



**REASONS TO BELIEVE**

World-class recruitment  
takes a world-class approach  
– here's ours



GrassGreener Europe™

“

**YOU CAN HAVE  
EVERYTHING IN LIFE YOU  
WANT, IF YOU WILL JUST  
HELP OTHER PEOPLE GET  
WHAT THEY WANT.**

*Zig Ziglar*



”

# Welcome to GrassGreener Europe™

*Dear Client*

We live in a fast changing, competitive business environment which demands constant innovation, fast thinking and rapid action. The only way to successfully compete in this ever changing environment is to offer your Clients a service which truly sets you apart from your competition. To do that you need the very best people within your industry. This is where we come in.

Everyone here at GrassGreener has only one purpose:  
**your 100% satisfaction!**

We set exceptionally high standards for ourselves and we are proud of our achievements. After all it is the success of our Clients which results in our own growth and, because we are determined to succeed, you can be confident that your business will prosper with us too.

World class recruitment takes a world class approach. Here is our 25 reasons to believe why we are amongst the best in our industry.

Yours sincerely

*Eli Barenholz*

Managing Director



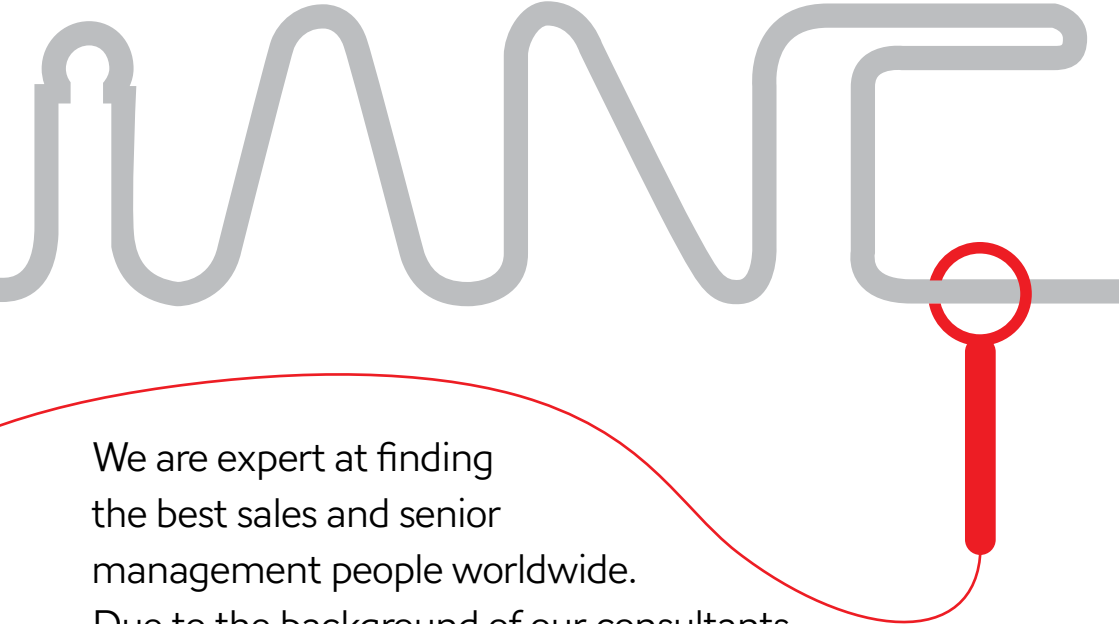
GrassGreener Europe™

BECAUSE  
**GRASSGREENER™**  
ARE TECHNICALLY  
BRILLIANT.



25 REASONS TO  
BELIEVE NUMBER

01



We are expert at finding  
the best sales and senior  
management people worldwide.

Due to the background of our consultants  
we know several vertical markets inside out,  
but thanks to our unique blend of technology and  
methodology, called 'i-intro™', we have proven to be  
succesfull in almost any vertical market.

+31 (0)165.521004

WE SOURCE THE  
BEST PEOPLE **IN**  
THE BUSINESS,  
NOT JUST THE  
BEST PEOPLE **ON**  
THE MARKET.

