Hunt Scanlon GLOBAL 40

How to deliver Quality in

cross-border-projects



Talentor

Important

information to start with

This isn't a "state-of-the-art, super-fancy slideshow" — it's an information document meant to be read, used, and shared within your teams.

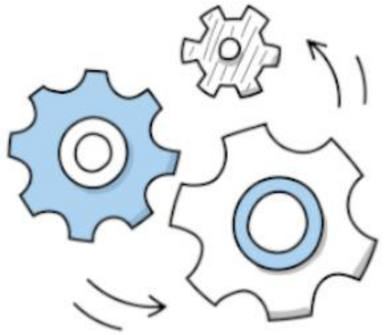
No need to read every detail. Below, I'll walk through the main points.

TOPIC: **How to make your crossborder project a success story!**



Content

- **What is QA** and why is this important for us
- The **key players** in a cross-border-recruitment / interests and objectives
- The **essential elements** of QA in a cross-border-recruitment
- **Milestones** in a cross-border project
- What are the **minimum standards** we set in the Talentor network
- Don’t forget to **fix / what can potentially** go wrong
- **Cultural sensitivity** and intercultural communication
- **Success stories**
- The **role** of Talentor International
- **What’s in it for me**
- **Documents & Info**



Goal: To align expectations in quality in our network and build trust for clients.

Why is this so important for us?

- **New partners and current partners getting active in sales.**
- **Means:** number of cross-border-projects goes up.
- TI gets numerous questions about the **“how to”.**
- The **cross-border-process** has gained significance due to globalization, increased mobility, and access to a diverse global talent pool.
- It offers **unique opportunities** but also presents **challenges** that need effective quality assurance!

A cross-border assignment can have two effects for the customer relation:



A full success and the best reference you can get!



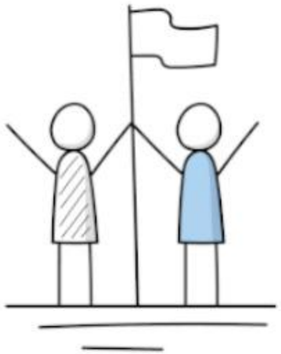
A total disaster and damage of the existing customer relation.

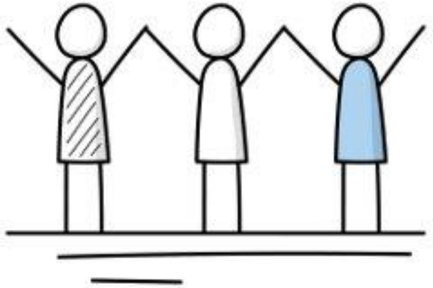
We have to ensure common sense, trust, and accuracy.

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What is Quality?

Good Quality is when the customer is coming back (not the candidate)!

