

A Roadmap™ for Sales Recruiting Success

2

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State of the Market

Most companies are struggling to hire high performing sales talent.

- The current unemployment rate for business-to-business sales professionals is between 3 and 4 percent.
- According to the DHI Group, the current time-to-fill for open sales positions is 48 days — the longest time-to-fill in recent history.
- Candidates are demanding significant wage increases to switch employers, often asking higher salaries than a company's current sales force.



State of the Market

Candidate-driven markets like this call for a whole new approach to recruiting.

At Ability Professional Network, we recruit high performing sales professionals for companies who want to win.

Our new **Roadmap™** can boost your business by recruiting the top 10 percent of sales candidates in your industry.

We find the freshest and brightest talent in the market, more efficiently and at a lower cost.

Bottom Line: We can help you build your sales force with the top 10% of sales candidates in your industry so that you can grow your business, profitably.



Why Traditional Sales Recruiting Methods Are Failing

Job Boards

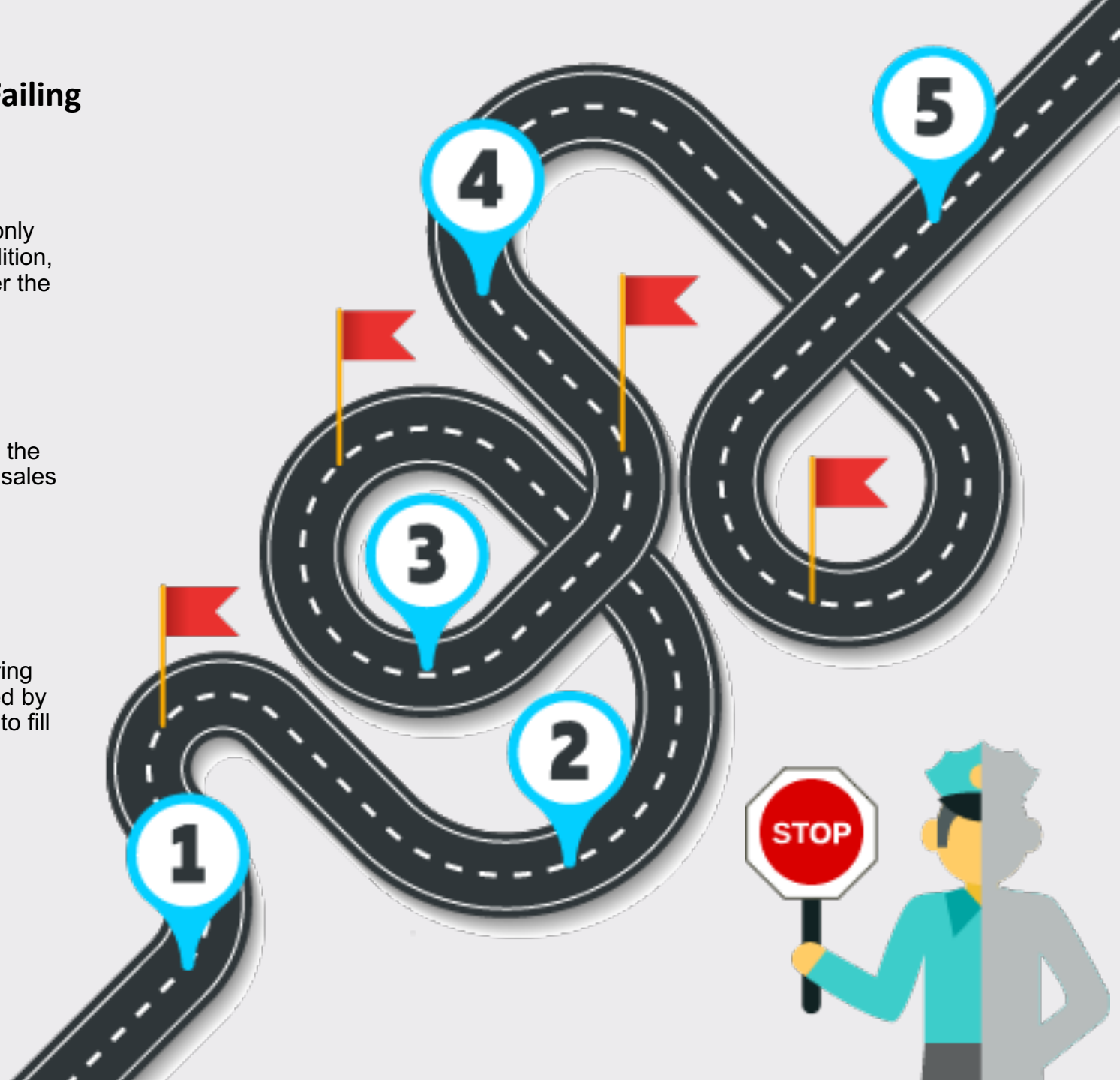
Job board postings are only seen by active job seekers, who only make up about 8 percent of your potential sales candidates. In addition, the cost of job board licenses has risen more than 100 percent over the past three years.

