



## **How to position our solution with Professionals**

Outlined below are the questions that you need to ask Professionals to identify the pain points in the process for job hunting which typically create an adverse experience. These questions arm you with the insights needed to get Professionals to recognize that there is an easier solution and resource that is more respectful of their time, skills, experience, preferences and personality.

While the tool is built for any type of Professional or Student, we suggest you focus your attention on professionals with a college degree. These are the types of professionals who are most likely to be frustrated with the current opportunity search process and open to considering alternative options/approaches.

### **Call Preparation (Pre-Call) - Key Knowledge**

1. What type of specialty or field experience does the Professional have?
2. What types of specialized skill sets do they have?
3. Are they currently looking for opportunities?
4. What type of job are they interested in?
5. When would they like to make a change?

### **Professional – Key Questions to Identify Pain Points**

- When you start looking for new career opportunities, how do you do it?
  - What job board(s) do you monitor?
  - Do you like using recruiters?
- Do you feel like you miss out on career opportunities that you may not have known about or considered?
  - If you utilize a job board, which one(s) do you use most frequently?
- How long has it taken you to find opportunities in the past?
  - Do they typically meet your personal and professional needs?
- Do you know what types of companies you would like to work for?
- Do you wish it were easier to understand what type of fit you are for a company's needs?

- Would you like to shorten the timeframe it takes to identify viable career opportunities across the globe?
- Would you be interested in using a simple tool that provides a quantifiable match score for each position that company's profile? What if it was anonymous and free to use?
- What if it took less than 30 minutes to use and you never had to create another resume or submit an application again?

### **Have you ever heard of The Global Talent Exchange powered by TerraTal?**

- The Global Talent Exchange is an online forum where Employers profile career opportunities and Professionals create personal profiles that are automatically matched against each other to quantify the level of compatibility between the two.
- The best part is it's free until an Employer identifies someone that they would like to contact to evaluate or recruit them into joining their company.
- The Global Talent Exchange provides Employers insight into the following aspects of each Professional:
  - Career Experience
  - Industry Experience
  - Skill Sets
    - Organizational, Business, and Finance
    - Interpersonal, Communication, and Relationship
    - Technical
  - Personal Attributes
  - Professional Specialty/Certifications
  - Geographical Information
  - Work Environment & Personal Preferences
  - Loyalty Factor
  - Education
  - Compensation (Current & Desired)
  - Ranking of Importance of benefits
  - Linguistic Capabilities

**\*\*\*Show them a printed copy of the Candidate Profile Summary PDF\*\*\***

**\*\*\*Show TerraTal Video\*\*\***

- Once you have registered and created your Professional Profile, the system will run your credentials against every active position that is profiled on The Global Talent Exchange. The highest matching positions (career opportunities) will be visible on your personal dashboard. You can review the Position Profile for each opportunity and if desired, you can express interest (anonymously) to let the Employer know that you are willing to consider the position for which they are recruiting. They will purchase your full profile and contact you if interested.

**What if there is a way to create an income opportunity with very little effort on your end, while helping friends, family, and or colleagues expand their career opportunities and income potential?**

**How it works:**

**Step 1:** On your Professional dashboard page click on the tab labeled "Referral Tracker." Once there, start entering the names and email addresses of the people you want to refer into The Global Talent Exchange and the system creates an automated email that is sent to each referral instantly.

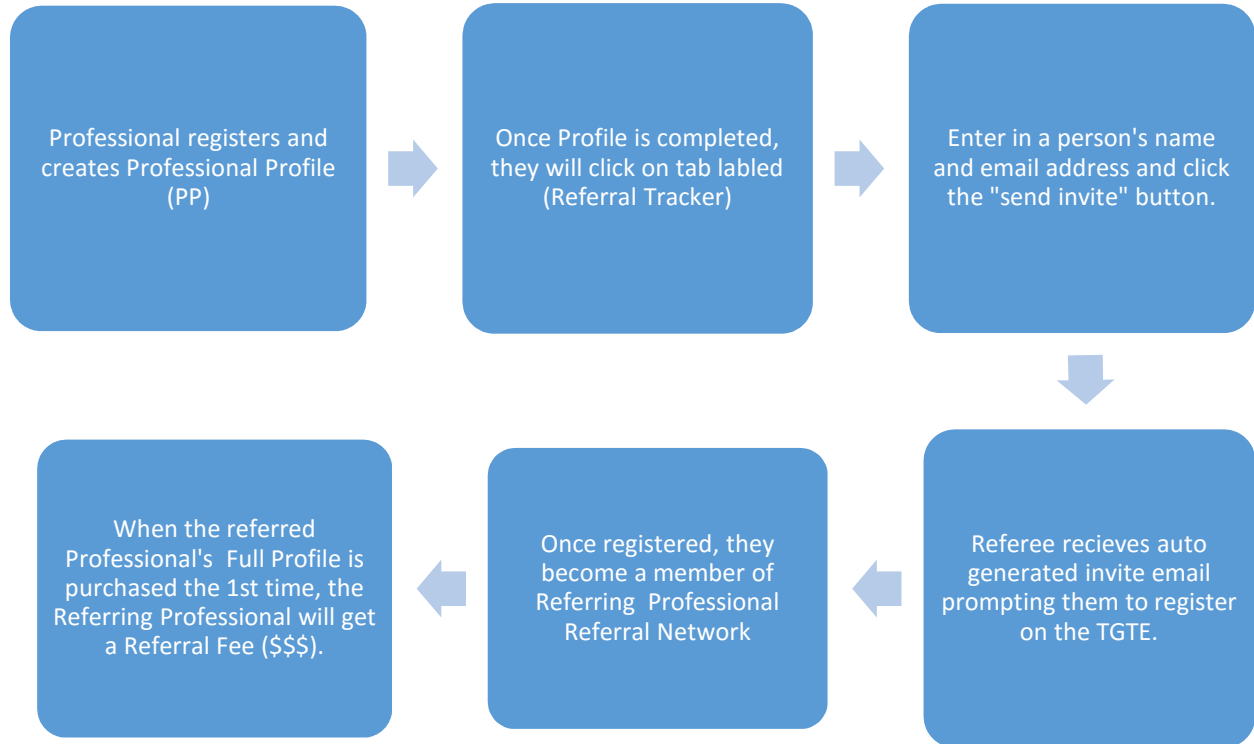
**Step 2:** Referrals will register and create their Professional Profile. They are now part of your "Professional Network"

**Step 3:** Every Position Profile created on The Global Talent Exchange will automatically produce a compatibility score for each Professional Profile.

**Step 4:** The 1st time each member of your Professional network has their Professional Profile purchased on the Global Talent Exchange you will receive a referral fee equal to 20% of the profile purchase price.

\*\*\*All Professionals referred into TGTE that create a professional profile (who were not already in the system) will be registered under the Referring Professional's **Network** in the TerraTal system.

## Exhibit 1



TerraTal's **Referral Program** offers a practical way to improve the effectiveness and efficiency of the career opportunity identification process, along with the opportunity to generate income through referrals.

**Register to create your Professional Profile today! The perfect career opportunities will find YOU on The Global Talent Exchange powered by TerraTal**