

When your organization needs to fill mission-critical ERP, CRM, or AI leadership positions, the recruiting approach you choose matters. At DynamicsFocus, our retained search model delivers unparalleled focus, resources, and results that contingency recruiting simply cannot match.

This is the model to use when you need to get it right the first time.

Managed Exclusively by Our Founder & Managing Partner

Unlike firms that delegate executive searches to junior recruiters or spread senior resources across dozens of assignments, DynamicsFocus retained searches are our absolute **top priority** and are led personally by Bryan Ray, our Founder and Managing Partner—a 25-year recruiting veteran with unmatched expertise in Microsoft Dynamics, NetSuite, and enterprise AI talent.

What This Means For You:

- **Senior-Level Expertise on Every Search:** Your search is handled by an industry expert who personally understands the nuances of ERP/CRM leadership roles, not passed to junior associates learning on the job
- **No Shortcuts or Compromises:** Retained searches receive the full depth of our proprietary FocusFramework methodology with no corners cut—comprehensive sourcing, rigorous screening, and white-glove service throughout
- **Direct Access to Decision-Maker:** You work directly with the person leading your search, ensuring clear communication, strategic insights, and accountability at every stage

- **25-Year Network Activation:** Immediate access to one of the largest, most trusted networks of Microsoft Dynamics, NetSuite, and AI executives in North America and Europe
- **Dedicated Support Team:** While Bryan personally leads every retained search, he's supported by a skilled team ensuring efficient execution, thorough documentation, and seamless coordination

Comprehensive Omni-Channel Marketing Campaign

Most recruiters post a job and wait. DynamicsFocus retained searches launch a **strategic marketing campaign** designed to position your organization as the employer of choice and attract passive, top-tier talent who aren't actively looking but represent the best candidates in the market.

Our Multi-Touch Marketing Strategy Includes:

- **LinkedIn Spotlight Campaigns:** Professional posts showcasing your organization, the role's strategic importance, and career growth opportunities—targeted to reach qualified professionals in your industry
- **Direct Email Outreach:** Personalized, compelling messages to pre-qualified candidates explaining why this opportunity is worth considering—not generic job blasts
- **Strategic Phone Engagement:** One-on-one conversations with high-potential candidates to understand their career goals, gauge interest, and build relationships
- **Website & Content Marketing:** Featured placement on DynamicsFocus.com with detailed role descriptions and employer brand messaging to maximize visibility
- **Industry Articles & Thought Leadership:** Strategic content highlighting your organization's market position, technology stack, and growth trajectory to attract A-players

This omni-channel approach ensures maximum market penetration and positions your opportunity in front of the *75% of elite talent* who are passive candidates—not responding to job boards or working with other recruiters.

Strategic Target Company Recruitment

One of the most powerful aspects of retained search is our ability to focus recruitment efforts on **your specific target companies**—the organizations where you know the best talent resides.

Here's How We Execute:

- **Competitive Intelligence:** Identify and map talent within your key competitors, implementation partners, or preferred technology ecosystems

- **Targeted Outreach:** Proactively engage professionals at these organizations with tailored messaging about your opportunity's unique value proposition
- **Confidential Approach:** Discreet, professional engagement that protects your brand and respects candidate relationships
- **Market Mapping:** Comprehensive analysis of talent availability, compensation benchmarks, and competitive positioning within your target companies

This strategic approach allows you to attract proven performers from organizations you already respect—significantly reducing hiring risk and accelerating time-to-productivity.

First Right of Refusal on Top-Tier Candidates

In contingency recruiting, candidates are simultaneously presented to multiple clients, creating competition and rushed decisions. With DynamicsFocus retained search, you gain **exclusive early access** to the best candidates before anyone else.

What First Right of Refusal Delivers:

- **Priority Candidate Access:** When we identify exceptional talent, you see them first—before any other client has the opportunity
- **No Competitive Pressure:** Candidates aren't being simultaneously marketed to your competitors, allowing thoughtful evaluation without artificial urgency
- **Higher Offer Acceptance Rates:** Candidates aren't leveraging multiple offers against each other, resulting in more straightforward negotiations and better close ratios
- **Deeper Candidate Relationships:** We invest time building genuine relationships with candidates specifically for your opportunity, ensuring alignment and commitment
- **100% Market Coverage:** Retained search gives you access to the complete candidate market—not just the 25% actively looking that contingency recruiting reaches

Industry-Leading One-Year Guarantee

While most firms offer 30-day guarantees, DynamicsFocus stands behind every retained search placement with an **unconditional one-year replacement guarantee**—the strongest in the industry.

Our 365-Day Commitment Includes:

- **Full Replacement at No Additional Cost:** If a placed candidate leaves for any reason within the first year—voluntary resignation, termination, performance issues, or any other circumstance—we immediately restart the search at zero cost

- **No Questions Asked Policy:** No negotiations, no explanations required, no fine print—if it doesn't work out, we make it right
- **Same Priority, Same Resources:** Replacement searches receive the identical focus, marketing campaign, and senior-level attention as the original engagement
- **Financial Protection:** Protects your organization from the substantial costs of re-recruiting, productivity loss, and team disruption that come with executive turnover
- **Peace of Mind:** Demonstrates our confidence in our screening process, cultural fit assessment, and long-term candidate success prediction

This extended guarantee period reflects our commitment to *sustainable placements*, not just fast fills. We're invested in your long-term success.

