Handling objections

A big part of sales is knowing how to handle prospects' objections and resistance. Do not be put off by objections. A prospect might actually be interested and just wants to create some leverage to extract a discount, for example. It's important that you always answer objections in a positive, direct way.

- Show your prospect that you take their objections seriously.
- Listen carefully to find out what the prospect really means. For example, 'The price is too high' could mean 'It's over my budget sign off' or 'I'd buy it if you gave me a discount.'
- Summarise what you understand the objection to be.
- Isolate, test and address objections.
- If there are several objections, clarify what each one is before tackling them, one at a time.
- Test the validity of each objection. For example, ask 'So, if I could satisfy you that CVPlus Visual will deliver demonstrable time and cost savings, would you place an order?'
- If an objection is valid, address it and then ask if you have satisfied the prospect's concerns.

Do not fudge answers, be evasive or lie to make the sale. If you don't know how to answer an objection then tell the prospect the truth and explain that you will find out and get back to them. Swiftpro is here to support you and answer those tricky questions we all come across now and again.

The most common objection to making a purchase is price.

- Try to find out exactly what aspect of price the prospect is unhappy with before deciding how to respond.
- Demonstrate the savings CVPlus Visual will bring to the prospect's business.
- Remember, you are obliged to sell our full package including training and SMA. Do not try to hide costs to secure a sale.

### Closing the deal

- Create a sense of urgency.
- Try to convince the prospect that they need CVPlus Visual now.
- Try to link a quick sale to meeting the prospect's own needs and deadlines. For example, 'Install now and you will definitely be able to meet next quarter's sales targets.'

Look for buying signals from the customer.

For example:

'When would you be able to install?'

'That function would be really useful.'

'A system like this is just what we need.'

Once you have spotted a buying signal, be ready to close the deal.

- Take responsibility for closing the sale. Be positive and upbeat.
- The simplest way may be just to ask, 'Can I confirm your order now?'
- Take your cue from the customer. For example, if your prospect queries the price, say 'So CVPlus Visual is the package you would like to buy? It's just the price that's at issue?'
- Propose alternatives. This makes it more difficult for the customer to say no. For example, the prospect has an existing legacy system and wants to retain the data. You might suggest that they manually import the data themselves (time consuming and prone to human error). Alternatively, Swiftpro will happily quote a price to handle the data transfer based on the number of records.

When only one objection remains, make closing the sale conditional upon removing this obstacle. For example, 'If I can guarantee to bring the installation and training dates forward to meet your schedule, will you place the order now?'

Once you have asked for the sale, stop talking.

- Your silence encourages the prospect to think things through and reach a decision.
- Agree actions and confirm these in writing, including timescales.
- Confirm that you have understood correctly what your new customer wants.

### Face to face

Prepare for face-to-face meetings.

- Where appropriate, send a proposed agenda and ask if there is anything in particular the prospect would like you to cover.
- Always confirm the time and venue for the meeting in writing.
- But do not ring on the day to confirm a meeting is taking place. Given the option a prospect might decide to cancel.
- Make sure you arrive in plenty of time.
- Use effective presentation techniques.
- Find out about your audience. For example, when presenting the benefits of CVPlus Visual to a sales team, you do not need to focus on how easy it is to install.

Structure your presentation carefully.

- In your introduction, tell the audience what the key points of the presentation will be. Deal with these in the main part of the presentation. Then, at the end, summarise again the points you have covered.
- Keep your audience involved.
- Never read from a typed script. Use appropriate visual aids. If your audience seem bored or distracted, invite questions to get their interest back.
- A face-to-face meeting is your best opportunity to build a lasting rapport with the prospect.
- Be interested. Encourage prospects to talk about themselves and ask them questions about things that concern them.
- Show interest in the prospect as a person. Remember personal information about family and out-of-office interests.
- Adapt to the character of the prospect. For example, you may need to be brief and assertive with one person, patient and explanatory with another.
- Make your style positive and confident, and discuss Swiftpro products and services with enthusiasm.

### Demos

It is extremely important that you prepare for CVPlus Visual product demonstrations thoroughly. That means knowing as much about your prospects business, what system they currently have in place and future software needs. You should also know how many people plan to attend your product demonstration, the size of the room, availability of a projector compatible with your notebook.

