

March 6, 2012

Re: Sales Talent Agency

Over the past four years, Wakefield Canada Inc. has been partnering with Sales Talent Agency to address corporate growth/recruitment support needs nationally. We have been delighted with the partnership experience, specifically in the following areas:

- **Candidate Sourcing:** Sales Talent Agency invests the time to truly understand the requirements of positions, cultural fit requirements, preferred experiences/transferrable skill sets to develop a strong candidate sourcing strategy on behalf of Wakefield. Similarly, Jamie Scarborough and Bill Hacock, our primary representatives, invest equally importantly in understanding the Wakefield business to clearly articulate our business and provide strong representation as ombudsmen for our corporate brand into the labour market. As a result, there is a strong alignment on a rapidly developed short-list of high caliber candidates who are equally enthusiastic about the opportunities available.
- **Search Management:** Sales Talent Agency clearly understands a positive approach to partnering throughout a search process – with candidates as well as with Wakefield team. We have repeatedly received high praise for the professionalism and courtesy with which candidates are managed throughout the process on our behalf, as well as positive perceptions throughout the Wakefield organization due to ongoing communications re process status and calibration to further refine search. Importantly, we have had strong positive experience working with Jamie and Bill on some very challenging searches, requiring tenacity, perseverance, and creativity to ultimately bring to fruition – and the team has been a positive partner throughout!
- **Value-Add:** Through our partnership over the years we have increasingly drawn on the Sales Talent Agency team for proactive insights into the labour marketplace, research when considering expansions/exploratories, and broader business partnering beyond specific individual search requirements. We are delighted to have a strong strategic partnership which provides value at both the individual search level, as well as the broader forward-business development levels.

It has been an honour to work with the Sales Talent Agency team – and I look forward to our continued partnership in future.


Director, Human Resources

Wakefield Canada Inc.