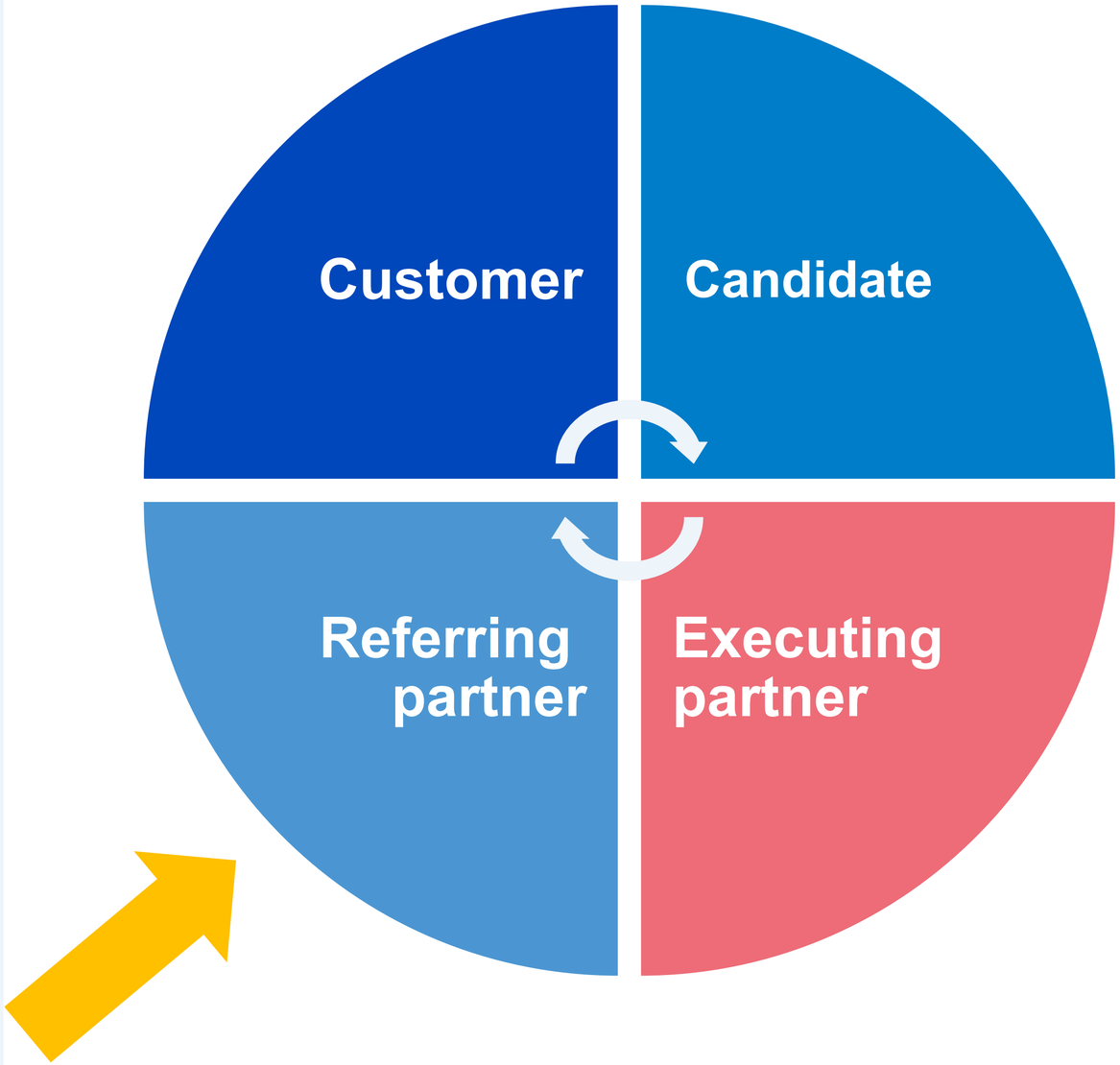




Business Excellence = **Customer Satisfaction**

The key players and their interests





Customers interests

- Fast and accurate solution
- Smooth and clearly defined process to get safety
- Best pricing for what I get
- No headache
- Show my boss that Talentor is our trusted partner
- Single point of contact

Candidates interests

- Clear and reliable communication
- Easy process – not too many steps, no extra efforts
- Qualified consultant/s
- Fast progress
- Trustful relation
- Best possible job-fit



Referring partner interests

- Don’t destroy my customer relation
- Listen to the customers expectations carefully
- Keep me in the loop
- Give me an early warning if something goes wrong
- Let’s try to get out the maximum
- Next cooperations

Executing partner interests

- Inform me about all relevant details in your customer relation
- I want to know what you and the customer expect
- Listen to local market specifics / our knowledge
- Support if needed
- Close cooperation
- Next cooperations

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Which options for a cooperation are there?

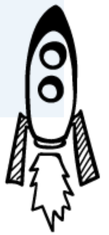
So far, we have seen the following options of cross-border-cooperation within Talentor:

1. **Country A brings a regular search project to country B** and the whole project is done in country B.

