



building companies and changing lives.

Building a Kick Ass Search Firm

Role: Business Development

Prepared by
Bert Miller

CLIENT COMPANY

Protis Executive Innovations
Headquarters: Miami, FL
Satellite: Indianapolis

KEY SEARCH CONTACTS

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CLIENT OVERVIEW

Company Story and Concept

Protis was founded in Indianapolis, IN (which still is a satellite office) and Headquarters is now based in sunny Miami, FL. The firm was founded in November 1995 by Bert Miller, a former Revlon executive and Laura Gonzalez, who came from the real estate business. Our company purpose and mission is to **Build Companies and Change Lives** which we have done for 18 years. We want the brand to be recognized as a brand that delivers not only great talent timely but great talent that is a fit.

Miller is an Indiana native and Gonzalez was born in Pittsburgh and lineage to La Coruna, Spain.

It did not take long for the growth and the desire to go acquire two Rocks to add to the foundation, which lead to the hire of Michael Bitar in 1997. He came to Protis from the Bic Corporation and has been a major factor to the company's success. It did not take long for success to come Michael's way as he won the Global Rookie of Year in the search world network. Since he came to Protis, Michael has amassed \$10,000,000 in revenue and earned his way to partner. Michael spent his younger days growing up in Michigan.

In 2000, we were able to attract Vernon Davis as a partner from Diageo, a \$16B adult beverage company at the time. Vern has gone on to deliver over \$7,000,000 of revenue and has built a tremendous pipeline of relationships throughout the food and beverage manufacturer sector. Vern is a Texas native and they say everything in Texas is bigger, so is Vern's personality and the way he enjoys life.

We were inspired to start Protis due to the incredible opportunity and gap in the marketplace **where the mission is to build our clients companies while changing great talent careers and lives**. That one mission is what we take to the market every single day and it is the purpose that keeps us focused during the thick and thin.

Today, we are in **search of the next core group of people and future leaders** that share the same **mission to build a great and authentic business together** delivering results while also creating a culture that provides a line of sight to the vision, communicates transparently and allows for the growth of our teammate's lives.

We believe in wanting to ensure we: Recognize results; We communicate to ensure everyone has a line of sight to our plans; We ensure we help & mentor so our team develops professionally, personally and financially and We offer our team empowerment.

As the founders and later Michael and Vern learned about our industry, the market was incredibly fragmented and the quality of work screamed to us that there was an opportunity to bring a professional, fun and results-oriented solution to the search market.

When we go into the marketplace and ask decision makers what frustrates them about recruiters, we hear that many firms do not listen, do not deliver, care only about fees and do not follow up.

We see this even today 18 years later, an opportunity to bridge many of the gaps and deliver solutions to the many company's fighting the battle to win the best talent.

Protis has developed our system called the Protis Way that gives us an advantage over many of our competitors and it provides us a methodology of engagement in three ways and they all have to align on every search:

1. Our Internal Training Immersion System – Protis Way Playbook

- a. Communication Model
- b. Execution Model
- c. Value Proposition/Client Experience

2. Our Client Approach and engagement

- a. Mutual Accountability
- b. Metrics/Fact Based Driven
- c. Transparency

3. Our Candidate engagement and a positive candidate experience-THE FIT

- a. Personal Objectives
- b. Professional Objectives
- c. Financial Objectives

Protis Playbook

Communication Model

Help Develop F.A.B.'s & Allows to have "In the Moment" conversations

LACES = LISTENING

FSTOPS = SWOT

Execution Model

★

5 Money Calls

- MDC/MPC
- Poejo
- Recruit
- Reference Check
- Closing

Value Prop Model

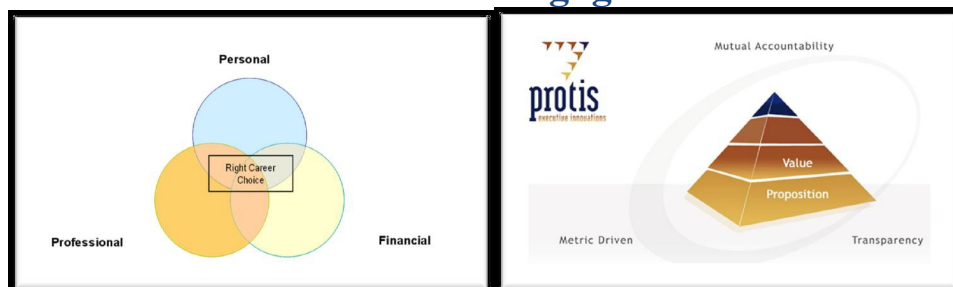
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CA

- Mutual Accountability
- Metric/Fact Based
- Transparency

- Dream/Cause
- Personal Goals
- Professional Goals
- Financial Goals

Candidate and Client Engagement Models



ABOUT PROTIS

The Protis commitment to excellence within the Global Food & Beverage Division and our sister Banking Division is based on more than the desire to provide clients with outstanding products and services. Rather, it's based on a philosophy of leadership within our industry to **deliver the Right Talent on Time that aligns and Fits our client's culture to positively impact Retention and therefore results.** We have a "proven" process that is uniform in consistency and delivers results. Derived from the Greek word Protos, meaning first, or leader, Protis makes a point of staying ahead of the curve and setting new standards. Being in front allows Protis to guide clients and the industry in new, innovative directions.