25 REASONS TO  
BELIEVE NUMBER

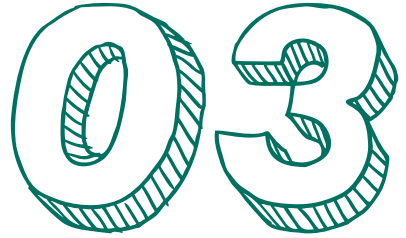


We are not limited to searching for the people already on the market for a new position, we actively select the very best people in the business, regardless of their current status.

WE HAVE A  
CAST-IRON  
CLIENT  
LOYALTY  
POLICY



25 REASONS TO  
BELIEVE NUMBER



We will never seek to actively recruit a candidate from a client, and we strictly limit the number of clients within each industry sector we work in, to ensure we do not encounter conflict of interest.

# WE H GLOBAL



GrassGreener Europe™

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

25 REASONS TO  
BELIEVE NUMBER

*Channel*

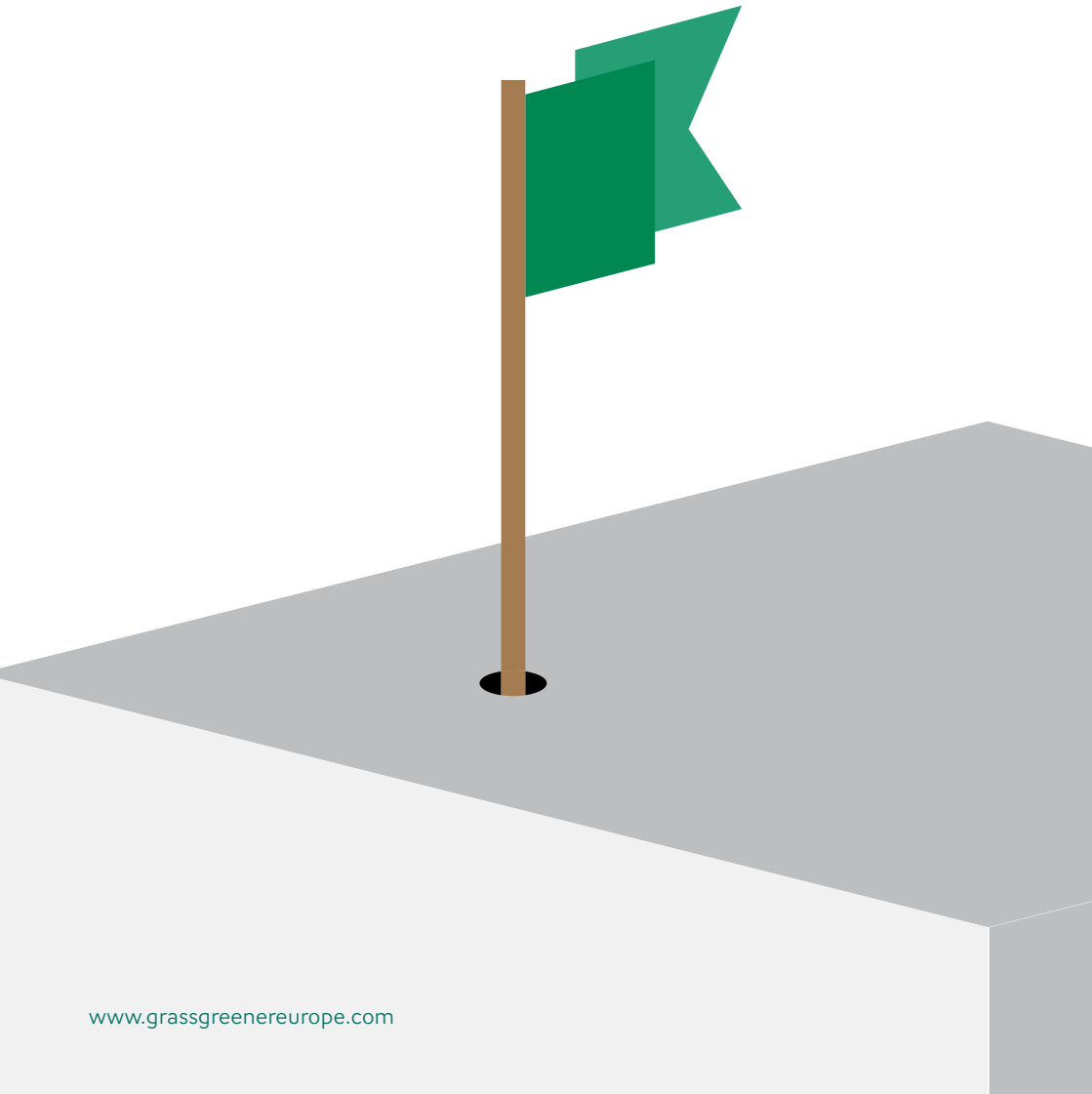
04

# HAVE REACH.

Our networks extend throughout Europe and beyond. With experience across Europe, the US and Asia. Many of our clients are multi-nationals and our networks reflect that.

+31 (0)165.521004

# WE HAVE EXCEPTIONAL EXPERIENCE.

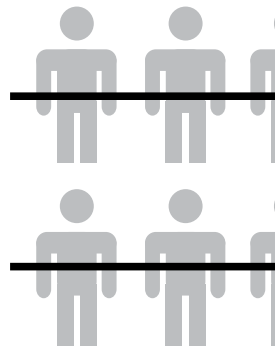


25 REASONS TO  
BELIEVE NUMBER

05

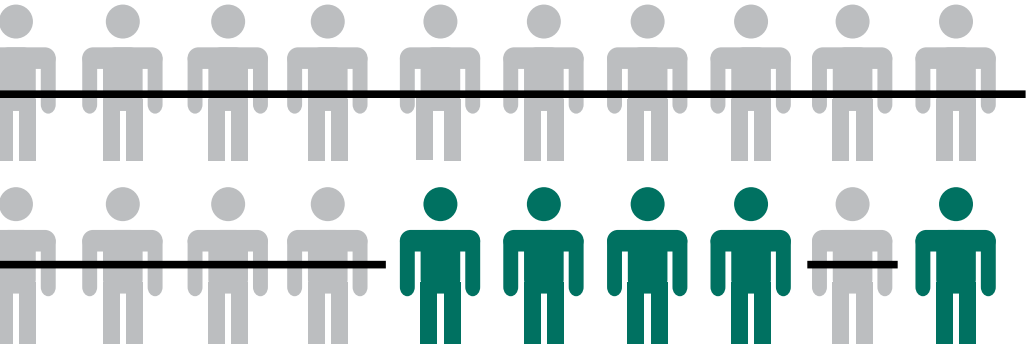
Experience counts for everything in our business. Because we have a depth of **experience** in what we do, you have a great **experience** every single time.

