



RECRUITMENT



OVERVIEW

Our sales recruitment process is designed to identify salespeople that will succeed in your sales environment and our process ensures that only those salespeople / managers with objectively identified skills, strengths, mindset and environmental compatibility will be put forward for interviewing.

By using the Objective Management Group (OMG) sales assessment tool (which is a form of sales specific, pre-employment testing), we can provide easy, instant access to insightful results that thousands of successful companies rely upon to choose winning salespeople and / or sales managers.

Prior to considering any CVs or speaking with any applicants, we recommend that ALL candidates are objectively screened using this tool. This assessment is a highly accurate process that has been validated by two PhD studies in which it was recognised as having a predictive validity of 96%. This means that when we recommend a candidate who has been identified as hire-able against a specific criteria, they are successful in that sales role 96% of the time.

Our process commences with a clear understanding of the criteria for success in your market. We identify the candidates experience in the 20 most important areas that will influence success, factors such as:

- Markets in which you operate
- To whom you sell to
- Level of competition
- Sell cycle
- Method of compensation

This allows us to identify candidates with the shortest ramp up time when selling in your market.



RECRUITMENT SCREENING



EASY TO USE

The candidate assessment tool is designed to be easy to use for both you and your candidates. Simply tell us about your sales position by completing a simple questionnaire, and we'll create a unique link to send to your candidates.

We recommend sending the assessment to each candidate straight after they submit their CV's (we don't even look at a CV until the telephone interview stage).

By doing the assessment this way, you won't fall for someone's exaggerated CV or perfect track record and will only spend time with candidates that can sell in your company.

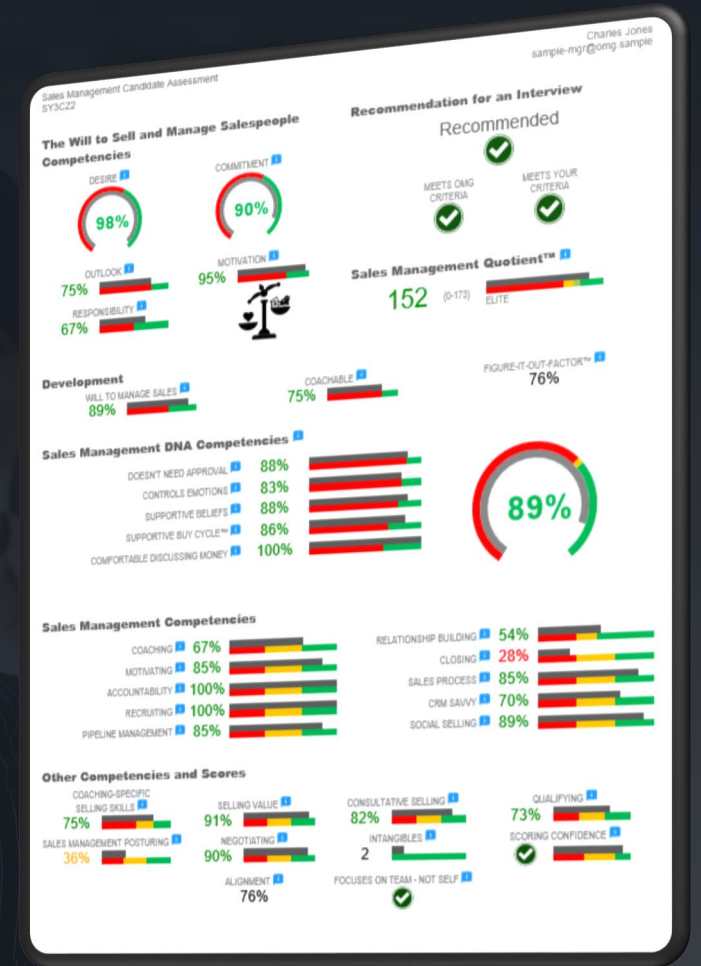


INSTANT RESULTS

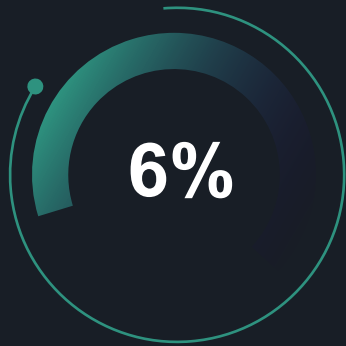
Completing an assessment usually takes candidates approx. 40 minutes and a PDF document of the results is created and emailed.