Recruiting Firms

Most recruiters are generalists, which means they may not have the time or expertise to deal with negotiating compensation programs, sales territories, auto allowances, non-competes, and the host of other complex issues related to hiring sales professionals.

“Hire slow and fire fast”

This is a bad strategy in the current market. The longer your hiring process takes, the more time your top candidates have to be wooed by your competitors. And when you have critical vacancies, you need to fill them without delay.



Why Traditional Sales Recruiting Methods Are Failing

Other Recruiting Methods

Some strategies for hiring sales professionals yield lackluster or inconsistent results. Consider these facts:

- LinkedIn InMails and non-targeted emails have an average response rate of only 11 percent.
- Cold calling is the least effective method, with a success rate of only 5 percent.
- The average company talent database for sales candidates is about 40 percent out of date.
- Thirty percent of candidates in databases are overlooked because of missing key words or incomplete profile information.
- Sixty percent of your target candidate market goes untouched.

Social Media

Social media searches rely on candidates' profile data, which is often incorrect and out of date.

We have worked in the sales recruiting business for over ten years, from top to bottom, and we're well aware of the problems companies face in recruiting top talent for their sales teams.

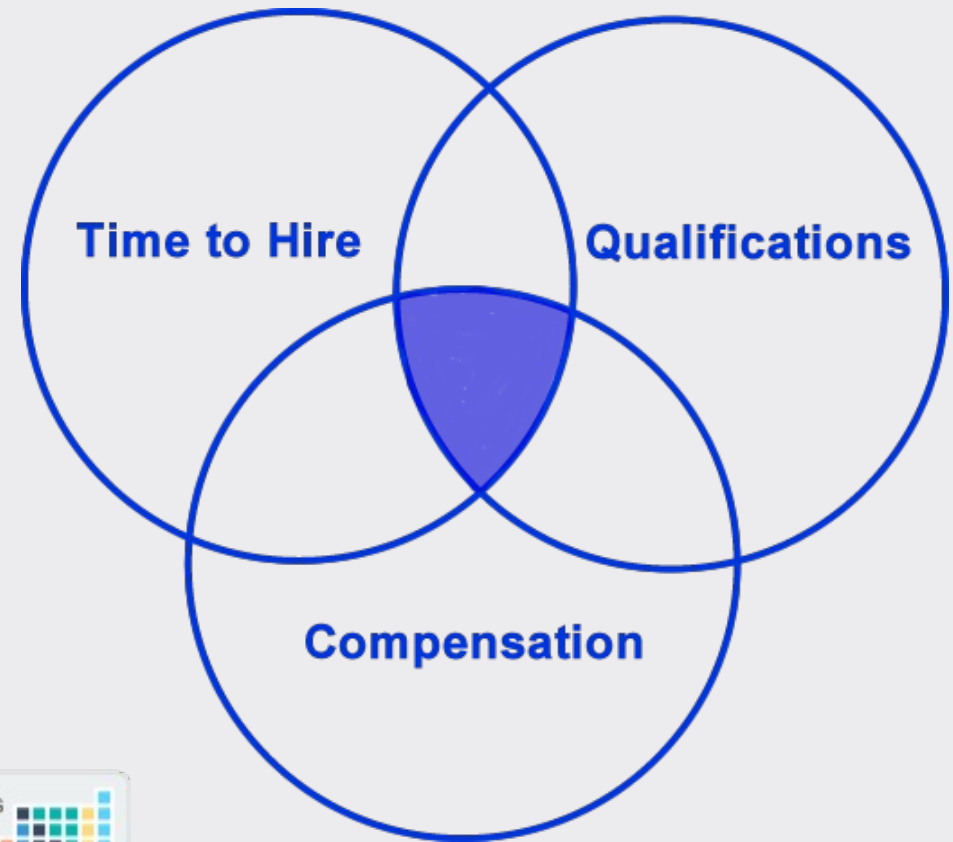


The Three Components of a Successful Hire

In today's job market, three hiring components must align properly in order to complete a successful search:

- Time to hire
- Candidate qualifications, and
- Compensation.

If any one of these components are out of alignment, the hiring process can take much longer than necessary or result in a hire that does not meet your ideal candidate profile.



You need the top 15%.

The top 15% of sales professionals are doing very well. It's taken a lot of hard work for them to reach their current level of success.

It would take even more hard work to reach the same level in a new job.