**IT'S NOT THE  
PEOPLE WE  
SEND THAT  
MAKES THE  
DIFFERENCE,  
IT'S THE  
PEOPLE WE  
DON'T**

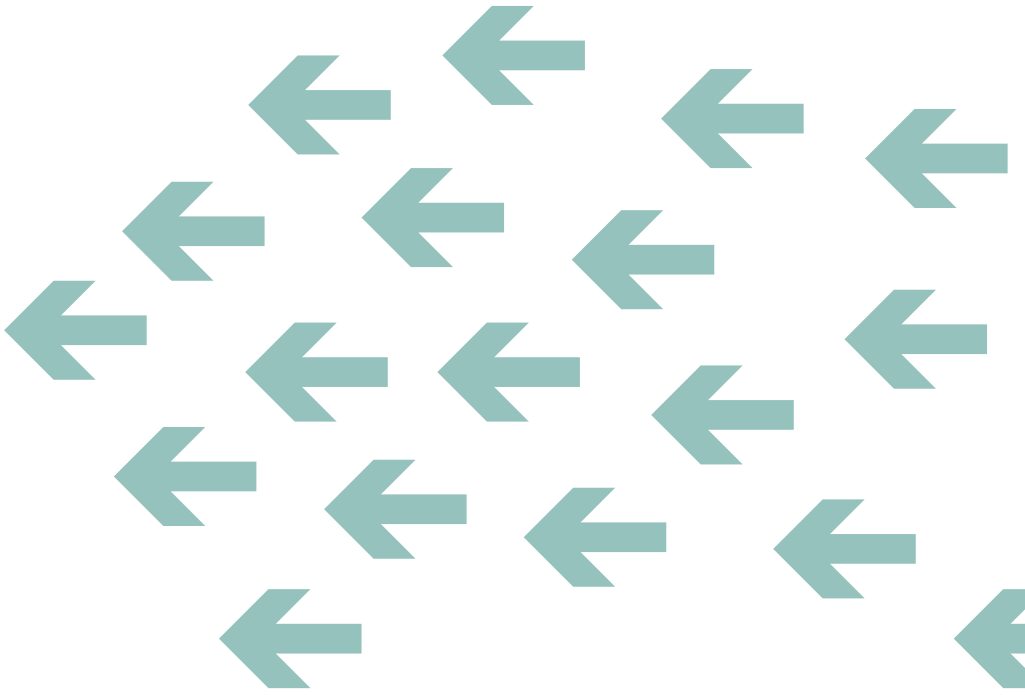


25 REASONS TO  
BELIEVE NUMBER

06



You will never see an inappropriate, inadequate or mismatched candidate – just the very best, most appropriate people for your business.

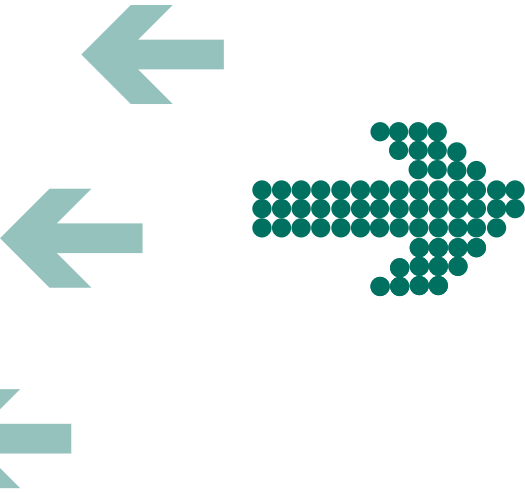


WE DO  
THINGS  
DIFFERENTLY...



25 REASONS TO  
BELIEVE NUMBER

07



...and we are proud of that.

We have created a unique system that harnesses our innate abilities, provides structure and clarity and delivers time after time. It is called **SaleStar™**.

# WE HAVE A RIGOROUS SYSTEM.

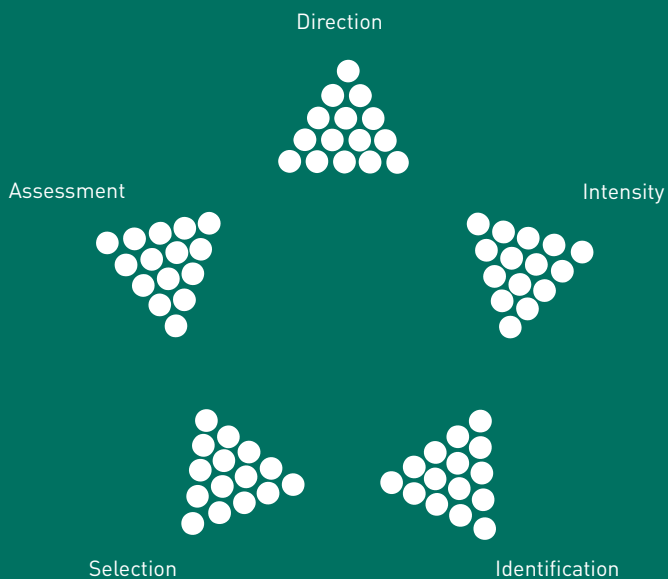
The SaleStar™ process is unique to GrassGreener Europe™. It is the process that informs and directs every aspect of our recruitment activity.