2. **Country A** and **country B work together** on a search project in one of their countries.

3. **Country A needs support from country B** but does the rest of the project alone. *E.g. local research in country B.*

4. **Country A** needs candidates from **one or more countries.**



QA essential elements in a x-boarder-project?

Sales

- Fast, clear, and action-driven communication.
- Strong partner alignment — we sell together for greater impact.
- Simple, efficient processes that move deals forward.
- Promise what we can deliver — no overselling.



Search & Selection

- Exchange all relevant information to move opportunities forward.
- Define a clear communication flow, channels, and rhythm to keep sales momentum.
- Stay on top of details and deadlines to protect every opportunity.
- Build trust through open communication and reliability.



Post-Placement Review

- Get and give feedback
- Define what to do better next time
- Use best practices for marketing



Milestones of a typical cross-border-process

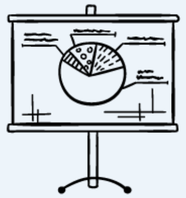














1 2 3 4 5 6 7

Need

Customer has a need for talent acquisition in another Talentor country

Inform

Talk to the Talentor partner in the country or to Talentor International – **BEFORE** you discuss anything with your customer

Sell

Set-up a first contact with the customer, your Talentor Partner and you

Contract

Agree on the offer and on the process of cooperation with your Talentor Partner

Search

The project starts off and is ongoing. Make sure the partner knows what the client expects!

Analysis

Analysis after the project is closed. Feedback from client, feedback between you and your Talentor Partner

Market

Use the story to push your marketing and sales activities!

Sales

Search & Selection

Post-Placement Review

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What are the minimum standards in a x-border-project





Need

Referring partner

- **Fill in the cross-border-project list** in the Intranet!! Even if you “just” forward a lead contact!! **The giving/referring partner rules!**

- **The giving partner knows the customer and knows what he/she needs and has to inform the receiving partner proactively!**

- Typical information is:
  - Which process is the customer used to?
  - What kind of search?
  - Number of interviews?
  - Reports (how detailed)?
  - Additional preselection tools yes/no
  - Status reports: how often, format, when,…?



Inform

Executing Partner

- **Check if the lead or cross-border project is filled in the cross-border-project list in the Intranet.**

- Provide all the necessary and needed information so that you (together with the giving country) can prepare the first interaction with the customer.

- Follow the advice of the giving country, as they know their customer.

*In case you need only **research in a certain country**, please also define together the details for research services. E.g.: Company target list yes/no, “only” social media search yes/no, “only” local database yes/no, etc.*



Sell

Referring partner

- It is mandatory to establish a **direct contact** between the customer and the receiving partner!
- **Introduce your Talentor partner** in the best possible way – don’t let him/her do the first contact alone.
- Define if you need to take an **active role** in this process. Ideally you let the customer work only with the receiving country.
- Discuss the **customers expectations** in terms of documentation (offer, reporting, etc.).

Executing Partner

- Ideally involve all people working on the project in the introduction (**build trust**).
- **Agree on the procedure for the call** with the giving partner and follow this.
- Make sure that you **agree on a timeline and next steps** with the customer.



Contract

Referring partner

- Decide who will **prepare the offer** and how **detailed** it needs to be – depending on the expectation of your customer.
- Same with the layout (local brand, Talentor, combined, etc.).
- Depending on the role you need to take in the project, **agree on the fee-split** with the receiving partner.
- Make sure that **everything is documented in an email** to the receiving partner.

Executing Partner

Agree on the **fee and all other conditions you will offer the customer** for this project.
This needs to be oriented on the level the giving country works with the customer and at the same time you need to adopt it to your local market.



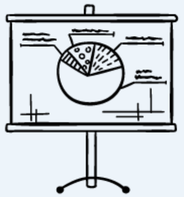
Search

Referring partner

- Make sure that the **receiving partner has all the needed information to avoid surprises** about process and documents on the customer side. (Which documents, how detailed, which reporting-cycle, how detailed, invoicing, etc.)
- Make sure that you **agree on the invoicing** with the customer and the executing partner (who invoices to whom).