- Plan your route, leave in plenty of time, and arrive early so you can set-up.
- Ensure you have enough printed material for everyone attending, and a few extra copies just to be on the safe side.
- Make sure your prospect has set aside enough time.
- Prepare your demo data to mirror your prospect's business interests: create suitable "dumby" client, job and applicant records, set up keywords and have a folder of properly formatted mock CVs that you can import effortlessly.
- Take a process-led approach to your demos showing how CVPlus Visual streamlines, automates or replaces many manual tasks and improves business efficiency.

A typical product demonstration lasts about 45 minutes to an hour. Remember, your prospect will also have questions and might want you to repeat parts of the demo, or have a go with the software themselves.

### Follow-up

Having successfully identified a prospect and performed product demonstration it is important that you maintain contact. Business prospects preparing to invest their company's money in new recruitment software will seldom make an immediate decision to purchase. They might have other vendors to see, or will have to discuss their options with other key decision makers.

- The day after your demo make a polite call to get feedback, address issues, overcome resistance and move towards a sale.
- Send your prospect a quote and any additional literature you believe will be beneficial in moving the process along.

- Call or email to verify the prospect has received the quote and is happy with the figures. Address any issues that might arise.
- If necessary, offer to make a second onsite product demonstration. Press the client for a decision and a signature. Close the deal.

## Buy-ins

Having converted the prospect into a customer arrange for installation and training in conjunction with Swiftpro.

Most customers will want their keyword directory customised to reflect their specific business needs. Usually Swiftpro will do this as part of the installation and set-up process before going live with the system.

Occasionally customers will want customised email, letter and fax templates. Swiftpro will happily undertake such customisation. Remember, customisation to the base system may have cost implications. Always check with Swiftpro before you agree to any additional work or customisation.

Please see Working with You – PDF.

## AIDA

There are many different stages in the selling process. Stay in control with this simple memory-jogger.

<b>A</b>	Get your prospect's ' <b>attention</b> '.
<b>I</b>	Stimulate your prospect's ' <b>interest</b> '.
<b>D</b>	Create the ' <b>desire</b> ' to buy.
<b>A</b>	Confirm the ' <b>action</b> ' to be taken.

## Our price list

- CVPlus Visual single user licence £595/EUR875
- Installation is FREE\*
- Jobnet £295/EUR434 one-off set up fee plus £95/EUR140 monthly subscription
- CVPlus Visual sales training £550/EUR809 per day (maximum of 4 people per session)
- CVPlus Visual administrator training £650/EUR956 per day
- CVPlus Visual software 3 tier technical support, software maintenance and upgrade protection is charged at £32/EUR47 per user per month.
- Please contact Swiftpro for quotes regarding data transfer and data input services.
- Swiftpro charges £650 per day when one of our technicians is required to work on-site with a client's network company to complete a large scale installation

## Preparing a quote

To produce a quote you will need to know the following:

- What is the nature of your prospects recruitment needs e.g. medical temp, permanent motor trade, executive search, corporate HR?
- How many sites or branches do they occupy?
- How many user licences will they require?
- How many people will need sales consultants training?
- How many people will need administrator training?
- Will they need data transferred/converted from an existing database?
- What recruitment software do you currently use, if any?
- Do they have a network company that handles their IT? If so, can we have their name and contact details?
- When would they like to have your software installed?

[Click here to download your Swiftpro quote template.](#)

## THE CVPLUS VISUAL VALUE PROPOSITION

For many small and medium-sized enterprises (SMEs) the decision to purchase recruitment software often comes down to answering two questions. First, how much money will they save and/or make in after-tax profits by investing now in such a business asset? Second, which recruitment software package do they choose to purchase? Will a cheaper product have the functionality, flexibility, ease of use, performance, reliability, support and upgrades essential for them to achieve their business goals? Will they see the same process efficiencies and productivity? Will cheap now cost them money later?

In a world of strict budgetary constraints it's essential that prospects are able to confidently predict the level of return they will receive from a business asset over a given period. This figure should be offset against the asset's original purchase price and any ongoing support, maintenance and upgrade costs. However, gauging the potential value of a business asset over its lifetime relies on more than just a financial assessment. Ultimately, your prospects must weigh financial returns against many other factors such as timing, competitiveness, and impact on service delivery.