It has five key stages that inform everything we do:

- Direction
- Intensity
- Identification
- Selection
- Assessment

# Sales

25 REASONS TO  
BELIEVE NUMBER



tor

+31 (0)165.521004

25 REASONS TO  
BELIEVE NUMBER



**WE ASK  
THE RIGHT  
QUESTIONS  
AND LISTEN  
CAREFULLY**

## **DIRECTION**

We make a point of taking note of your very specific requirements. Before we act, we make sure we have all the information we need to conduct an accurate, appropriate search. This is all collated into a single, readily accessible document.



25 REASONS TO  
BELIEVE NUMBER

10

**WE SET  
THE RIGHT  
LEVEL**

## **INTENSITY**

We help you set the level of service that suits your precise requirements – choose from Single Executive Search Assignment, Multiple Placement Project or ongoing Strategic Partnership. Each solution is individual, flexible and tailored to suit your needs.

+31 (0)165.521004

25 REASONS TO  
BELIEVE NUMBER

11

# WE TAP INTO THE MOST EXTENSIVE TALENT POOL

## IDENTIFICATION

Our Team examine our own extensive internal data, as well as many other specialist online resources. We will also consult our unique network of contacts and industry experts.

25 REASONS TO  
BELIEVE NUMBER

12

## WE ARE PART OF SOME POWERFUL NETWORKS

We have access to specific industry sources. Our team attend exhibitions, conferences and exclusive networking events.

We rub shoulders with influential people in key sectors, building relationships establishing trust and staying right up-to-date with your industry.

+31 (0)165.521004

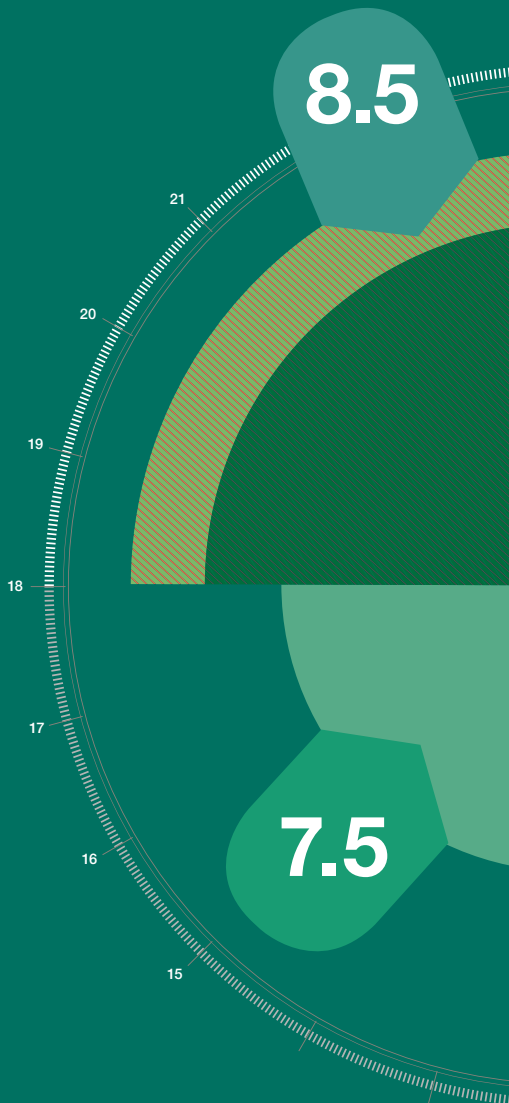
25 REASONS TO BELIEVE NUMBER

13

WE CHECK AND VET EVERY CANDIDATE

SELECTION 

We handle assessment, preparation and logistics for you. All you see are high quality candidates that have already been carefully and accurately selected to match your specific requirements.





25 REASONS TO  
BELIEVE NUMBER

14

16.5

WE USE  
BESPOKE  
McQUAIG  
TESTING



The McQuaig Institute®

We use systems created by the McQuaig Institute® for a range of candidate facilities such as intuitive web-based packages of behavioural assessments and job analysis. McQuaig® are a globally recognised organisation with over 50 years' experience in the field. Their work delivers extraordinary results.