Executing Partner

- If needed Prepare a **job advertisement** and agree on it with the customer.
- **Publish ads** and make sure that they **get shared** on Talentor’s Social Media accounts.
- Start off the process.
- If it is an international search, ask your Talentor partners to share candidates, if they have fitting profiles available.



Analyze

+



Market

Referring partner

- **Follow-up at customer and candidates** and see how satisfied they were.
- Try to position yourself also for **searches in other Talentor countries.**
- **Update the cross-border-project list** in the Intranet and mark the project as finished. For our statistics it is important to fill in also the fee you finally got.

Executing Partner

- Make a **follow-up with your partner** and see how his feedback and the feedback he got from customers and candidates.
- Talk to the customer and **get feedback about process and quality** as well.
- Ask for recommendations!

Could this project be a Case Study for the network and a good promotion for our international strength? We can prepare a case study or at least share it on our social media channels*!*

And…

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…celebrate the success
with all people involved in the project!

Don’t forget to fix this…

Research:

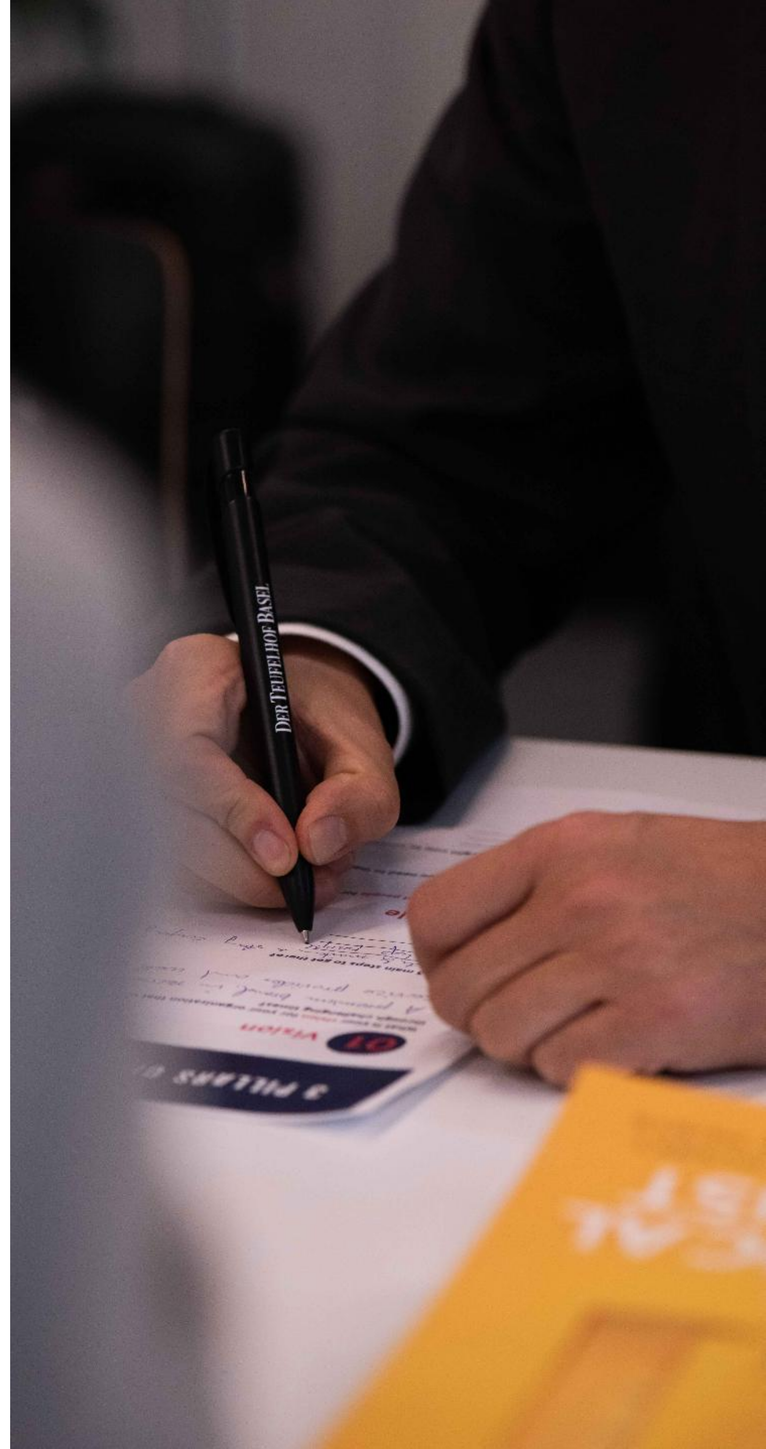
- Company target list, longlist, shortlist (also look and feel) **OR**
- Social Media Search plus selected candidates from wherever *(e.g. own database)* **OR**
- Any other procedure the customer expects or is used to *(e.g. customer doesn’t care about the research)*
- Posting a job ad – with or withour client information