### Business benefits of CVPlus Visual recruitment software include:

- ✓ Reduced business costs and increased profits
- ✓ More efficient, productive, client focused consultants
- ✓ Reduced administrative burden
- ✓ More automated, time and labour saving processes
- ✓ Access to accurate, real-time data and advanced recruitment tools
- ✓ Shorter time to placement
- ✓ More satisfied clients and applicants
- ✓ Increased client retention, repeat business and referrals

### Calculating the value of recruitment software

There are a wide range of recruitment tasks performed by consultants and managers everyday. Now, compare and contrast the time, cost, and resource required to complete these tasks manually, and using recruitment software. Albeit a conservative estimate, Figure 1 illustrates the preparation and sending of a mail shot to 250 prospective clients.

**Figure 1 - mail shot to 250 prospective clients**

Manual, paper based mailer	CVPlus Visual email shot
Prepare leaflet: 3 hours	Pre-prepared email template: 0 hours
Compose mailing list: 1.5 hours	Compose mailing list: 30 seconds
250 Postage: £75	Zero postage: £0.00
250 DL envelopes: £10.72	Zero DL envelopes: £0.00
250 Printed leaflets: £117.50 inc. VAT	Zero printed leaflets: £0.00
<b>Total costs:</b>	<b>Total savings:</b>
Consultants time: 4.5 hours	Time saved: 4.5 hours
Material costs: £203.22	Cost saved: £203.22

Note: prices quoted in Figure 1 were some of the cheapest commercially available and correct at the time of writing. Sources: Royal Mail, Staples, Vistaprint.

Clearly there is a marked difference in the material cost of manually preparing, printing and posting a mail shot compared with doing the same task electronically. However, there are also more subtle, hidden costs, to consider.

Someone will have to write and even graphically design a paper-based mail shot, which takes time and a certain amount of knowledge and skill if it's to be done properly. A poorly executed piece of direct mail might do a recruitment company's reputation and brand image more harm than good. The alternative is for them to hire a graphic designer to do the work (another cost).

CVPlus Visual provides over 30 professional document templates, ready to use the moment we install the software. Your prospect's systems manager can add, delete and modify document templates to meet their changing sales, marketing and service needs. CVPlus Visual allows users to compile a carefully segmented mailing list based on any number of search criteria in seconds. The moment a mailer is sent the software automatically assigns a permanent time and date stamped history note of the event to every corresponding contact record. The software also enables users to monitor response rates using unique tracking codes.

Let's take another example. Today a recruitment agency can expect upwards of 100 responses to a single job advertisement posted online. Although building a substantial applicant database is central to creating a successful recruitment business, it's easy to see how recruiters can find themselves inundated by CVs/resumes that need to be checked and entered into the company's database, or manual record system.

CVPlus Visual recruitment software transforms imported CVs/resumes into fully skilled new applicant records automatically, including name, address, employment history, skills and qualifications. Consultants can create, amend and save up to nine different drafts of a CV/resume. This allows consultants to continually fine-tune an applicant's CV/resume, highlighting appropriate strengths, qualifications and experiences before sending to different clients.

Automated import of CVs/resumes eliminates the time and cost implications of manual data entry, and risk of human error, ensuring the accuracy and reliability of all applicant files.

### Benefits of automated data input

- ✓ Input CVs/resumes in seconds rather than minutes
- ✓ Achieve 50%+ time and cost savings
- ✓ Improve productivity and eliminate administrative backlogs
- ✓ Immediate access to useful, profitable business information
- ✓ Work completed with greater speed, accuracy and efficiency
- ✓ Redirect resources toward higher return activities
- ✓ Improve company's focus on core business activities
- ✓ Higher morale – release consultants from mundane, repetitive manual data entry.

As well as holding multiple copies of a CV/resume, newly created applicant files can have any number of external documents assigned to them such as a photograph, passport, right to work visa, professional certificates and driving license. CVPlus Visual also allows users to import client contact information and job vacancies from external sources, creating new, active data records instantly.

Another essential, routine recruitment activity is finding applicant CVs/resumes for specific clients and jobs. Manually, depending on the size of a prospect's filing system, finding a single applicant's CV/resume might take a consultant 10 minutes or more (see Figure 2). Suppose a consultant has to find 10 CVs/resumes, that's a valuable 1 hour and 40 minutes out of their busy day. Using CVPlus Visual, consultants can find individual CVs/resumes in seconds, and

prepare a shortlist of suitable applicants for a particular client or vacancy within minutes. As well as the obvious time-saving aspects of the software there is the added benefit of accurately matching applicants, clients and jobs. This means shorter time to placement, more satisfied clients, more referrals and more repeat business.