SAMPLE METRICS, HOW PROTIS PERFORMS

- **97%** of our talent celebrates 1st anniversary with our clients and **75%** their 2nd year.
- **52.7%** talent placed is diverse with **32.4%** ethnicity
- We deliver slates to our partners in **21 days**
- **34%** of placements have been promoted in 24 months or less
- Clients select **1 of 3** candidates submitted which saves enormous time
- Red Bull – **81** acceptances out of **84** offers or **96.4% Close Ratio**

SELECTED KEY LEADERSHIP

Bert Miller
Co-Founder

Vernon Davis
Partner

Michael Bitar
Partner

Skye Miller
Selected Team Member

CLIENT CULTURE

High Energy /Fast Paced/Will to WIN/Celebrate/ Be an "In the Moment" Culture. The company has and will consist of high quality top talented people. The people are smart and love what they do. **They love to achieve, and do so at an intense pace and with a sense of urgency.** This is a "roll up your sleeves and get it done" culture. **We work hard, play harder, and deeply believe in what our brand stands for in the Search World...** We want to take the "old-school" stuffy culture and bury it. We still bring professionalism, results and do it in an edgy and modern business model. It is about deliverables and substance and not the flashy "tell people what they want to hear" methodology.

Our clients enjoy working with us and have fun along the way to success---we have built some incredible friendships and long tenured clients due to this approach.

GIVING BACK - PROTIS



We are blessed to live where we do and be able to bring our passion, energy and kickass winning attitude to our careers. We believe that we must also Give Back and be responsible to others and our communities. This is important to our organization as we help give back through **JEANS FOR CHARITY PROGRAM!**

CANDIDATE FIT FOR CULTURE

- College Degree preferred
- Athletic Background if possible or **competitive participant in extracurricular activities**
- Previous experience in a sales-oriented role preferred 2+
- Excellent written and verbal communication
- Ability to interact effectively with candidates, clients and internal at Protis
- Strong computer skills and average+ social media
- Ability to multitask and prioritize
- Ability to work in a team environment
- **Positive Energy and enthusiasm**
- Role reports to the Client Manager
- Role has direct report opportunity – the RSM role
- Passionate, charismatic, highly motivated self-starter who wants to be a part of building something special
- Consistently live to the Protis core values of Integrity, High Performance, Teamwork, Work Ethic & Positive Attitude
- **This is a career, not a job** and you will have a **desire to take an emotional stake in the organization**
- Be innovative and consistently look for opportunities for improvement

POSITION SUMMARY – BUSINESS DEVELOPMENT MANAGER (SEARCH CONSULTANT)

Accountabilities

To obtain a productive amount of Marketing Development call activity to deliver New business to the team

Measures

- Consistently lead the team in terms of phone time and number of calls made each day
- Achieve 3 new billing opportunities (Job Orders) each week
- Manage project team to lead the effort of generating a minimum of 2 SO1's per team member each week
- Engage in face to face board room presentations as necessary once pre-qualified
- Complete 3+ hours of telephone connect time a day at a minimum as leader
- Consistently generate at a minimum 15 connects a day and a minimum 20 Touches per day

To engage in Marketing/MPC

- Assess team performance on a regular basis to ensure client objectives are being met (CM)
- Maintain at least 12 marketing conversations a day even when heavily involved with team and their search activities

To professionally plan for a productive day of business at the end of each business day

- Develop appropriate business plans to accomplish weekly, quarterly, yearly objectives
- Develop and write Competent, Confident, and Client Focused Marketing Presentations
- Appropriately delegate appropriate administrative work to RSM & Operations
- Plan all necessary materials for any team meetings that may need to be had

Consistently demonstrate the skills necessary for superior performance

- Be part of an Educating Culture – Teaching Culture and do the appropriate research in BD's specific leadership D.I.G. and always demonstrate proactive leadership both INTERNAL and EXTERNAL
- Demonstrate the ability to teach Client Manager to present candidates to client using the F.A.B. technique
- Demonstrate the ability to ask business development questions that are necessary to help clients explore true staffing needs – LACES & FSTOPS

Training Needs of team

- Demonstrate the ability to handle common forms of call resistance with professionalism
- Demonstrate the ability to manage hiring process with each client with professionalism
- Identify Training needs of team. Document and seek out plan with Sales Manager that may involve internal specific training, TRAC's or NLT

Be a leader in the office

- **Analyze recruiting industry trends** and constantly be thinking about **competitive advantages** that will continue to position Protis as an industry leader
 - Consistently lead the office in engaging in work habits that amplify the Protis Core Values
- Assist Sales Manager & team in assessing the appropriate target market for sourcing candidates for a given client
- Ensure that all time line objectives are being met for the client by your team
- Help members of the team develop personally and professionally
- Take ownership of the performance of the team and manage accordingly

- Assess team performance regularly and work with Sales Manager to troubleshoot problem areas
- Be involved with internal hiring process as necessary
- Demonstrate that you live and work to the Protis core values
- Demonstrate the ability to adapt to change and deal with adversity with a positive attitude
- Consistently demonstrate that you are always looking for ways to improve production and quality
- Actively present new industry trend observations to the team
- Assist Sales Manager in the self-assessment reviews of junior team members

Detail/Follow Up Work

- Communicate with leadership to troubleshoot potential problems early in a search process
- Be proactive in own training and development

24 Steps

- 2, 3, 4, 5, 6, 8, 15, 21, 22 (Secondary) 1, 14, 16, 17, 19, 20

PROTIS TEAM MODEL