+31 (0)165.521004

25 REASONS TO BELIEVE NUMBER

# 15

## WE USE BENCHMARKING

### SELECTION

Where appropriate we can provide accurate candidate benchmarking systems that precisely determine the key competencies required for any position.

Core competency	Steve	Alison	Mike	Tony
Cross functional collaborations	10	8	9	2
Customer negotiation	10	9	5	7
Skills	10	7	8	3
Motivational skills	10	8	10	1
			9	
				\$180,000

25 REASONS TO  
BELIEVE NUMBER

16

## ***I-INTRO*<sup>TM</sup> GIVES YOU INSTANT ACCESS**

Our *i-Intro*<sup>TM</sup> online system lets you see essential candidate information anywhere in the world with simple internet access. *i-Intro*<sup>TM</sup> provides a distinctive and highly effective way for you to compare and contrast candidates quickly and effectively. It brings together a range of information including CV's, candidate profile summaries, key competency assessments, candidate benchmarking and even an introduction video – so you always have the relevant details at your fingertips.

*i-Intro*<sup>TM</sup> gives you the clear, simple, up-to-the-minute data you need to make important recruitment decisions.

25 REASONS TO  
BELIEVE NUMBER

17

## WE CONTINUALLY IMPROVE WHAT WE DO

### ASSESSMENT

At the end of every cycle we use client feedback to examine each specific selection procedure and interview processes. This ensures continual improvement, fair and reasonable pricing, cost efficiency and overall effectiveness as well as complete compliance with all prevailing legislation.



25 REASONS TO  
BELIEVE NUMBER



# WE ARE TRANSPARENT

We like to work alongside you, so you can see exactly what we are doing, how we get there and how we make the recommendations we make – we find this gives you confidence and clear understanding of our work.

**WE GIVE AN  
EXCEPTIONAL**



**MONEYBACK  
GUARANTEE**

25 REASONS TO  
BELIEVE NUMBER



At GrassGreener Europe™ we are very happy to be judged by our results. We are so confident that we can provide our clients with the best possible service that we offer a unique Money Back Guarantee. In the first month of employment, if either you or the candidate feels they are not a perfect fit for the position, we will refund our fee in full – simple as that\*.

In addition to this, we have an excellent replacement policy, if the one you hire leaves within 3 months from the date is commencing his/her employment\*.

\*For full terms and conditions please see our website.

**WE STAY**  
UP-TO-DATE WITH  
ALL RELEVANT  
**LEGISLATION**





25 REASONS TO  
BELIEVE NUMBER



Legislation and regulation are continually changing – with complex variations across territories and industry sectors. We stay on top of all the details so you can make decisions with complete confidence.

# WE REDUCE YOUR COMMERCIAL DOWNTIME



25 REASONS TO  
BELIEVE NUMBER



The work you do should never be compromised or interrupted by time-consuming recruitment tasks.

So, we don't overload you with paper – we simply provide you with insight. We do all the homework then give you what you need to make a firm decision – quickly.



# tailor-

**OUR SERVICE  
IS TAILOR-MADE  
FOR YOUR  
BUSINESS**

25 REASONS TO  
BELIEVE NUMBER

22

**made**

There is no 'off-the-peg' solution.  
Every stage of our SaleStar™  
process is precisely individual  
to meet your needs, when  
and where you want.

+31 (0)165.521004

Our ability to assist does not stop with recruitment. We have strong relationships with key professional affiliates worldwide, so you can get all the expert advice you need direct through us.



## A SINGLE SOURCE OF PROFESSIONAL



25 REASONS TO  
BELIEVE NUMBER



**NAL ADVICE**

**BECAUSE OUR  
MANAGING DIRECTOR,  
ELI BARENHOLZ SAYS SO...**





25 REASONS TO  
BELIEVE NUMBER



100% Client satisfaction is our number one priority. If for some reason you don't believe we've offered the best service possible just speak to Eli.