To get these candidates to even consider coming to your company, you must find them, approach them in a professional manner, and offer them a compelling step up in their careers.

Inexperienced or lightly qualified candidates drive up training costs, increase turnover, and impact sales against quota.

That's why you need the best candidates to build your sales team.

Do any of these scenarios sound familiar?

If so, we can help.

Scenario 1

Your Midwest Regional Sales Manager just resigned, and your best customers are now without sales coverage. Your competition is already knocking on their doors. You need candidates quickly.

Scenario 2

Your company has just launched a new product line that needs to be sold through a different channel. Your current sales team cannot handle the new workload. You need qualified sales reps who can hit the ground running.

Scenario 3

You are missing your sales targets. Twenty percent of your sales team is propping up the remaining 80 percent. You need to replace the low producers now.





To reach the top 15 percent of sales candidates, you need our Roadmap™.

Here's how we use it to recruit for you.

Over the past five years, Ability Professional Network has established an all-inclusive database of sales professionals in the industries and geographic areas we service.

Here is a snapshot of the Midwest market for sales talent:

Typically Recruited Positions	Total 9 State Midwest Market	Typical Agency Candidate Database 25%	Ability Professional Network Candidate Database 86%
<ul style="list-style-type: none">- Vice President of Sales- Director of Sales- Sales Manager- Regional Sales Manager- Territory Manager- Area Manager	36,963	9,241	31,254

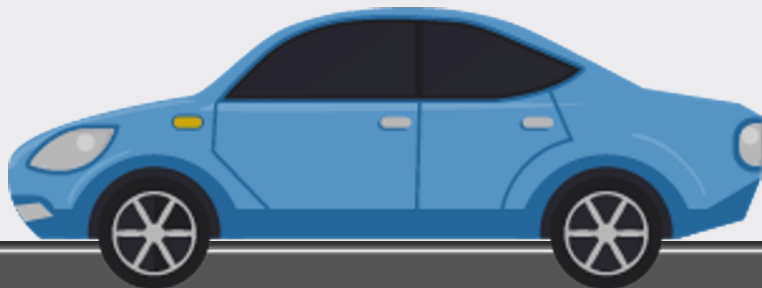
The Solution: Our Roadmap™ for Sales Recruiting Success

The Ability Professional Network can provide you with a recruiting Roadmap™ tailored to fit your hiring needs. No two searches are alike.

We will match you with the executive recruiter best suited to search within your industry, job description, and skill-set specifications.

This executive recruiter will work directly with your hiring manager or talent acquisition leader to determine the best candidates for the job.

Our goal is to build a strong relationship with you and become your representative in the employment market.



