

How to do HR in
GERMANY



**G.E.T. GERMANY
EXPANSION TRAINING**

**How foreign HR agencies & single recruiters
profit from the strong German HR market.
Place your candidates. Act now.**

www.PHOENIX-GIR.com

1. The **TOPICS/CONTENT** of the **G.E.T. Training**

How can your agency profit from the German HR market?

You will receive detailed answers in our **G.E.T. training** for foreign HR agencies & recruiters. All content of the G.E.T. is

- updated regularly with important information and news about the German HR market.
- always adapted to your questions & requests as a participant.

Why the **G.E.T. training** before and not simply cooperate?

In the past we invested a lot of time and money in building every cooperation and gave valuable and decisive insider know-how for free to partners, who had no experience or contacts in Germany's HR market.

Until we realized: "Many are willing, but not able", to meet the requirements along the process for fast placements in the German HR market. Therefore we decided:

- No G.E.T. training. No cooperation. No exemptions.
- All important questions will be answered in the trainings. Or, if very agency-specific, then in the meetings or consultations after.

The G.E.T. lays the foundations of any possible cooperation.

By our information you will be able,

- to operate profitably alone in the German HR market.
- or to enter in successful cooperations with us or others.

The fee for the G.E.T. is high for you? Then keep in mind: Germany now is immigration country #2 in the world for foreign professionals. It is globally a big player in terms of revenues for private employment services.

The sales revenues in 2018 reached 34,3 billion Euro and over 1.000.000 candidates have been placed (WEC).

In 2019 the recruitment businesses in Germany received the highest fees since 18 years.

Therefore: Compared to the high fees for your placements in the German HR market, the fee for the G.E.T. is low and should be quite fine for successful agencies.

Single recruiters can get a discount after proving.

We donate to families affected by C-19.

What is the training language of the G.E.T.?

Simple English with many images, to understand easy and fast. Interpreters can be engaged by you or us.

After your intensive G.E.T. Training (be well-rested) you will know all about:

- Your chances and strategies to enter the German HR market successfully and profitably.
 - **Live** in the trainings: The current Top 10 German JOB-Hot-Spots, where the most candidates can be placed.
 - The 15 most profitable regions and cities in Germany with the highest salaries in important professions.
 - **Live** in the trainings: The newest numbers of vacant jobs/positions in the 3 – 7 currently most wanted professions in:
 - Engineering & Technics
 - IT / ICT
 - Medicine / Health / Nursing
 - Production & Crafts
 - Finance
 - Sales & Marketing
 - Office & Administration
 - etc.
 - How important is the German language and how/where to get cheap or even free German language courses?
 - **Live** in the trainings: The newest information (so available) about the professions your agency currently is focussed on or where you are planning, to place candidates in Germany.
- Including information about:
- The newest numbers of jobs/positions in that professions.
 - The 5 – 8 Job-Hot-Spot-Cities in your targeted professions.
 - The salary ranges for rough calculations of your expectable placement fees.
 - The 5 – 7 most hiring companies in each profession all over Germany or in your targeted regions and cities.
 - The trends in the demand in each of your targeted sectors and professions.
- The professions with the highest chances from your country (so data available).
 - The new immigration law (FEG) for foreign professionals since 01.03.2020:
 - The most important simplifications and changes for you and your candidates to enter the German labour market.
 - The possibilities and possible exclusions of employment for your candidates.
 - The contacts for visas (if needed) for your candidates.
 - Your best daily update-options about newest positions to place candidates. Including the contacts of the hiring companies and HR managers (where available).

The topics of the G.E.T. (2/2)

- How to contact and start cooperations with German companies and placement partners.
 - Your first approach of the German HR decision makers by phone and/or mail. Including sample texts.
 - Field-tested example of an agreement for cooperations.
 - The contacts of 14 most likely interesting partners for placement cooperations.
 - The German recruitment / hiring process, that might be different from your country.
 - Your briefing with German HR decision makers.
 - The requirements of German HR towards candidates and their offer (salary, benefits etc.) to your candidates.
 - Each Top 10 of the most expected soft skills towards
 - a) specialists, b) managers and c) clerks in the sectors:
IT / Technology / Accounting & Controlling / Marketing & Sales / HR / Purchasing & Logistics
 - And d) to young talents (=apprentices).
 - The 2 "killer questions" to ask German HR managers, to save you time & money!
 - Presenting your candidates: Preparation of candidate profiles. Including best practice examples to increase your placement rates.
 - The German selection procedures (job interviews, ACs, reference check, diagnostics)
 - The German way of doing job interviews:

The typical German interview phases / The Dos & Dont's for "non-German" candidates / German interview behaviour (by phone, in person/ group) / The most typical (allowed & forbidden!) questions and expected answers.

