**Process of Selling Shared Risk…..**

1. *Work with the right people: Hiring Manger, HR Officer or “C” level executive*
2. *Mutually Understand that the position is mission critical for a top performer to be hired*
3. *Understand the Search Profile(insure its fillable) and the employer Value Proposition*
4. *Explain the current (contingency) process and its flaws*
5. *Finding the pain and maximizing it*
6. *Explain your value proposition*
7. *Sharing with them the (Shared Risk) process that will give them the desired result*
8. *Back it up with Proof Statements (References, testimonials, etc)*
9. *Make an offer – to make it a no brainer decision for their first business transaction with your firm.*
10. *Over deliver…*