



# NPA Accelerated Membership Program

*Accelerate your success in the recruitment industry with  
this comprehensive business start-up program.*





# Get AMPed

*Learn the process. Get networked. Be successful.*

# The comprehensive business start-up program for the recruitment industry

Opportunities for success abound in the recruiting industry today. Economic, demographic, and business factors have aligned to create a unique set of opportunities for recruitment specialists. Whether you're an aspiring entrepreneur in search of a growth industry, a new or established recruiter seeking a competitive advantage, or an experienced human resource specialist looking to start a business, the recruitment industry offers tremendous potential.

Turning these opportunities into a successful business venture requires three key attributes: an efficient recruiting process, a highly productive recruiting network, and a fundamental understanding of how to set up and run a business.

That's what the Accelerated Membership Program (AMP) from NPA delivers to aspiring business professionals. It's essentially a 'how to' guide for establishing a profitable executive recruiting business. In addition, participation in the AMP system gives you membership in NPA, The Worldwide Recruiting Network. There's no other business start-up program like AMP, and no better networking tool than NPA membership to help you establish an immediate foundation in the executive recruitment industry.

## The AMP turnkey business system

*The AMP system from NPA is a turnkey business start-up program based on NPA's more than fifty years of networking success and Doug Beabout's decades of experience in executive recruitment, training, and business development. Whether you're starting a new executive recruitment firm or looking for ways to enhance the productivity of an existing firm, the AMP start-up system is one of the most efficient developmental programs you can access to maximize your business success.*

## Here's what you get from the AMP start-up system

### OPEN THE DOORS

**Making business start-up decisions.** The AMP system helps you make office site decisions, acquire the right equipment, establish efficient communication connections, obtain licensing, and purchase other business basics.

### PLAN FOR SUCCESS

**Establishing a detailed business plan.** Get the professional assistance you need to develop a customized plan and strategy for your recruiting business. AMP training helps you establish goals, identify audience segments, create marketing networks, and target key areas of industry specialization. The tactics arrived at through this planning process give you a business-development map based on time-tested, proven business strategies.

### ENHANCE YOUR SALES SKILLS

**Learning how to better sell yourself and your services.** Refine your selling skills and learn new techniques that can help you gain the trust of client companies and job candidates. This sales training is essential for even the most accomplished sales person.

### BUILD LEAD-GENERATION PROCESSES

**Developing contacts and database systems.** The AMP business start-up system helps you develop or acquire lists of prospective client companies and job seekers. And, it gives you immediate access to NPA's international recruitment network.

### DEVELOP ADMINISTRATIVE EXPERTISE

**Understanding recruitment systems and processes.** Learn procedures for effective operations, marketing, tracking, and performance monitoring. Discover what support tools will work best for you and gain the functional expertise necessary to incorporate them into your recruitment business.

### FOLLOW-UP SUPPORT

**Ongoing support from your NPA partners.** Starting a business can be a lonely process. The AMP system gives you an immediate and ongoing support network that includes instructor Doug Beabout and NPA's worldwide recruitment organization.

### MEMBERSHIP IN NPA

**The worldwide recruiting network.** AMP participation provides you with NPA membership and immediate access to NPA's international network of recruiters, employers, and job seekers.

## THE AMP ADVANTAGE

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### Instruction and direction from industry specialist Doug Beabout

The AMP business start-up system features acclaimed recruitment executive and training specialist Doug Beabout, CPC, CSP, as the program instructor. Mr. Beabout is a highly successful executive recruiter, entrepreneur, and business trainer. He has started four executive search businesses of his own, and personally trained or assisted in the establishment of more than 440 other recruiting firms around the world. Mr. Beabout's expertise as both a practicing executive recruiter and an outstanding business instructor has made him a frequent guest speaker for numerous recruitment organizations, and a featured trainer and speaker at state, national, and international association conferences. Mr. Beabout is currently owner and president of The Douglas Howard Group, a professional recruiting and training services company in Santa Rosa Beach, Florida. He still works a "desk" every day, which allows him to stay on the leading edge of new recruitment ideas, concepts, markets, and techniques. Mr. Beabout's extensive business expertise, practical knowledge of the recruitment industry, and outstanding teaching skills make him uniquely qualified to help recruitment professionals get 'amped' for business success.

### The worldwide reach of NPA

NPA is an international, member-owned recruiting network facilitating cooperative, split-fee placements between its members. Founded in 1956, NPA has over 350 member offices with more than 1,500 individual consultants in 19 countries on six continents. NPA enables members to better serve employers and job seekers by providing expanded geographic reach, greater access to industry specialization, and improved operating efficiencies.

For more AMP information...

+1.616.455.6555 [www.npaworldwide.com](http://www.npaworldwide.com)



## ACCELERATED MEMBERSHIP PROGRAM

### FAQs and Price List

Effective May 2007-November 2007

#### AMP Schedule - 2007

Sessions are offered July 16-20; September 17-21; November 12-16

Sessions begin on Mondays at 8:30 am and go through 1 pm on Friday. You should schedule flight plans so you arrive Sunday evening and depart on a flight leaving after 2 pm on Friday.

#### AMP Training Location

AMP sessions are held at NPA headquarters in Grand Rapids, Michigan, USA. (Local airport code: GRR)

Note: Custom sessions can be scheduled at your place of business with 30 to 45 days notice. The price structure is different for custom events, and locations outside of the North America will require additional planning time.

#### AMP Training Costs

NPA-based sessions:

One participant.....\$7,000  
Second participant from the same firm .....\$5,000  
Additional participants from the same firm .....\$2,500/each

Prices include an application fee and one month of dues to NPA, refreshments, and lunch each day of training.

Cost for custom sessions (at your location in North America):  
Up to 6 participants from your firm ..... \$14,000 plus \$500/each

Cost for custom sessions (at your location outside of North America):  
Up to 6 participants..... To be quoted by location



## ACCELERATED MEMBERSHIP PROGRAM

### AMP Training Agenda

#### Day 1

- Introduction and Overview
- Secrets of Selling
- Getting to the Right Person
- Tough Questions
- Daily Business Planning
- Basic Recruiting

#### Day 2

- Name Gathering
- Networking
- Candidate Information
- Controlling Candidate Actions
- Finding a "10"

#### Day 3

- Reference Calls
- Introduction to Marketing
- Selling the Process/Surgical Recruiting
- Search Assignments
- Pumping Candidates

#### Day 4

- Presenting Qualified Candidates
- Closing Placements
- Implementing the Process
- Wrap Up and Q&A

#### Day 5

- About NPA
- NPA Tools – Training
- Planning your NPA day
- Finding NPA trading partners
- Getting the most out of NPA

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