Reporting & communication:

- Weekly, every second week, etc.
- What needs to be communicated? How detailed?
- Who is involved in communication (consultant, Talentor Partner, customer)?
- Which tool is used to communicate (your ATS system/ customer portal)?

Quality:

- How should the report look like (what are the customer´s needs)?
- Short version or long version
- Original CV included?
- Any other process steps like testing, background check, references, etc.
- Any special process *(e.g. own applicant tracking system of the customer)*



Cultural sensitivity and inter-cultural communication

This is one of the (most probably THE) breaking point for success in a cross-border-project!

- Be aware – other **norms** and **values** in other cultures
- Sensitive **listening** and asking back is helpful
- **Adapt** yourself and stay flexible
- Be aware of **direct** and **indirect** communication
  - Direct = straight to the point - explicit
  - Indirect = in some cultures context information is assumed as given and known/ implicit, room for interpretation
- **Take care of gestures, privat space, communication style,…**
- Talk to your **partner** about does and dont‘s



The role of Talentor International in a cross-border-project

1. **Provide** the needed **documents** in the Intranet: E.g. References, Checklist, Templates of reports.

2. **Support in sales** if the customer has the need to talk to the Headquarters. E.g. if it is about frame-contracts.

3. **Point of info** and gate-keeper if partners are not sure about **processes** and/or need a 3rd party involved for whatever reason.

4. We can provide you with **references** from the group.

5. Use the project to generate more business, **share the story with us and we create a blog-article/ reference project/ case study.**



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What´s in for you

Benefits

Cross-selling fee

Usually we split 75/25% of the overall-fee of the project.



Expand competences & learn

by offering your customer also international services with local experts. **Learn** about our industry in other countries and take the best out for your own country/operation.





