



Making Dreams Come True True Talent Group

APPLE VALLEY –Stacey Stratton, executive recruiter and owner of True Talent Group, a sales recruitment company based out of Apple Valley, recently turned a lifelong dream and guidance from SCORE into a thriving enterprise with limitless opportunities.

After working in the industry for six years, Stratton had a strong desire to break out and start her own company. An internet search for “small business help” put Stratton in touch with a counselor from her local SCORE office. “Our team provided resources that helped Stacey overcome her concerns regarding how to start a company, develop a solid business plan and put the basics in place to kick-off her recruiting business.,” says SCORE counselor Greg Boettner.

Stratton attended several seminars offered by her local SCORE office, and with help from the Business Planning Center, diligently chipped away at a working business plan. The results are undisputed: sales at True Talent Group in 2008 were double Stratton’s expectations. Sales for 2009 have already exceeded last year’s, and Stratton says she expects to triple her business by the end of the year.

Recently, Stratton has expanded the business to include placement of marketing and creative talent. She has also added contract and temp-to-hire placements. Stratton is currently working to obtain the distinction of being certified a Women’s Business Enterprise.

Stratton says, “We have insights about the Twin Cities market and often daily updates about business happenings because we’re involved and networked. This local knowledge translates well when a locally headquartered corporation wants to build their marketing or sales team nationally or a professional is relocating to the Twin Cities. We get this market and the businesses that operation nationally and internationally here.”

As a resource partner with the SBA, SCORE provides information vital to small business success. This includes counseling on financing options, business planning, marketing strategies, product development and more. Individual members and counseling teams with diverse business knowledge and experience provide one-on-one, confidential counseling at no cost to the business owner.

For more information:

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