



Sales Optimisation

Service overview

DataCareers work in partnership with clients to create bespoke Sales Optimisation Recruitment Programmes; a key strategic initiative that enables organisations to develop existing talent, and to attract, select and onboard brilliant new talent.

What we do

Sales teams are crucial to the performance and growth of an organisation; their productivity and performance are an integral part of the organisations success. However, building and growing an effective sales team presents many challenges for Sales Managers, for example high attrition rates, lack of diversity and low motivation amongst teams.

DataCareers will work alongside Sales Managers and Leaders to design, develop and implement a fully bespoke, structured, data driven recruitment programme.

How do we develop our Sales Optimisation Recruitment Programmes?

- ✓ DataCareers will collate data to help clients quantify the cost and frequency of poor hires, enabling us to define and highlight the value of reducing the frequency of poor hires and increasing the frequency of brilliant hires.
- ✓ We will map out the key competencies (knowledge, skills, abilities, attitudes and behaviours) that will differentiate top sales performers for future hires.
- ✓ We will build a standard assessment methodology using the mapped out competencies to predict high performance (in candidates and current sales-people) in a way that also drives positive candidate experience.
- ✓ We will identify 'next steps' to implement, including ongoing validation and refinement of the methodology and using the competencies to support on-boarding.
- ✓ We will undertake in depth analysis and present key findings of previous recruits successes/failures.
- ✓ We can also help with employer branding, with design and development of content to attract candidates (PDF's, employee interviews/adverts).



Previous projects

Here are just some of the key stats from previous projects we have implemented our Sales Optimisation Recruitment Programme for:

- ✓ We put 600 people through the new recruitment process and hired 45 new sales people in a four month period.
- ✓ We helped with huge cost savings through not hiring 22 candidates that would have previously been hired without our Sales Optimisation Programme in place.
- ✓ 40% of the new hires were from under represented groups.
- ✓ At least 10 of the new hires made top 20 sales performers (150 global team).
- ✓ Average turn around of 20 days' time to hire.
- ✓ Great candidate feedback – generating more applications from referrals.



DataCareers

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