The main reasons for rejections of candidates and how you(r) candidates avoid them / The positive hiring signals of your German HR clients.
 - Your additional business opportunities with young talents like school leavers & apprentices
 - The immediate activities that we from PHOENIX GIR can implement at once for your agency on the German HR market.
 - etc. etc.
- Please send us all your additional questions before the trainings or write directly to your trainer: PMB@Phoenix-GIR.com**

2. The **FEE** of the 3 G.E.T. Options (A1 – A3)

A1 The G.E.T. Exclusive On-site Made only for your agency.

Duration: 2 – 3 days for the training and meetings or consultations in your agency/country.

Participants: max. 10 persons

2.350 Euro per day

Plus travelling expenses plus 1-2 extra day(s) for travelling, depending on your exact address.

Please ask 3-5 weeks before your preferred dates.

A2 The G.E.T. Exclusive Online Made only for your agency.

The more time- and cost-saving option by video conferencing.

Duration: 2 – 2,5 days for the training and meetings/consultations.

Participants: max. 5 persons

1.800 Euro per day only

No additional costs!

Please ask 2 weeks before your preferred dates.

4

Booking is possible by our website or by email. Please:

- Put "G.E.T. Exclusive on-site" in the subject line of your mail.
- Include 2 alternative dates, your full name, email, phone, www
- Include all your questions for the training & meetings.
- We usually reply within 48 hrs.

All payment needs to be confirmed by us 2 weeks before the start of the training.

Booking is possible by our website or by email. Please:

- Put "G.E.T. Exclusive online" in the subject line of your mail.
- Include 2 alternative dates, your full name, email, phone, www
- Include all your questions for the training & meetings.
- We usually reply within 48 hrs.

All payment needs to be confirmed by us 2 weeks before the start of the training.

A3 The G.E.T. Group Online Most cost-saving with other agencies and recruiters.

The most time- and cost-saving option by video conferencing.

Duration: 1 full or 2x 0,5 day(s) of intense, packed training online.

Participants: 1 of your agency (usually CEO or country manager)

1.250 Euro for the training only

No additional costs!

If you wish, then we offer additional individual and agency-specific online meetings/consultations for only 160 Euro/hour after the G.E.T.

Please ask for the next G.E.T. Group Online dates by mail.

Booking is possible by our website or by email. Please:

- Put "G.E.T. Group Online" in the subject line of your mail.
- Include your full name, email, phone, www
- Include all your questions for the training & meetings.
- We usually reply within 48 hrs.

All payment needs to be confirmed by us 1 week before participation in the training.

Your Trainer & Consultant: Peter M. Barnefske (PMB)

Peter Michael Barnefske is a deeply experienced German specialist in real mass / high volume placements

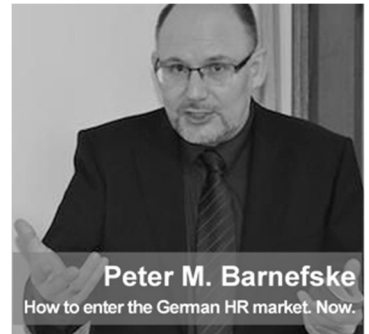
and an international labour expert with focus of course on Germany, Austria and Switzerland.

He is known from international media reports in TV, newspapers etc. (see on www.PHOENIX-GIR.com).

Before he decided, to fully focus on international HR consulting, he had active leading, coordinating and advisory roles in large HR/placement projects, in which altogether more than 12,000 German and international skilled professionals, specialists, young talents and managers from highly divers hierarchies and industries have been placed successfully in large and medium-sized companies all over Germany.

Experiences in industries/sectors:

Engineering & technics, IT/ICT, military/defense, health/medicine, industry/production (automotive, construction, electronics, mechanical, aviation etc.), crafts, finance, sales & marketing, retail, consulting, administration/office, transport & logistics, law, media etc.



3. About a **COOPERATION** with **PHOENIX GIR**

As mentioned before, all information from the G.E.T. enables you to:

- enter and operate alone in the German HR market
- cooperate successfully (e.g. with agencies/recruiters from the training or others)
- or you agree about a longer-lasting cooperation with us.

Cooperation with PHOENIX GIR
Your direct and active entry to the German HR market

Profit from more than 20 years of in-depth experience in Germany's HR market und hundreds of direct contacts to the HR decision makers and recruiters in large and medium-sized German companies.

It can be challenging for foreign HR agencies, who have no experiences or insider contacts in Germany's HR market. We actively support you in expanding your placement activities and make the German HR market accessible easily by our knowledge of:

- The German HR/labour market
- The German recruitment/hiring processes
- The German HR characteristics
- The specific expectations and thinking of your future clients: The German HR responsables.

Our fee system is simple and starts from only 27% of what you charge to the clients. The more you can do yourself, the lower our fee.

Depending on the agreement, we bring you into the most important HR market all over Europe by

- promoting your agency by direct and ongoing contacting of German companies in all selected sectors all over Germany
- presenting your candidates
- accompanying and controlling the process of hiring, contracting and onboarding
- etc.

We choose our partners well. For successful, profitable cooperations our partners need to be able,

- to establish efficient business processes for fast placements
- to recruit matching candidates in the defined professions by following the requirements and legal framework of their country and in Germany

Feel welcome!