Gain international experience

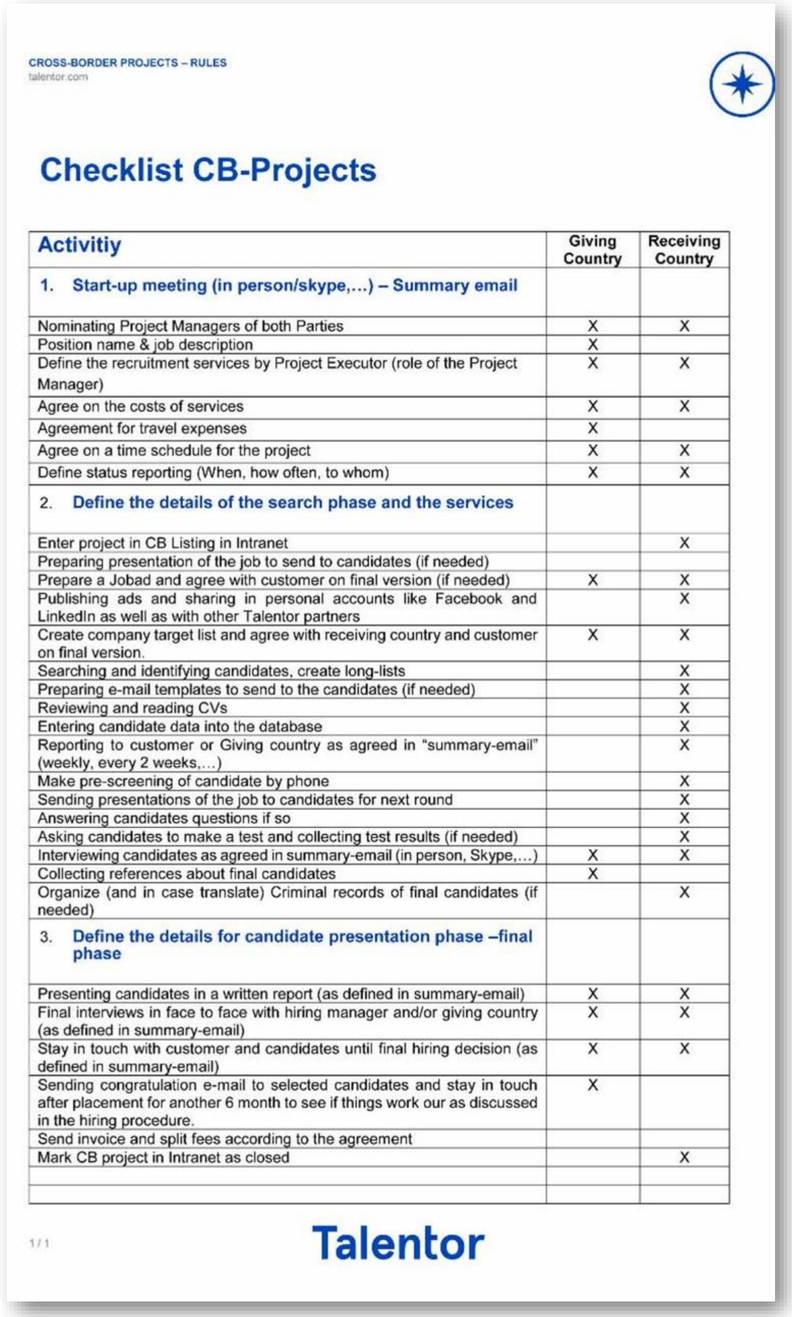
Strengthen your position at client



Checklist

for Cross-border–projects

Available in the Intranet



CROSS-BORDER PROJECTS – RULES
talentor.com

Checklist CB-Projects

Activitiy	Giving Country	Receiving Country
1. Start-up meeting (in person/skype,…) – Summary email		
Nominating Project Managers of both Parties	X	X
Position name & job description	X	
Define the recruitment services by Project Executor (role of the Project Manager)	X	X
Agree on the costs of services	X	X
Agreement for travel expenses	X	
Agree on a time schedule for the project	X	X
Define status reporting (When, how often, to whom)	X	X
2. Define the details of the search phase and the services		
Enter project in CB Listing in Intranet		X
Preparing presentation of the job to send to candidates (if needed)		
Prepare a Jobad and agree with customer on final version (if needed)	X	X
Publishing ads and sharing in personal accounts like Facebook and LinkedIn as well as with other Talentor partners		X
Create company target list and agree with receiving country and customer on final version.	X	X
Searching and identifying candidates, create long-lists		X
Preparing e-mail templates to send to the candidates (if needed)		X
Reviewing and reading CVs		X
Entering candidate data into the database		X
Reporting to customer or Giving country as agreed in "summary-email" (weekly, every 2 weeks,…)		X
Make pre-screening of candidate by phone		X
Sending presentations of the job to candidates for next round		X
Answering candidates questions if so		X
Asking candidates to make a test and collecting test results (if needed)		X
Interviewing candidates as agreed in summary-email (in person, Skype,…)	X	X
Collecting references about final candidates	X	
Organize (and in case translate) Criminal records of final candidates (if needed)		X
3. Define the details for candidate presentation phase –final phase		
Presenting candidates in a written report (as defined in summary-email)	X	X
Final interviews in face to face with hiring manager and/or giving country (as defined in summary-email)	X	X
Stay in touch with customer and candidates until final hiring decision (as defined in summary-email)	X	X
Sending congratulation e-mail to selected candidates and stay in touch after placement for another 6 month to see if things work our as discussed in the hiring procedure.	X	
Send invoice and split fees according to the agreement		
Mark CB project in Intranet as closed		X