He takes personal responsibility for everything we do here. If we don't live up to your expectations, you can call him direct on +31 (0)6 53 22 01 44\*, he will be happy to help.

\*Yes, that really is his number!

+31 (0)165.521004

## 25 REASONS TO BELIEVE NUMBER

# 25

## OUR CLIENTS AGREE

"They went the extra mile..."

"When it came to finding a recruitment agency to help fill a number of international vacancies for our company we appointed GrassGreener as they went the extra mile, visiting our offices to understand our specific requirements and future plans and to really get a feel for our company. I was impressed by their recognition of what it was I was looking for, their transparency regarding their costs and processes, as well as their ability to deliver suitable candidates so quickly after my initial brief for each role.

The follow-up and day-to-day dealings with GrassGreener have been excellent and I wouldn't hesitate to use GrassGreener for our future ongoing recruitment needs."

**GLYN PIERCE-JONES, MANAGING DIRECTOR AT TROLEX LTD**

"Efficiency & Quality..."

I have used the services of GrassGreener Europe twice so far, for fulfilling critical executive positions in my organisation, both in the UK (Managing Director) as well as in the Netherlands. (Commercial Director) As we all know, going through the process of hiring good people can be a nightmare. Its time consuming, the process can take very long and the outcome is many times uncertain. How different is this with GrassGreener Europe! Once you get in touch with them, they visit you in order to understand the culture of the company. Within a very short period of time, they present their shortlist to you via their I-intro technology.

A revolutionary system with all the relevant data per candidate, comprehensively combined together, including tests how well the candidate fits into the job and fits into the culture of the company. You can check those data 24/7 online. This has saved me a lot of time. I can highly recommend GrassGreener Europe to anyone, looking for a recruitment partner and especially Mr. Eli Barenholz, who helped me finding the right candidates.

His professionalism and efficiency is second to none.

**PETER VAN STEEN, CEO REVAHO B.V. & MANAGING DIRECTOR NETAFIM NORTH EUROPE**

"Very efficient performance"

This is my personal recommendation for Mr. Eli Barenholz. His services were contracted by Azbil Telstar S.L. at the beginning of year 2014 for a period of 4 months. First, as a recruiter for a Managing Director vacancy in our subsidiary in Holland and, subsequently, during the process of recruitment of this position, he covered it personally with an Interim Management position.

As a recruiter, his performance was very efficient. He understood the profile we were searching for very well. Not only in terms of knowledge or technical skills, but also finding a person that fit with character and cultural aspects with our company's origins, headquartered in Spain.

As per his function as Interim Managing Director, he soon became very close to both managers and employees assuming his role as leader of the company, motivating his team. He always defended our interests and he showed a big capacity to integrate himself very quickly in an unknown company for him.

In conclusion, I can fully recommend Mr Eli Barenholz for both recruitment assignments as well as interim management assignments.

**TON CAPELLA, PRESIDENT & CEO AZBIL TELSTAR S.L.**

"Dynamic recruitment company..."

"Our business in Europe now relies exclusively on GrassGreener Group for business-critical technical sales appointments. In a very short time we have come to trust their unique process and value their in-depth understanding of the market. GrassGreener Group has helped us build a substantial and responsive direct sales force in Europe. This has resulted in a significant and measurable increase in our European sales – it has helped us gain complete control of our distribution network while increasing our margins and profits."

**MARK ARMITAGE, CEO AT CATHAY INDUSTRIES EUROPE N.V.**

"The most comprehensive data..."

"In my experience recruiting for senior roles, this is the most comprehensive set of data about candidates that I have seen presented by a recruitment consultancy. Data like this helps business leaders to get the right person in the right job."

**SIMON KINGSNORTH, MANAGING DIRECTOR AT OPTIMAL HR LTD**



GrassGreener Europe™

## Head Office

Brugstraat 56  
4701 LJ Roosendaal  
THE NETHERLANDS

T: +31 (0) 165 521004

[www.grassgreenerurope.com](http://www.grassgreenerurope.com)  
[info@grassgreenerurope.com](mailto:info@grassgreenerurope.com)