

# CNA International Support Services Partnership



Build your business with the help of the UK's Largest  
Independent Recruitment Company

# CNA Support Services Partnership

*This Package is for existing recruiters who want to start their own search /recruitment business either CNA branded or their own brand.*

## What's included in your Partnership Package:

### Full back office support including;

- Credit control & invoice factoring – vital for cash flow!
- Finance
- Business insurances
- Documentation including TOB's and help in tendering for business
- Legal Advice

### Full Set up of your Business including:

- Help with VAT, HMRC and setting up your company
- Business planning

### Your Marketing package and PR support, including:

- Corporate website pages or
- Create your own brand recruitment company, with website and marketing
- Marketing Material
- Social Media support

### On going training and support for you and your consultants including:

- Comprehensive induction training
- Masterclasses and Conferences
- Personalised business coaching and mentoring
- National and International conferences with other CNA International Partners

### Full IT Support including:

- Office 365
- Bond Adapt
- Job Boards
- Access to the GDPR compliant leading Pertemps Network Group business systems

### Membership to Professional Industry Bodies:

- Recruitment & Employment Confederation (REC)



Office number: +44(0)1676 822 222  
Email: [info@cnaint.com](mailto:info@cnaint.com)  
Find out more: [www.cnaint.com](http://www.cnaint.com)



## CNA International Routes to Partnership

## CNA Partnership

## CNA Franchise

| Types of Partnership                                | CNA SSP                                     | Own Brand SSP                               | Franchise Partnership | Associate Partner |
|---|---|---|-----------------------|-------------------|
| Upfront Payment                                     | £500 per user                               | £500 per user                               | £15,000               | £500 per user     |
| Set up Royalty Repayment                            | 7.5% 1st £100K                              | 8.5% 1st £100K                              | 12.50%                | 12.50%            |
|   | 5.5% 2nd £100K                              | 6.5% 2nd £100K                              | Till full fee is paid |                   |
|   | 3.5% 3rd £100K                              | 4.5% 3rd £100K                              | Till full fee is paid |                   |
| Royalty Perm  | 12.50%                                      | 12.50%                                      | 12.50%                | 12.50%            |
| Royalty Contractors / Interims                      | 8% - 5%                                     | 8% - 5%                                     | 6%                    | 6%                |
| Minimum amount of fee retained by you               | 80%   | 79%   | 75%                   | 70%               |
| Split fee with Senior Partner                       | NO  | NO  | NO                    | YES               |
| Induction Training                                  | YES   | YES   | YES                   | YES               |
| Ongoing training                                    | YES   | YES   | YES                   | YES               |
| Coaching  | YES   | YES   | YES                   | YES               |
| On your own brand                                   | NO  | YES   | NO                    | NO                |
| Have your own brand website                         | NO  | YES   | NO                    | NO                |
| Professional Brand Design                           | NO  | YES   | NO                    | NO                |
| CNA Profile   | YES   | NO  | YES                   | YES               |
| Initial cost of tech pack year 1                    | £500  | £500  | £500                  | £500              |
| Monthly cost of tech pack year 2 onwards            | £60   | £60   | £60                   | £60               |
| Cost of Website setup and build                     | None  | £500 / negotiable                           | None                  | None              |
| Membership of REC and APSCo                         | FREE  | FREE  | FREE                  | FREE              |
| Factoring Perm                                      | YES   | YES   | YES                   | YES               |
| Factoring Contractors                               | YES   | YES   | YES                   | YES               |
| Insurance cover (although we recommend having some) | YES   | YES   | YES                   | YES               |
| Legal help from Pertemps Internal Team              | YES   | YES   | YES                   | YES               |
| Term of Agreement                                   | 5 Years                                     | 5 Years                                     | 10 Years              | 10 Years          |
| Notice Term   | 12 months for first two years then 6 months | 12 months for first two years then 6 months | 6 months              | 6 months          |
| Restriction of trade agreement after notice period  | NO  | NO  | 3 months              | 3 months          |
| Title   | Senior Partner                              | Director                                    | Senior Partner        | Search Consultant |
| Must be ltd company and VAT reg.                    | YES   | YES   | YES                   | YES               |
| Practice buyout option                              | YES   | YES   | YES                   | YES               |

### The history of CNA International

CNA International Support Services Partnership (SSP) has been specifically designed to support experienced recruiters in starting-up and growing their own CNA branded, or own branded recruitment or executive search business.

