

Recipe for Success

Franchisee Case Study

Gail Fello, CNA International franchisee explains why the executive search recruitment franchise is a tasty opportunity.

Gail Fello has been a joint owner of her own CNA International recruitment business with her husband since 2004 when she took an informed and educated decision to join 100%. 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.

Gail's area of expertise is predominately retail fashion, Human Resources, general sales roles, not for profit organizations and the franchise sector.



Why Gail chose CNA International

Gail already had experience of seeing this recruitment franchise model being successfully operated and going from strength to strength. Nick her husband had taken on the franchise in 2001 and specialised in his own area of expertise. Gail has worked in various areas of the banking and financial world as an area sales manager. Latterly she worked within training and recruitment for a banking call centre environment providing consumer finance. Corporate life was 24/7 mentally and an alternative for a better work life balance had to be possible.

"Being responsible for 400+ staff is highly pressurized and you had little control as to results inevitably. The 24/7 mindset to achieve and be available for work priorities was very draining. I wanted to take more personal benefit and fulfillment from the expertise I had developed and have more control over the outcomes of my efforts. I was ready to change my lifestyle and have more time to enjoy life outside of work. I had seen Nick make a success of his own franchise and develop his client base and relationships. It was a big leap of faith at the time and you never know how successful it will be. I was more confident though knowing I had the skills, determination and the attitude to make it a success and I have." Says Gail

Pursuing the perfect work life balance

Gail is married to Nick, who also works in the business. A talented headhunter in his own right, Nick originally built the franchise which Gail later joined. Together they have a 19 year old son at University, who is also a mean harmonica player and not least forgetting Sam the Labrador, who is the same age as the business itself – "He was part of the dream too," says Gail.

Nick and Gail's goals are to grow a sustainable business that in the future they can sell on and in the process enable them to continue enjoying a happy work life balance. Gail loves her pampering and regularly makes time to have her manicures and pedicures and the odd spa weekend with the girls. Gail enjoys going to the gym and her home cooking, one balances the other and that has to be an ideal recipe for wellbeing.



Gail is very modest and although is exceptional at promoting and securing clients with the services she provides as a CNA franchisee, she would describe her life as quite ordinary with no extreme hobbies or obsessions. "I am really quite content enjoying my family, my home, experimenting with cooking and taking time out for me now and

then, I'm suppose I'm quite easily pleased but now I have the time and flexibility to do those things and enjoy them too."

Gails' advice to new franchisees

For Gail it's quite simple. *"Hard work, hard work and more hard work!! Listen to those you respect, use the support and knowledge available from the CNA management. Maintain your integrity. Be resilient and persistent and celebrate your successes. Treating candidates as you wish to be treated yourself is key, they are not part of a process, you are approaching them. They are not expecting you to unsettle their lives albeit with a fantastic opportunity that's highly researched and selected which is why you are approaching them in the first place. They can find the experience daunting and it's our job to take them on the journey to whatever outcome that's best for the client and candidate. That's the long term approach I find most successful. If you have the opportunity to take a CNA franchise, go for it!! I wish I had years ago."*



About CNA International

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 cashflow. 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