Additional Retained Search Advantages

Comprehensive Video Interview Presentations

Every shortlisted candidate is presented with recorded video interviews, allowing your entire hiring team to review communication skills, cultural fit, and executive presence before scheduling in-person meetings. This saves valuable time and ensures only the strongest candidates advance.

AI-Powered Personality Assessments

We utilize advanced behavioral assessments to evaluate candidates beyond technical skills—ensuring alignment with your team dynamics, leadership style, and organizational culture. This predictive analysis significantly reduces the risk of cultural mismatch and early turnover.

Strategic Market Intelligence

Throughout your search, we provide ongoing insights into compensation trends, competitor hiring activity, talent availability, and market conditions—empowering you to make informed decisions about salary positioning, role structure, and hiring timelines.

Offer Negotiation & Acceptance Support

We actively manage the offer process, serving as a trusted advisor to both you and the candidate—addressing concerns, clarifying expectations, and maximizing acceptance rates. Our 'offer negotiation shield' protects your brand while ensuring competitive, fair compensation packages.

Seamless Onboarding & Transition Support

Our involvement doesn't end at offer acceptance. We provide hands-free onboarding support through resignation, notice period, and first-day transition—ensuring candidates arrive excited, prepared, and

positioned for immediate impact.

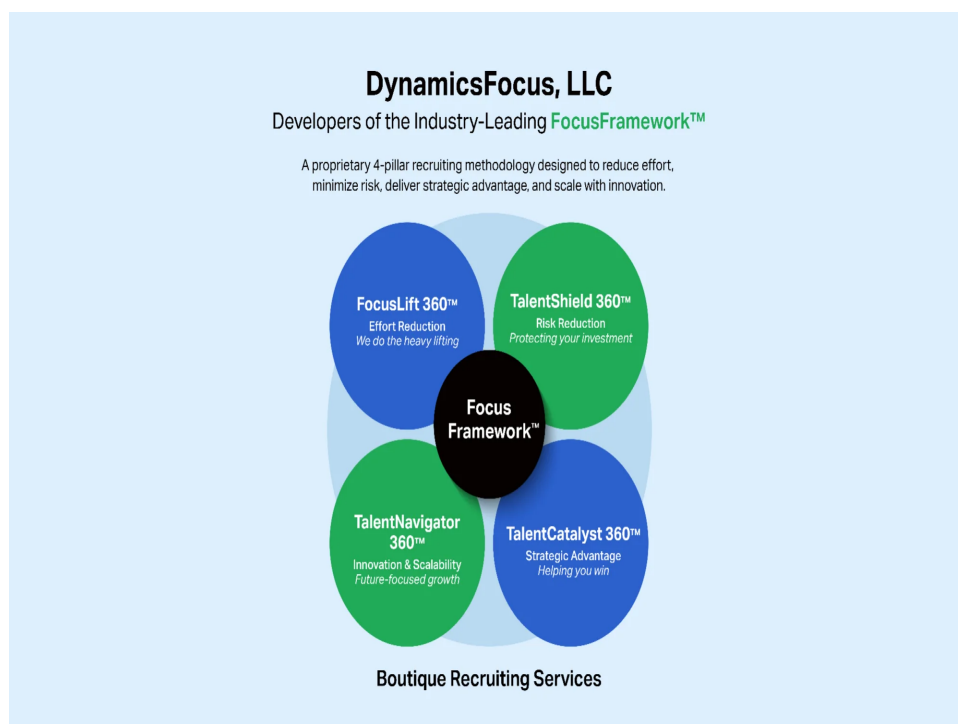
The Bottom Line: Retained Search Is Different

Retained search isn't simply a premium version of contingency recruiting—it represents a fundamentally different approach built on exclusivity, strategic partnership, and long-term success.

When You Choose DynamicsFocus Retained Search, You Receive:

- Top priority focus managed personally by our 25-year veteran Managing Partner
- Comprehensive omni-channel marketing campaigns showcasing your opportunity across multiple platforms
- Strategic recruitment from your specific target companies and competitors
- First right of refusal on the best candidates before any other organization sees them
- Industry-leading one-year unconditional replacement guarantee
- Access to 100% of the candidate market, including passive talent unavailable through contingency recruiting
- White-glove service with no shortcuts, compromises, or delegation to junior recruiters

This is the model to use when you need to get it right the first time.



Ready to Experience the Retained Search Advantage?

When your organization needs to fill mission-critical Microsoft Dynamics, NetSuite, ERP/CRM, or AI leadership roles, DynamicsFocus retained search delivers the focus, resources, and results that contingency recruiting cannot match.

Contact DynamicsFocus today to discuss your executive search needs.

DynamicsFocus, LLC

Specialized Microsoft Dynamics & NetSuite Executive Search

Powered by the FocusFramework™