Since 1993, CNA has gone from strength to strength, and now comprises three distinct brands, **CNA Executive Search**, **CNA Recruitment** and **CNA Consultancy**. We have 15 offices across the UK and Europe including 7 offices within the CEE & CIS region. We have expanded into the USA opening our first office in New York, and South Africa, and are now firmly established within APAC region and India.

CNA was acquired by the largest independent recruitment company in the UK, The Pertemps Network Group, in August 2008 and enjoys continued success and support under the leadership of Tim Watts and Jon Smith. Pertemps and CNA are both values led business, dedicated to providing value for money services and offering a great place to work – The Sunday Times Top Track 250 and Top 100 Companies to work for since 1961.



**CNA Executive Search** is our flagship brand and partnerships within this arena exclusively utilise a retained or project-based assignment model. Our average fee with CNA ES is c£14,500 per placement, at fees exceeding 25%.

**CNA Recruitment** is our Search and Selection brand, typically operating within the £15,000-£100,000 salary market, with fees between 15% and 20%. Partnership Practices within CNA Recruitment utilise standard contingency, exclusive contingency and project-based assignments and are on many UK and European PSLs.

**The CNA Consulting** brand takes a broad approach to talent consultancy in the UK and Europe with SME and Corporate clients, assisting with small scale monthly projects to ongoing and complex continuous assignments.



## Why start your own recruitment business?

This is the million-dollar question isn't it, and the reasons are wide and varied, but overall, most experienced recruiters at some point in their career feel the need to take control. Control over how they work with their clients and candidates, the hours they work, the level of income they earn and in general, their lifestyle. Being financially independent is incredibly liberating, as it allows you to make choices in life, which often as employees, you cannot make.

Owning a CNA SSP provides you with all the support you'd receive as an employed recruiter but with all the benefits of managing your own company, for example; A Zoho One ATS, Office 365, Supported Emails, Full IT Support, Credit Control, Invoice Factoring, Induction and skills training courses, 1-1 Business Mentoring, Website, and when your business becomes successful, should you wish to sell, we even have a partnership buy-out option.

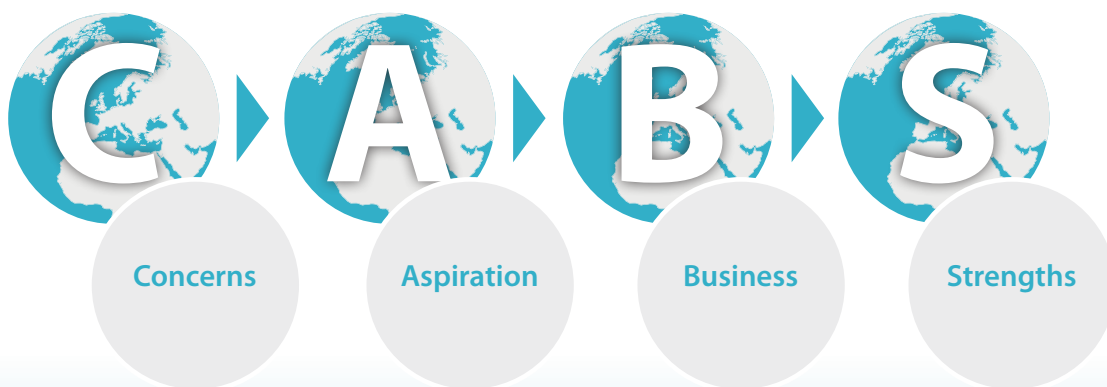
## Candidate Aspiration Based Search ( CABS™)

CABS™ our search methodology, was developed by Albert P. Wilde, the founder of CNA in 1993.

CABS™ recognises that our candidates have differing career aspirations, personal goals to achieve and work/life targets to attain. These may include; salary, where they live, their job status, career prospects, the commitment of their current employer, environment, culture, impact on family life – no two people are the same.

By using CABS™ we discover what our candidates and clients aspirations are, and are thereafter better able to introduce a key elements into the matching process.

