Financial and Human Resource capital are two most integral elements which directly affect the success of any organization. Without the allocation of sufficient capitalization production capacity will cease, visions may not launch, branding becomes non-existent. Moreover human resource capital and the lack there from catapults the financial investment into a reality. Hence “Reality TV of Commercial Trade”, the next phase recruitment, selection, sales force deployment. Worldwide Associates and Capital Corp [www.wwcap.com](http://www.wwcap.com) introduces its “County to Global” platforms administering to the aid of small businesses to medium size enterprises.

For all intents of practical purposes the foregoing document and links exemplify the very scope, nature and importance of the companies mandates for a highly effecting staffing component pursuant to the “County to Global” and “Reality TV of Commercial Trade”, including but not limited to, small to medium enterprise web applications platforms, the MaxBox hardware component for residential and business consumers and its proprietary spin-offs.

Corporate Model Example for recruitment process and training module. “County to Global / Reality TV of Commercial Trade”

“County to Global / Reality TV of Commercial Trade” Example Training Module Only:

[www.eflagler.com](http://www.eflagler.com)

The company objectives are great in magnitude and must rely heavily on its ability for staffing; primarily as it may pertain to its sales force and corporate sales force managerial approaches. In order to accomplish branding and sales in a given geocentric area the carefully managed flow of people is indicative as to the direct result in a given market segment. The staffing process will be that of staffing to organization (staffing/organization).

The establishment of unique high sets of principles will be thoroughly incorporated within the confines of the organization inducing high employee retention rates, however on the onset as it may pertain to the recruitment process, the company under most circumstances treats its recruitment and selection process as that of a “Turn-style / Revolving door” approach with the very notion that “the crème rises to the top”. After careful consideration, experience and exposure to the internal processes of recruitment and selection the company has realized this allocation of resources in acquisition of talent is the next important step as to the success of each regional, national and global build-out. The staffing system is that of a systemic approach which will only serve as a guide as to the recruitment and selection process.

The external acquisition activities will encompass a vast array of recruitment tactics from traditional newspaper ads, to employment websites, career centers, inclusive the “County to Global” publications in the local jurisdictions the company decides to penetrate. The recruitment process will be canvassed to serve as an entrepreneurial opportunity rather than that of a job. The recruitment process encompasses the MaxIT empowerment module series and utilizes the MaxBox as its introduction to the company on the big screen television or wall as the primary showpiece for introducing new recruits to the company and ongoing training modules for maximization of productivity. The presentations and motivational tactics imparted by management will serve as the underlying catch to reel the new recruits desiring to amass serious income and establish a new way of living financially free rather than that of a mere job. The recruitment process will clearly stipulate the company’s missions and objectives through direct one on one interviews, symposiums and seminars.

Statistical analysis will be part of the recruitment process, since small to medium enterprises are the predominant market share for new hires, specific analysis will be displayed with income potential given that particular market segment. The demand for the company’s products and services will exemplify the opportunistic environment for which particular visionary potential sales personnel will be desirous to get involved. “Labor demand is a derived demand, meaning it is a result of consumer demands for the organization’s products and services” (Heneman III & Judge, 2009, p. 90).

The actual deployment of the recruits to direct sales, new hires functions will be that of an introductory purpose to simply introduce the company’s products and services to small businesses and medium enterprises, i.e. pizzerias, hair salons, restaurants, auto mechanics, hotels, auto dealerships, etc. “Deployment refers to the placement of new hires on the actual job they will hold, something that may not be entirely clear at the time of hire” (Heneman III & Judge, 2009, p. 9). The new hires will canvass a particular assigned region in a particular county to speak to every business in that region. The new hires will begin with a survey questionnaire and offer the free marketing methodology for that small business. The marketing and sales psychology is that of a multi functional cross sales integration process amongst new hires and the company recruits to further determine the various spin-offs from day to day operations.

Some include:

The MaxBox Residential

[www.dadps.com](http://www.dadps.com)

HiTech Homes and Virtual Hotels

[www.dadps.com/homes](http://www.dadps.com/homes)

[www.reality4living.com](http://www.reality4living.com)

Automotive Dealerships

[www.dadps.com/dealers](http://www.dadps.com/dealers)

MaxBox Residential and Business

Consolidated Sales Process for Recruitment and Training (Detailed scope in MaxIT Empowerment and Training Module)

All recruits and new hires are to be acclimated to the traditional scope of the “Reality TV of Commercial Trade / County to Global”.

[www.eflagler.com](http://www.eflagler.com) Training and joint venture partner relations

[www.reality4me1.com](http://www.reality4me1.com) Training and mock up site

[www.reality4u2.com](http://www.reality4u2.com) Training and mock up site

(Please note: Many of the aforementioned sites are real – time live databases and are used by our firm for portrayal of the nature and scope of the business. Also continuously used as training module and sales aids).

Direct Sales:

* Relational Consultative Sales Approach

Telemarketing / Call Center

* Transactional Approach

Reference:

Heneman, H. III & Judge, T. (2009) Staffing Organizations 6th edition. McGraw-Hill Irwin; Boston.