The results not only specify whether a candidate will succeed in your selling environment – candidates will receive either a “recommended”, “worthy of consideration” or “not recommended” result - but the report also includes insightful interviewing tips designed for the interview of each specific candidate.

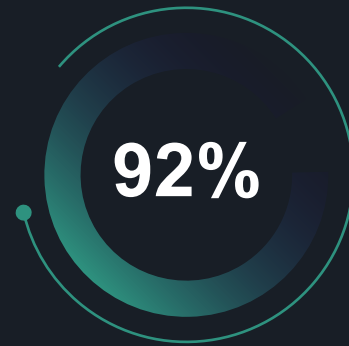
The tests have a proven 96% predictive validity and they can even tell if someone has tried to figure the test out.



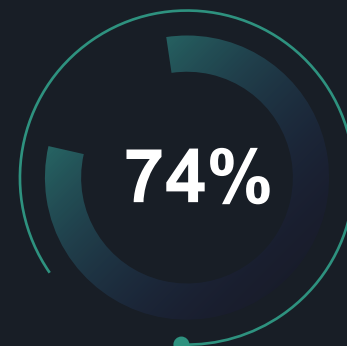
SALES RECRUITMENT FINDINGS



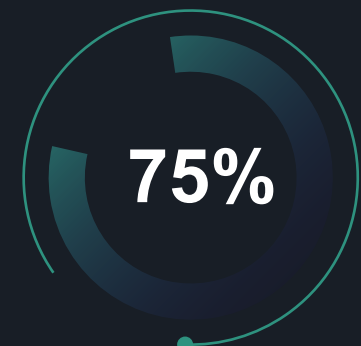
**OF SALESPeOPLE ARE
ELITE PERFORMERS**



**OF RECOMMENDED
CANDIDATES REACH
THE TOP HALF OF
SALES FORCE**



**OF SALES PeOPLE
ARE INEFFECTIVE
AND SHOULDN'T
BE IN A SALES
ROLE**



**OF NON
RECOMMENDED
CANDIDATES
FAIL WITHIN 6
MONTHS**

UNIQUE INSIGHTS



THE WILL TO SELL

Learn whether your candidates have the desire and commitment it takes to be successful in sales. Also discover insights into their outlook, whether they enjoy selling and how motivated they are.



RECOMMENDATIONS

Candidates are given a recommendation based on their ability to succeed in the role. These recommendations are combined with your selling profile and the proven criteria for sales success with the unique challenges of each sales position.



COMPETENCIES

The selling competencies give detailed insight into the skills and strengths that a salesperson possesses. Some of the competencies we measure include Hunter, Consultative Seller, Qualifier, Closer, Sales Posturing, and Account Manager.



SALES DNA

Sales DNA is at the core of a salesperson, and explains whether they have strengths that will support desirable outcomes or weaknesses that will sabotage those outcomes.



DEVELOPMENT

Learn whether your candidates are coachable and if they have a high 'figure it out' factor (i.e. how quickly they can come up to speed).



SALES PERCENTILE

OMG's sales percentile finding is the single best measure of how strong a salesperson's skills are.



Packages FOR RECRUITMENT SCREENING

INDIVIDUAL

Pay for each candidate assessed

Available for sales / sales management roles

Customised role specification

PDF report sent to manager, along with brief email explanation of findings

12 MONTH LICENSE

Unlimited screening for one role

Available for sales / sales management roles

Customised role specification

PDF reports sent to manager. Includes initial debrief call to give a greater understanding on how to read the reports.

Option to purchase additional admin to filter candidates. Please see next page for details.

MULTI HIRE LICENSE

Unlimited screening for multi roles

Available for sales / sales management roles

Customised role specification

Assess candidates against multiple sales roles at once

PDF reports sent to manager and discussed during debrief calls.

Option to purchase additional admin to filter candidates. Please see next page for details.



ADMINISTRATION OPTIONS

We appreciate that the recruitment process can be stressful and time consuming. In order to help streamline the process and free up some of your time, we can help further

1. ADVERTISING

We can help find and attract the right salespeople by designing a recruitment campaign that will attract the greatest number of suitable candidates for your sales position.

2. POSTING

Once your advert is complete, we can liaise with job boards on your behalf to get it live.

We can then provide links to share the job vacancy on social media.

3. INITIAL EMAILS

We will log into your job board each morning and send emails to all applicants containing the assessment link and instructions on how to complete it.

4. FILTERING RESULTS

We can see whether a candidate has opened the link and/or partially completed the assessment. Every Monday, we will review progress, send a gentle nudge by email and update the job portal so you're kept up to date at every stage.