The result is that the candidates we present to our clients, actually want what the client has to offer, and we are confident the client can meet their work/life aspirations. CABS enables us to find the best available person who matches exactly the specific requirements of our clients' organisations. CABS also provides the basis of our Executive Search training induction course and is taught to all who join the business.



## What are the challenges of starting your business?

Due to an aging workforce and general skills shortages, a war for talent exists around the globe. It stands to reason that now is the best time to start your own Executive Search or Search & Selection business. But what might prevent you from taking the leap and how can owning a CNA SSP make the transition from employed recruiter to business owner easier?

### Business Management

Managing a growing business can place pressures on you that you may not have considered. However, having 1-1 mentoring with Nick Sprang, CNA's Managing Director, you'll soon learn how to manage your time and your business stresses effectively. Nick is a consummate business professional, financially astute, and calm in his practical approach to managing business activity.

### Finance

As CNA is a Pertemps Network Group company, all your invoices are raised by Pertemps. All your credit control is managed by Pertemps too and as the company is a £1bn turnover business, all your fees are factored. This means you get paid on the 15th of each month, after you've submitted a placement report. CNA is a growing business and has Partners throughout the world, each with varying specialisms, allowing you to use this network to source candidates through split-fees. Got a big project? Partner with a colleague.

### Training

Training is an essential part of the service we provide all our Partners. We have developed an industry beating induction course, which will enlighten the lesser experienced recruiters, and provide thought provoking ideas and methodologies for those recruiters with more experience.

Throughout the year, our trainer also runs periodical Masterclasses in specialist areas of search. As your business grows, our trainer will also induct and develop your consultants too.

### Cashflow

Start-up cashflow can often be difficult to obtain but at CNA we have partnered with Natwest who have agreed to provide initial cashflow finance for those who have a solid business plan. CNA can also provide you with additional cashflow assistance.



## Our Support

The CNA International Executive search opportunity is perfect for driven senior professionals and recruiters looking to rapidly build their own sector-specific, head-hunting business and we need to make sure that you have got what it takes to achieve this.

### Planning and Set up

- Building the business plan
- Securing UK cashflow finance
- Setting-up your Limited Company and VAT Registration
- Website design and brand image development (Own branded SSP)
- All IT systems set-up and supported
- 1-1 Business planning mentoring

### Training

- Ongoing training is given by the Head Office
- Content is driven by the Partners who are encouraged to deliver training sessions themselves in areas where they have shown ability
- Partners are provided with continuous Induction training, regular meetings and webinars delivered in-house and via the IOR, scheduled into individual business plans.

### Operations

- Training on operational topics
- Support with daily operations of business
- Best practice shared across the network

### Finance

- Business planning
- Full factoring of your fees (UK only)
- Invoice management & Credit Control

### IT

- Supported Email
- Office 365
- Job-boards
- Advice on IT matters
- Bond Adapt (Database)
- Full remote access IT Support

### HR & Marketing

- Marketing material
- Website pages
- Business cards
- Advice on HR issues
- Support in the recruitment and development of your growing team

