



BD PERSPECTIVE

Recession is perfect time to reinvent your career.

Marshall Face2Face founder recalls rise-from-the-ashes effort that led to self-employment success.

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The effects of the prolonged recession are taking their toll on the American workforce. In the best cases, talented professionals feel trapped in less-than-ideal employment scenarios that have little hope of improvement or advancement. In the worst cases, they're facing cutbacks and job losses — along with limited to non-existent options for remedying the situation.

Bob Marshall, founder of Marshall Face2Face, believes this is exactly the time to think about striking out on your own. That's what Marshall did back in the 1995-96 recession, when he turned his knowledge of the construction business into a unique outsource solution for business development.

"Business had come to an absolute standstill for anyone related to the construction industry," Marshall recalls. "But one day it hit me that maybe I could leverage my knowledge of the industry in a totally different way."

Marshall also knew firsthand that the process of generating leads and securing appointments was a thorn in the side of most companies. It's a task requiring breakthrough sales skills that are not the core talent of builders, architects and engineers. It also requires a continuity of effort that is next to impossible for a company with multiple (and often competing) project due dates.

The result was the creation of Marshall Consultants: a pioneering business development consulting firm that has now served clients nationwide across a variety of industries and genres.

"There was no manual for this," Marshall says. "Basically I was able to create an outsource solution that addressed this unserved niche. And today, there's more need for these services than ever. Companies need to tighten their belts. But they can't abandon the business development effort that's crucial to getting new projects."



At the outset of the current recession, Marshall upped the ante a notch. Using his system that has been refined over 14 years of real-world practice, he created Marshall Face2Face: a franchise opportunity that enables others to apply their acquired skillsets and knowledge to create their own business.

“Key decision-makers, in any industry, are extremely difficult to reach today,” Marshall adds. “They have more walls around them than ever before. That’s why many companies are choosing to outsource this all-consuming task.”

The inquiries received by Marshall Face2Face are indicative of the wide range of people who’ve been affected by the current soft economy. They include downsized marketing professionals, young mothers who need family-flexible hours, senior executives looking to get off the corporate treadmill, and returning military vets facing a tough job market.

As such, Marshall Face2Face looks for people who have the communication skills and stick-to-it-iveness that it takes to succeed in business development. The specialized training it provides helps to get a franchisee up and running quickly.

“You just need to make up your mind there’s a better way for you out there, and that you’re going to find it,” Marshall concludes. “I know I’ve never regretted it for a minute.”

CONTACT:

Galina Marshall • 213.999.4442
VP/Director of Franchise Development
galina.marshall@marshallface2face.com

marshallface2face.com

Marshall Face2Face is an affordable outsource partner — for lead generation and appointment securement — with the power to revolutionize an enterprise’s business development strategy. Visit us online to learn more about our field-proven system, and about how we can tailor a program to meet your needs.