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Cross-Border Facts 2026

What the network is hiring for

word size = number of projects



Entering new markets

Building new / additional sales team

Decision Makers: Director, Head of, CEO, GM

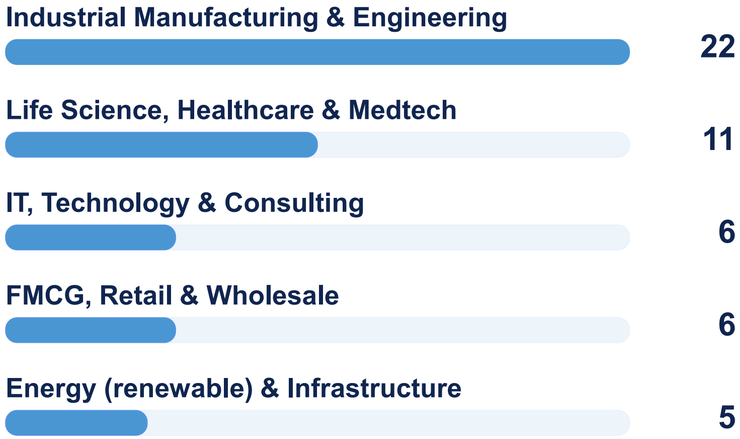
India

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Cross-Border Facts 2026

Top 5 Industries

number of cross-border projects



Where the leads come from:



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Successful Cross-Border Projects

261.700 EUR fee volume

11 Countries involved

Sales & Business Development searches — 118.700 EUR

Area Sales Manager — 19.500 EUR
Aviko · Capus, Sweden → Peergrowth, Dubai

Senior Account Executive — 30.000 EUR
Vusion Group · epunkt, Austria → Itaka S., Germany

Regional Head of BD & Sales, Vietnam — 16.200 EUR
Aviko · Capus, Sweden → Ellwood, Singapore

Business Developer Major Accounts — 22.000 EUR
SPM · Chantal Baudron, France → Collingwood, UK

Business Development — n. a.
Comino · Latvia → Collingwood, UK

Sales Project Manager — 13.000 EUR
Primekss · Latvia → Lithuania

Institutional Sales – Real Estate Funds — 18.000 EUR
Uniqua Insurance · epunkt, Austria → Righthead, Germany

Aviko · Vusion · SPM wall protection · UNIQA · COMINO

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Successful Cross-Border Projects