## Frequently asked questions

- 1. Who is a CNA International Partnership for?**  
This route into CNA International is for people who want to build a business in recruitment and If you are an experienced recruiter looking to start a business.
- 2. How long have you been in helping people to grow or start their business?**  
Since 1993
- 3. How many businesses are you running at the moment?**  
21 and growing
- 4. May I interview any number of these Partners? And may I choose whom I interview?**  
Yes, please feel free to talk to any of our Partners, you can find their contact details on [www.cnaint.com](http://www.cnaint.com)
- 5. What does your head office organisation consist of?**  
CNA is the executive search arm of the Pertemps Network Group Ltd. We are based at Network House, 119 Hagley Road, Birmingham, B16 8LB. The Pertemps Head Office is in Meriden
- 6. How selective are you in choosing the Partners?**  
Very, we spend a lot of time making sure CNA is right for you and that the work we do is going to allow you to grow the type of business you wish to own
- 7. What does the Partnership opportunity cost? What is included in the price? What fees do you charge?**  
In answer to your question have a look on our Routes to Partnership board.
- 8. What capital costs will be incurred in addition to this price? And what will these costs be for?**
  - There are no additional capital costs
  - You will need a computer, phone and your own Internet access
- 9. How much working capital do I need?**  
You will need to cover your cost of living, and we suggest for six months, to ensure you are financially comfortable
- 10. What will be the gross profit margin and what costs will I incur in arriving at a net profit? (Do these figures take my salary and depreciation into account?)**
  - For a person working from home the profit margin will be close to 65% but as you bring on more consultants to work with you this will drop to about 35% because of salaries
  - This does not take into account income taken out of the business
- 11. May I see actual accounts which confirm or fail to confirm your projections?**  
You can see the overall management fees earned, but accounts are confidential to individual franchisees
- 12. What financing arrangements can you make and what terms for repayment will there be?**  
See question 7, if more funding is needed we introduce you to a number of leading UK banks
- 13. Can I have a copy of the partnership contract?**  
Yes, but we like to meet you first
- 14. Am I obliged to purchase any supplies of goods and materials from you?**  
We include up to 3 users with our Tec-pack at no cost This includes:
  - 8x8 VoIP Phone (free UK Landlines and mobiles)
  - Bond Adapt
  - Microsoft office 365
  - Web profile and micro site
  - Idibu with free posting on a number of sites
  - GRPR Compliance for Data
- 15. What advertising and promotional expenditure do you incur? Do I have to contribute to it?**
  - We are head-hunters so there is no additional expenditure
  - Some of our Partners advertise and we can provide access to advertising at the same competitive rate as Pertemps is charged
- 16. Can I work from home or do I need an office?**
  - We Yes you can work from home
  - We advise in a long term that you work from an office when your business can afford to



## Frequently asked questions

17. What initial services do you offer to partners?
  - Business planning
  - Training
  - Help setting up your business
  - Marketing and Microsite setup
  - Back office support
  - Full factoring of your fees for cash flow
18. Do you train me? What does the training consist of? Who pays for it?
  - 1 week's initial training
  - 2 -3 master classes a year
  - 2 conferences a year
  - One to one coaching when it's needed and requested
  - There is no cost for training for the life of your partnership
19. What continuing/follow-up services do you provide after the business has commenced?
  - As much or as little as a Partner wants. Some people are in constant contact with Head Office, others only when they request help
  - It is your business, you will know where and when you want help
20. Does the Partnership contract permit me to sell my business? What restrictions are there affecting my rights to sell the business?
  - Yes you can sell on your business
  - Pertemps do have first refusal
21. For how long is the Partnership granted?
  - 5 years plus an additional 5 years
22. What will be my region of operation and how strict are the borders?
  - We give you the right to trade as CNA Executive Search Worldwide
  - It is a none restrictive contract, but we do have client ownership to protect your goodwill and clients
23. What will happen if I do not like the business? Upon what basis can I terminate the contract?
  - If you would like to terminate your contract you can do so with 3 months' notice in writing
  - You can't trade as an Executive Search business for 12 months
  - There is no further charge.
24. What promotional materials do you supply and what do I have to pay for them?
  - CNA has marketing material, and this is supplied free of charge
25. What IT systems do you supply, and do I have to pay for them?
  - Bond Adapt CRM.
26. What systems do you have for keeping Partners in touch with you and each other?
  - 2 conferences a year
  - Our own Intranet
27. Do you publish a newsletter?
  - Yes via the Intranet
28. Do you hold seminars / discovery days?
  - No, we like to meet face to face and find out your needs first
29. What exclusive rights do I get?
  - None we don't restrict you from working anywhere in the world
  - We do have client ownership to protect your business
30. How will I cope with my book-keeping?
  - We have a number of UK accountants we can recommend
  - Each month we supply you with an overview of what you have billed that month plus any outstanding payment from clients and what credit control are doing to bring these payments in
31. What would happen if I ran into operational problems I was not able to solve? What help would I get?
  - If we can help we will always try to resolve problems
  - You own this business 100% and are responsible for winning new clients and servicing your clients
  - We will help if and when we can

**START YOUR JOURNEY WITH CNA  
INTERNATIONAL SUPPORT SERVICES  
PARTNERSHIP AND WE WILL SHOW YOU  
THE PATH TO THE SUCCESS!**

Contact us

+44 (0) 1676 822 222  
[info@cnaint.com](mailto:info@cnaint.com)

**Pertemps House, 115 - 117 Hagley  
Road, Birmingham, B16 8LB, UK**

[www.cnaint.com](http://www.cnaint.com)