



PATINA

A Korn Ferry company

Executive Talent Partner (ETP) Program – FAQs

If I am interested and would like to learn more about the ETP role – who do I contact and what are the next steps?

Contact Greg Wilgenbusch at greg.wilgenbusch@kornferry.com, he will schedule a phone call to answer questions and walk you through the process for joining Patina in this unique role.

Is the ETP role part-time and am I considered a Patina employee?

ETPs are part-time employees of Patina working on a schedule that fits with your goals and your other outside work activities. You are free to continue providing your own services such as consulting, interim leadership or coaching. We only ask that you be exclusive to Patina for executive search work. To ensure the integrity of the ETP program – we conduct background checks on ETPs as we do for all Patina employees.

What kind of training or orientation do you provide for me in the ETP role?

We hold regular conference calls with all ETPs on a variety of matters and topics – and we have an orientation call for new ETPs.

What should I do if I get an inquiry or a potential need from one of my clients?

For any potential opportunities (executive search or otherwise) – contact Mike Harris and he will assign a Patina Managing Director or Managing Partner to work with you on the best plan to contact your client. We have found the best way to qualify and eventually win opportunities is for us to be on the initial call with you and the client.

Is there a minimum number of executive search (or other) opportunities you expect each ETP to generate?

There is no minimum or quota assigned. We do anticipate that an active Executive Talent Partner may bring in between three to five searches (or other Patina projects) a year.

Who will help me perform the talent sourcing and fulfillment part of any search engagement I find?

In addition to having a Managing Director or Managing Partner working with you to win the deal - you will be partnered with a Patina Executive Search Director or Director of Talent Solutions. They work in tandem with you from the beginning of a search and take on the client-facing role, working with the client on the initial need analysis and qualification stage through contracting and billing. They will keep you informed and included on communications through the process until completion of the executive search. You are not expected to do the search work yourself.

If my contacts have needs for Patina services other than executive searches – am I compensated for that?

Yes. If other Patina services such as consulting, projects, interim executives or coaching and mentoring are of interest to your contacts – you will earn commissions on the revenue from these engagements according to the ETP Agreement.

How does the ETP program work?

You begin by preparing a list of names and email addresses of the most relevant contacts in your professional network who are likely to need and buy executive search services. A simple excel spreadsheet template will be provided for this purpose. Patina will cross-reference your email marketing list against contacts from other ETPs and our already active client list to identify duplicates – and we most likely remove any duplicate names from your list.

We suggest reviewing your email marketing list for accuracy or new additions each quarter. The initial creation of your list is the most time-consuming part of becoming an ETP. Once the initial list is done – Patina pretty much takes over and your time commitment is minimal.

Here are some key points about the ETP process:

- Patina will use your custom email marketing list only for search-related marketing programs in alignment with the ETP program.
- Your contacts remain yours through the duration of your relationship with Patina and upon any separation from Patina. That means we will not place any non-compete restrictions on you for any contact you bring to Patina in this ETP relationship.
- A target of 100 to 150 client contact names is suggested. Patina serves the entire USA with executive search and other solutions so your connections can be located anywhere (even globally because of our membership in Globalise).
- Patina sends emails to your customized email marketing list addressing the unique value we offer with our executive search solutions. It is essentially a regular reminder of how Patina can help. These emails are sent every four weeks.
- The emails are sent to your contacts from your own Patina email address – and it includes your name and title as a Patina Executive Talent Partner.
- Please contact Greg Wilgenbusch of Patina before having any discussions on opportunities with the client contact.
- We strongly suggest you add the Patina ETP role to your LinkedIn profile.
- Each month we will provide you with a post for your LinkedIn profile feed – however it is not mandatory for you to use these posts.
- You decide the level of direct communication with your contacts that works for you. For example, if you want to reach out to your contacts outside of the regular 4-week Patina email marketing campaign – you are always free to do so.

How do I make money as an ETP?

- 20% commission paid to you on the first executive search fee generated from each contact.
- 15% commission paid to you on additional search fees generated from each contact after the initial search, within the first year after the first search is started.
- 10% commission paid to you on additional search fees generated from each contact after the initial search, in the second year after the first search is started.
- 2.5% commission on revenue generated for up to one year on non-search Patina Services that you refer from your contacts such as consulting, projects, interim executives or coaching.
- Compensation for ETPs on international searches are paid on a case-by-case basis where we engage our international partners in Globalise since we split the profit with Globalise member firms.