5. FILTERING RESULTS

RECOMMENDED / WORTHY OF CONSIDERATION

The results of the candidates who are recommended or worthy of consideration for an interview will be sent to you by email, along with their CVs for you to arrange interviews with.

NOT RECOMMENDED

The results of those candidates who are not recommended for an interview are deleted in accordance with our GDPR policy and a rejection email is sent on your behalf.

(Please note, all results do remain on OMG's database should you require a copy for future reference).

7. FURTHER HELP

Objective Assessment is primarily a sales evaluation and workforce development company – we work with CEOs and business owners to improve the sales capabilities of their business.

Should any new hires or existing staff require any development, we offer full sales leadership and training support in a variety of platforms. Please contact us for further details.

In addition, we do full recruitment packages. Please see next page for more information.

12 MONTH LICENSE WITH ADMIN = £2,550 / 12 MONTH MULTI HIRE LICENSE WITH ADMIN = £6,550

FULL RECRUITMENT PACKAGES

1. ADVERTISING



An initial call is conducted to obtain a detailed brief and discuss advertising methods. Once this is agreed, we draft a job advert, send for review and once any required amendments are completed, we post the advertisement and monitor applicants.

2. SCREENING



All applicants for sales and sales management positions are screened through the OMG online process. This has a value of approx. £3,000 per hire but is included in the price when we are managing the placement.

3. PHONE INTERVIEWS



Results are reviewed and anyone who has not been recommended, will be sent a rejection email.

CVs are reviewed for the candidates who are 'recommended' or 'worthy of consideration' and anyone suitable, is invited for a short screening interview which we conduct on your behalf.

4. F2F INTERVIEWS



Following the screening interview, only those who have met the criteria and have relevant experience are invited for face to face interviews.

We conduct the initial face to face interviews with applicants and then prepare and send you full reports on suitable candidates.

5. ONBOARDING



When you have chosen your favored candidates, we will schedule face to face interviews for you (we can also attend these interviews if requested).

We then complete reference checks with previous employers, co-ordinate the offer process, assist with the negotiation of the employment contract as required and provide framework for the onboarding process outlining the first 30-60-90 days expectations from both sides.

COST OF FULL RECRUITMENT = 15% OF TOTAL ANNUAL REMUNERATION PACKAGE

SATISFACTION GUARANTEED



All recruitment packages come with a 90-day replacement guarantee.

If a candidate leaves employment or is not suitable for the role, we will find a replacement to fill the position, provided that the invoices are paid within 14 days of the date of issue.

Our brand promise is always 'actionable or it's free'.

We're certain that you'll love the unique insights that our products provide but if you don't, contact us and we'll make it right.



TERMS AND CONDITIONS FOR SCREENING TOOL

- The assessment tool is for the purpose of testing candidates for sales positions only, and the payment for this service does not include testing of existing sales personnel already employed by, or otherwise engaged with your company. Separate evaluations are available for existing sales personnel.
- If a candidate is hired following an assessment, we will upgrade their results into a full evaluation report free of charge. Please advise when a hire has been made and we can prepare the full document for you without the candidate having to complete any further work.
- Objective Assessment reserves the right to immediately terminate services without reimbursement if, in its sole judgement, (a) services are being used to hire more than the pre-agreed candidates or for different roles, (b) services are being used to assess existing sales personnel, or (c) services are being shared with individuals or organizations other than the company who purchased the service.
- Whilst we make great efforts to ensure maximum availability of our systems, occasional circumstances within and outside of our control could result in our services being unavailable. No guarantees are made regarding the availability of our systems, and you agree to hold us harmless for any consequential losses or damages resulting from our systems being unavailable.
- Our objective is to identify suitable candidates and provide accurate details on them. However, this is substantially based on information supplied to us by the candidates and, as such, no responsibility can be accepted for errors or omissions or for incorrect conclusions. It is you, the client, who will make the final recruitment decision. Therefore, throughout the process you must ensure that you satisfy yourself as to their competence, qualifications, integrity and suitability for the position.
- Our organisation cannot accept liability, either personal or corporate, for compensation for any loss or damage, howsoever arising, which you may suffer or become liable for as a result of our introduction of a candidate and your organisation's decision to employ that candidate.
- Finally, candidates' details are highly sensitive and are supplied to your organisation on a strictly confidential basis and may not be disclosed to a third party without the approval of either the candidate or Objective Assessment.