**Figure 2 – Find CVs/resumes time & cost comparison**

Find CVs/resumes manually	CVPlus Visual CV/resume search
Find 1 CV/resume: 10mins	Find & match 1 CV/resume: 30 seconds
Find 10 CVs/resumes: 1hr 40mins	Find & match 10 CVs/resumes: 5mins
	<b>Time &amp; cost saving:</b>
	1hr 35mins, £135.00
Based on consultants hourly rate: £100	

If a prospect looks for just 10 CVs/resumes everyday, and switch from a manual system to CVPlus Visual, they will see a time and cost saving of £675 per week based on the example in Figure 2. Now, take a recruitment company with 10 consultants, each tasked with finding 10 CVs/resumes everyday, that's **£6,750** saved every week using CVPlus Visual. Possibly your prospect already uses a recruitment software package. Then you have to ask them how effective is it? When was it last upgraded, for example? After all, software depreciates in value and usefulness like any other business asset.

### Software depreciation

It's important for prospects to recognise when their manual office filing system or current software package has reached the end of its useful life. Old software can be costly to maintain and may not continue to work well with newer applications. Older software can also slow down a company's network causing a reduction in workflow. The cost of adopting the latest version of CVPlus Visual, for example, will be quickly offset by reduced maintenance costs, greater process automation and increased productivity.

## SELL SUPPORT, MAINTENANCE & UPGRADES (SMA)

Many recruitment companies and HR departments would love to replace their existing legacy systems. However, costs, planning difficulties and disruption to the work environment are just some of the reasons frequently used postpone such a decision. Of course with every delay a prospect's competitors are gaining a step on them.

Now Swiftpro offers clients the easiest, most cost effective way to ensure that their recruitment company or HR department always has the very latest software solution. For a small regular monthly fee, just £32 per user per month, Swiftpro delivers 3 tier technical support, software maintenance and upgrades that guarantee every new CVPlus Visual feature enhancement, quality update, minor release and major release.

### Key features & benefits:

- ✓ Highly competitive pricing, competitive advantage, convenience
- ✓ Multi tier support agreement - email, telephone and remote software support
- ✓ Predictive, software budgeting - No large one off costs
- ✓ Unlimited product upgrades
- ✓ Control the timing of upgrades
- ✓ Quick, easy adoption of new functionality
- ✓ No business disruption as upgrades can be easily assimilated
- ✓ Early deployment of advances technology delivers competitive advantage
- ✓ Ease of administration for IT, financial planning, budgets and managers alike
- ✓ Protects your technological investment.

Besides receiving email, telephone and online software support and maintenance, Swiftpro offers clients unlimited CVPlus Visual upgrades. This means our clients receive comparatively small increments of new, modified, or improved functionality that can be adopted quickly with no disruption to their business operations. Users don't have to take time out from their busy schedules to completely retrain. The company doesn't incur the usual costs associated with a downturn in productivity while users familiarise themselves with a new application.

Swiftpro 3 tier support, maintenance and upgrades package protects a company's technological investment at an annual cost, payable monthly, per user licence, which can be budgeted in advance. The client knows that they will always have the most advanced recruitment software without any nasty shocks or large bills to pay. They will receive regular Quality Updates, Minor Releases and Major Releases, always at significantly lower costs than generally commercially available.

Designed as a 'real world' service, clients are free to add or decrease the number of registered users covered by the package within the terms of the agreement. Today Swiftpro offers clients an easy, predictable, affordable way to ensure their recruitment business or HR department always has the most functionally advanced, reliable and properly supported recruitment software.

### Continuous product development & innovation

What many recruitment companies and HR departments are discovering is that it is far more difficult, costly and time consuming to develop their own extremely rudimentary applications that it is to simply buy an existing package, such as CVPlus Visual, from an established provider. Swiftpro, for example, has a

dedicated development facility staffed by 20 highly skilled and experienced professionals dedicated to the continual innovation of our recruitment software packages. These innovations are partly driven by advances in technology and partly by anticipating the ever changing demands of the international recruitment market.

