



Blu-Zebra

is an award -winning team of professionals focused on dramatically improving revenue for recruiting and staffing firms.

80%

of recruiting and staffing professionals find themselves focused on bad job orders, the wrong markets, and the wrong candidates, leveraging very little synergies in their business. The end result: over 80% of their time and resources are wasted.

How? We do this by working with our clients to help them focus on the RIGHT clients and candidates. We help to pinpoint the right markets that insure synergies are created with each search. Our clients reduce the amount of wasted time in re-creating the wheel every time recruiting efforts are made. More than 80% of sales and business development professionals focus on the WRONG clients. These unwinnable or low-percentage deals that just suck the time, resources, and capital from their organizations. Blu-Zebra helps clients focus on the right targets that are in their sweet spot, the ones with tremendous synergies that have the highest rate of return for the energy and resources spent.

Once markets and target clients

are agreed upon, we help to build a strong brand identity and value proposition. Then we help create Blue Ocean Strategies in those markets that will make competition irrelevant, making business development efforts more targeted and effective.

But it doesn't stop there. Once we understand your Zebra and Blue Ocean Strategy, Blu-Zebra then gets you the data. We provide data acquisition services that gives you the information at your fingertips to start the marketing efforts. We provide detailed lists of key target clients and candidates all the way down to phone numbers and email addresses.

From there, our team of marketing and data pro's go to work. We develop monthly marketing messages that produce results. We send these monthly messages to create awareness, develop the right brand Identity and generate leads. These messages go out in combination of ways – social media, email, and other appropriate channels.

The bottom line . . . Blu-Zebra will help you increase revenue and lower costs by providing a sustainable competitive advantage in your marketplace that maximizes revenue and reduces the waste of all resources, including time.

Our Process:

Step 1: Define your Zebra

(consulting of niche market with candidates and clients)

Step 2: Develop Your Blue Ocean Strategies

to make competition irrelevant

(understanding differentiation and Blue Ocean Strategy in market)

Step 3: Develop Brand Messaging

(for clients and candidates as to why use YOU opposed to all other alternatives)

Step 4: Provide Data:

data acquisition services for Blu-Zebra markets (provide potential client and candidate data including name, location, company, title, address, email address and phone number)

Step 5: Provide Monthly Brand Campaigns

Yielding Measurable Results (sent to client and candidate markets through email, social media, and other channels)

Step 6: Provide Appointment Assistants

We can provide appointment generators or lead generation professionals to do the hard work for you. (These are low cost alternatives for helping you set up potential client meetings.)

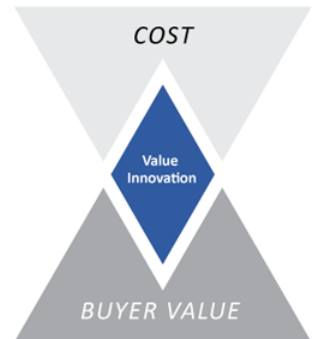
At Blu-Zebra, we have one goal:

to achieve our client's vision by providing an incredible marketing transformation that maximizes revenue and profits and decreases wasted resources. We also aim to get our clients a 600% return on their investment dollar with us. Email us today to see how we can help you transform your desk or recruiting and staffing business in less than 90 days.

Value Innovation

Cost savings are made by eliminating and reducing the factors an industry competes on.

Buyer value is lifted by raising and creating elements the industry has never offered.



Blu-Zebra is a service of:

THE
**GLOBAL
PERFORMANCE
GROUP**

Transcending Potential Worldwide