261.700 EUR fee volume

11 Countries involved

General Management & C-Level — 100.000 EUR

General Manager — 75.000 EUR

Alembic Pharma · Anakin, India → Constares, Germany

Chief Operating Officer — 25.000 EUR

MX3D · Collingwood, UK → Independent R., NL

Specialist Search — 43.000 EUR

Confidential — 25.000 EUR

Atos Medical · Capus, Sweden → Constares, Germany

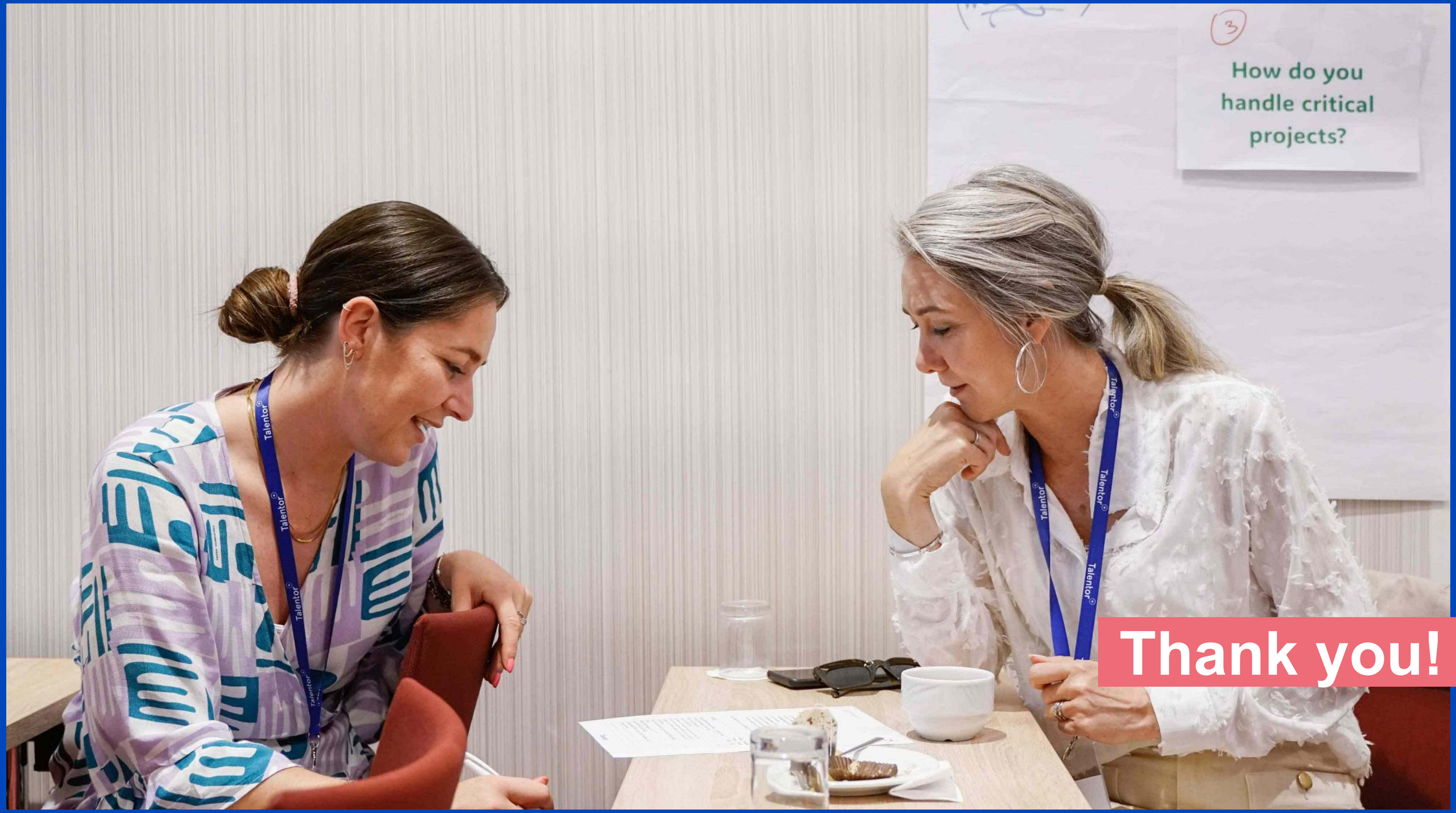
Broadcasting Engineer

Aveko· CZ → Arquitectura del Talento, Colombia

Teamlead Engineering + Engineer — 18.000 EUR

TGW· epunkt, Austria → CZ

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3
How do you handle critical projects?
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Thank you!