Swiftpro has 14 years knowledge, experience and expertise of delivering exemplary recruitment software solutions, and continues to dedicate enormous amounts of time, money and human resources to software research, development, testing and delivery. The CVPlus Visual series has required **2,146,200** man hours to date. Swiftpro will launch CVPlus Visual 2.2 early in 2006 and version 3.0 already underway.

### CVPlus Visual 2.2

Advanced functionality and performance that delivers demonstrable business benefits.

#### NEW FEATURES & BENEFITS

- New MS Outlook 2003 styled user interface
- New online range of services available within the application
- New international time and date settings
- New international addressing formats
- New multiple language settings
- New calendar controls
- New spell-checker throughout the application
- New, improved applicant exchange In-Tray technology for even faster, smoother automated data importing
- New, improved History Notes - import emails directly from MS Outlook at the touch of a button
- New Swiftpro email centre with multiple MS Outlook options
- New comprehensive Temp functionality
- New range of system management tools.

### SMA

Easiest, most cost effective way to ensure you always has the very latest recruitment software.

#### NEW FEATURES & BENEFITS

- Highly competitive pricing, competitive advantage, convenience
- Multi tier support agreement - email, telephone and remote software support
- No further large one off costs for software
- Unlimited product upgrades
- Control the timing of upgrades
- Quick, easy adoption of new functionality
- No disruption to business as upgrades can be easily assimilated
- Early deployment of advanced technology delivers competitive advantage
- Ease of administration for IT, financial planning, budgets and managers alike
- Protect your technological investment.

## SELL TRAINING

As a Swiftpro reseller there will be occasions when prospect agrees to a software purchase but declines user or administrator training. This might be because they are already familiar with CVPlus Visual, having used it elsewhere during their recruitment career. They might be technically proficient or just enjoy teaching themselves new skills. A little investigation will soon reveal which sort of prospect they are. However the majority of prospects that resist taking any training do it for one reason only: Money.

You must emphasise that CVPlus Visual is a sophisticated business application that demands users are properly trained in order for the software to perform optimally. Swiftpro recommends 2 days user training to achieve proficiency. Using the software without proper training will negate many of the benefits the prospect is keen to enjoy. In reality, not taking training may very well cost the prospect money. After all, installing new software that no one knows how to use will certainly slow down consultants and make their jobs harder rather than easier in the early days. Valuable time and cost saving features may remain hidden and unused simply for lack of basic knowledge about the systems advanced capabilities.

Certainly it is the prospect's choice whether they take user training or not. You may make the sale, as long as they purchase the SMA, which is a compulsory condition of sale for you as a reseller. Before you give way to the prospect's resistance you are obliged to remind them that under the terms of the license and support agreements the prospect cannot use technical support as a cheap alternative to training. Only legitimate CVPlus technical issues arising from normal operating procedures will be dealt with by Swiftpro support staff.

Prospects that anticipate modifying the software routinely, such as adding new keywords or changing document templates, should consider taking administrator training. It's the system administrator's job to assign access and user privileges, add new fields, maintain the keyword directory, produce new search forms, import mailing lists, and generally maintain the software's performance.

For rapidly expanding companies that anticipate adding new desks and licenses regularly, you might suggest the prospect invest in super user training. Swiftpro will then train a member of the prospect's staff to train new recruits. In-house training is extremely cost effective, and gives the client company more control and flexibility in when and how user training is implemented.

## Closing the deal

Once a prospect makes the decision to purchase Swiftpro software, training and SMA you must do the following:

- You must contact Swiftpro by email or telephone and confirm the order details. Please send a copy of your final quote; the customers contact name, company name, address, telephone number, email and website URL.
- If you did not have time to prepare a quote then we will also need to know the number of user licenses required, the price you have agreed for these (this is your commission), number of days training, type of training e.g. user or administrator, signed copy of the SMA, any configuration or data transfer required and the price quoted.

- We will also need to know when the customer would prefer to have the software installed, where (if multiple sites), and when training can commence.

### What happens next?

Swiftpro will make contact with the client directly and confirm the details you have provided. We will install the software, train the users, invoice the client and set-up a standing order for the SMA.

On receipt of full payment for all products and services supplied to the client, Swiftpro will pay your software license sales commission into your designated bank account.

### Your reseller toolkit

Everything you will need to get you started as a fully fledged Swiftpro reseller, such as demonstration software and sales literature will be made available to you on completion of your software training and accreditation process.

