

The formidable force of CNA

Franchisee Case Study

Chris Boot, CNA International franchisee explains why he chose to invest in the executive search recruitment franchise to improve his lifestyle.

Chris Boot chose to invest in his own CNA International recruitment business in 2003 after a formidable and impressive career in the defence sector. CNA International is one of the niche recruitment business models offered by Network Brand Partnerships an arm of the Pertemps Group one of the largest groups of specialist recruitment companies in the UK.



Chris has worked in the defence sector all his life. Originally starting out at British Airways where he qualified as an aeronautical engineer. Then in the early 1980's Chris fulfilled a number of challenging international roles with governments, airlines and even The Navy.

After the intervention of a life coach Chris came to understand what he really needed to make his professional life more fulfilling and rewarding.

How he got involved with CNA Executive Search

Now having a better understanding of what motivated him, his preferred way of working and his own personal set of skills and experience, a CNA International Executive Search franchise was the ideal business. Having seen an advert in The Times Chris attended a CNA International discovery seminar. This explained the business model, the benefits and opportunities, flexibility of lifestyle and expert support available to CNA Partners (franchisees). All these elements ticked the boxes in Chris' mind. That was 7 years ago and he hasn't looked back since.

Chris chose a better lifestyle

A keen motorsport fan, Chris and his wife Heather treasure their holidays and recently spent 4 ½ weeks in Australia. With the benefit of his 'virtual desk' Chris can be in the office from wherever he chooses! They are also avid wine collectors and would feel panic stricken if their personal collection fell below 200 bottles! One wine he would highly recommend is a white, Christoph Cordier Macon-Milly-Lamartine Clos Du Four 2007 at just £9.50 per bottle. He challenges you to find a quality white wine for the price tag!

Chris' advice to new franchisees

Chris strongly believes in genuine credibility, building good rapport for long standing relationships, both with clients and candidates equally. As much as 50% of Chris' business comes from candidate turned client, or gamekeeper turned poacher if you will. So having a strategy of building long term relationships is essential.

"A strong foundation of good general management, sales and marketing skills, together with a talent for multi tasking and a disciplined work approach are really the fundamental qualities to the road to success," says Chris. *"Never underestimate the power of your specific industry expertise; it's the only way to gain credibility and trust from clients and candidates, an essential."*



About CNA Executive Search

CNA International is now one of the niche recruitment business models managed by Network Brand Partnerships, an arm of the Pertemps Group. Network Brand Partnerships are an award winning management team helping to fine tune and grow CNA International through improved support systems such as guaranteed cash flow.

High quality search is a multi million pound industry. Substantial growth is forecast due to continued worldwide shortage of proven top management talent. “ *We are offering three very diverse recruitment business models covering Executive Search, Health Care and the High Street. We want to attract partners to run their own business in the sector that suits them. It is an exciting move forwards in a growing industry,*” commented Debbie Smith (Managing Director).

Discover more about joining the partnership and choosing your own recruitment business by contacting Debbie Smith on 0330 123 0907 or read more at www.networkbrandpartnerships.com
After business hours? Call our enquiries helpline on 07909 533726