- Sales brochures – colour PDF format
- Digital “authorised reseller” logos
- Excel quote template
- Work station specifications
- Server specifications
- Demonstration copy of CVPlus Visual 2.1 recruitment software
- Evaluation guide
- CVPlus Visual 2.1 user manual
- CVPlus Visual 2.1 administrator manual
- Support, maintenance and upgrades agreement
- Purchase order

## **SWIFTPRO UK RESELLER TERMS & CONDITIONS**

As a Swiftpro UK reseller you will be paid on a commission basis only.

How the reseller programme works:

- Complete, sign, date and return a reseller registration form (see below).
- Complete reseller accreditation and software training. In order to qualify for acceptance to the reseller programme you must meet the following criteria:
  - Own your own Notebook/laptop computer
  - Own a copy of Windows OS & MS Office
  - Have broadband Internet access
  - Have your own email account
  - Have a fixed and mobile telephone
  - Car (optional).

Reseller should possess some of the following qualities, skills or experience:

- Telemarketing
- Computer literacy
- Excellent communication, organisation and presentation skills
- Ability to generate own leads, appointments and site visits
- Positive, confident, self-motivated and target focused outlook
- An understanding of marketing and sales principles.

Commission only Swiftpro CVPlus Visual 2.1 software sales are made on the following basis:

- Sell 1 to 3 CVPlus Visual 2.1 user licences to a single company (initial sale only) and Swiftpro will pay the reseller 100% of the sale value.
- Sell more than 3 licences to a single company and receive 50% of the sale value for each additional licence (initial sale only). For example, you sell 5 licenses to XYZ Recruitment Ltd. You receive 3X100% and 2X50% of the total software sale value.
- In order to qualify for software sales commissions the reseller is obliged to sell Swiftpro training and support, maintenance and upgrades (SMA). The sale of SMA is compulsory and non-negotiable.
- No commission is paid to resellers for the sale of training, SMA or other Swiftpro products and services, unless otherwise stated in a separate written agreement and authorised by a member of the senior management team.
- Commissions are paid by Swiftpro to the reseller on initial sales only.
- Having made a purchase from a reseller, the customer becomes a Swiftpro client. Swiftpro will arrange installation, training, systems configuration, data transfer, support, additional license purchases and upgrades. The reseller will receive no commission for this or any other purchase made by the client hereafter.

All commissions paid to resellers under the following terms:

- You will be paid commissions only after Swiftpro receives and clears payment for CVPlus Visual 2.1 sales, training, support, maintenance and upgrades agreement (SMA).
- Resellers must furnish Swiftpro with the following bank account details: Name of bank, branch, address, account number and sort code. Commissions will only be paid into the reseller's designated bank account.
- Resellers are obliged to sell Swiftpro training packages (optional) and SMA (compulsory) when making a CVPlus Visual 2.1 software sale. Failure to meet these terms will result in no commission being paid whatsoever.

- Reseller commissions are paid strictly on initial sales only. There is no ongoing account management or repeat business aspect to the reseller programme.
- Following a reseller's initial sale the customer becomes a Swiftpro client. All subsequent sales are made by Swiftpro directly. No further commissions will be paid.
- Swiftpro has the right to discontinue or modify the resellers programme at any time.
- Resellers understand that participation in the reseller programme is at Swiftpro's discretion. Should the actions of a reseller be deemed harmful to the reputation of Swiftpro the reseller will be removed from the reseller programme immediately.
- Where Swiftpro receives a specific complaint about a reseller any outstanding commission payments will be suspended while the incident is investigated.
- Should a complaint be proven against a reseller they will be immediately removed from the reseller programme and any outstanding commission payments will be forfeit.
- Swiftpro demands that resellers conduct themselves and their business activities in a wholly professional manner at all times.
- Swiftpro has the right to cancel a reseller's accreditation at any time without notice.

### Prices & discounts

- Swiftpro does not control the price at which its resellers sell copies of Swiftpro CVPlus Visual 2.1 recruitment software.
- The reseller may offer a discount on the price of a Swiftpro CVPlus Visual 2.1 license to secure a sale.
- Any discount offered by the reseller and accepted by the customer will reduce the reseller's commission proportionally. For example, you offer a 10% discount on the CVPlus Visual 2.1 guide price. Your commission will be adjusted downwards by 10%.
- Resellers are not at liberty to offer discounts on any other Swiftpro product or service without express written permission from one of the senior management team.
- Failure to obtain written permission before offering a discount to a customer will result in the reseller's commission being forfeit.
- Resellers must sell all other Swiftpro products and services, excluding CVPlus Visual 2.1, at the guide price.

### Promotional activity

- Swiftpro will provide resellers with sales and marketing material, user guides, evaluation (demonstration) copies of CVPlus Visual 2.1 recruitment software, news, product and services updates plus reasonable access to Swiftpro technical, marketing and sales staff for the purposes of advice and guidance.
- Resellers may advertise and/or promote Swiftpro CVPlus Visual 2.1 recruitment software and related services in a commercially reasonable manner.
- Resellers shall not advertise or promote any Swiftpro products and services in any manner that could imply Swiftpro's association with or endorsement of any other products or services provided by an entity other than Swiftpro.

## Leads & referrals

- Swiftpro may provide lead referrals to proven achievers (resellers) at its discretion.
- Swiftpro does not guarantee that leads will be forwarded or that leads referred will result in a sale for the reseller.
- Swiftpro may provide the same lead to more than one reseller.
- Resellers will comply with the response time and follow-up actions based on Swiftpro instructions when the lead referral is made.
- Failure to comply with Swiftpro instructions concerning lead follow-ups may result in the reseller being ejected from the reseller programme.
- The reseller agrees to provide a status report to Swiftpro concerning lead referrals, actions taken and pending.

## Confidentiality

- Lead referrals, product, service, market, sales and technical information provided by Swiftpro to resellers is commercially sensitive and must be treated as confidential. Such confidential information is provided by Swiftpro to resellers for the express purpose of marketing and selling Swiftpro products and services only.
- Swiftpro forbids resellers to disclose confidential business information to any third party unless required to do so by law.
- The obligation of confidentiality remains in effect for two years from the date a reseller is furnished with commercial information by Swiftpro.
- The obligation of confidentiality survives the termination of this agreement and the programme.

## Limited liability

- Swiftpro resellers are independent, entrepreneurs not employees or representatives of Swiftpro Ltd.
- Swiftpro accepts no legal responsibility or liability for resellers insofar as, but not limited to, tax, national insurance, pensions, sick pay, holidays, insurance, and healthcare.
- Those in doubt or uncertain about their tax liability and status should contact HM Revenue & Customs immediately. [www.hmrc.gov.uk](http://www.hmrc.gov.uk).

## Other items

- Swiftpro reserves the right to reject application requests and thereafter revoke participation in the reseller programme at anytime without prejudice.
- Swiftpro reserves the right to terminate the reseller programme at any time by issuing a notice posted on the site ([www.swiftpro.com](http://www.swiftpro.com)) to all resellers.
- Swiftpro reserves the right to list the names and contact details of all accredited resellers on its website and elsewhere.
- Swiftpro reserves the right to change the terms by of the reseller programme at anytime by issuing a notice to resellers by email (and or to all resellers by a posting on the website) which will be effective on receipt (or posting), unless the reseller responds to the email or posting within three business days thereafter requesting to be deleted from the programme.
- Swiftpro is not a party to or bound by any separate agreement between a reseller and a customer, which does not relate directly to a Swiftpro commercially available product or service.
- A reseller may terminate participation in this programme at any time on notice to Swiftpro via email. All outstanding commission payments will be made subject to the usual terms without prejudice.

- Swiftpro product and service information, specifications, prices, terms and conditions published on our website and elsewhere are subject to change without notice.
- The reseller agrees to abide by the terms of all patent, copyright, trademark and other proprietary notices contained on and within any of Swiftpro's printed materials, equipment, programmes, license agreements, software coding or products made available by Swiftpro to reseller pursuant to these terms and conditions.
- The reseller agrees never by act or omission to adversely affect the registration, validity or enforceability of any trade secret, trademark, patent, mask work, software code, or copyright of Swiftpro Ltd.

The terms of this agreement are protected and governed by English Law.

I, (PRINT YOUR FULL NAME HERE).....having read and understood all of the terms and conditions herein agree to abide by this agreement (Swiftpro reseller programme).

Signature
Date
Company name (if applicable)
Address line 1
Address line 2
Post code
Telephone
Mobile
Email
Website (if applicable)