Our Roadmap™ for Sales Recruiting Success

Step 1: Needs Assessment

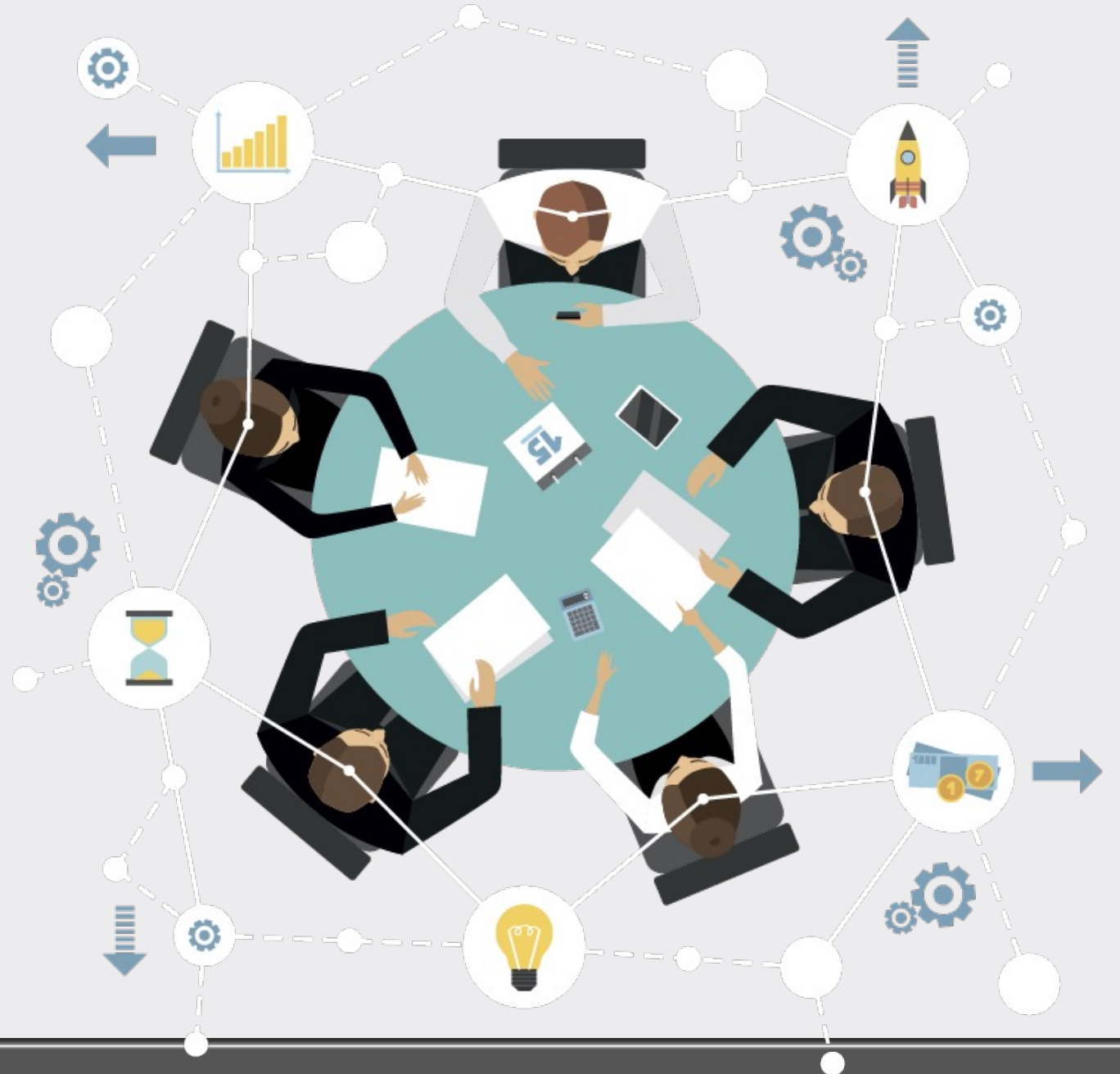
When you assign us a new search, we begin by getting to know your internal hiring process.

It's essential for us to learn about your leadership team, culture, and history and to understand your company's business objectives.

Step 2: Position Profile

A comprehensive, detailed position profile is a critical part of a successful search.

Our executive recruiter will conduct a structured discussion with your decision-makers and hiring managers to evaluate their needs and develop a complete overview of the position.



Our Roadmap™ for Sales Recruiting Success

Step 3: Sourcing

Based upon the results of your Needs Assessment and Position Profile, we'll develop a sourcing Roadmap™ we feel will yield the best results for your assignment.

We use a careful analysis of your company, industry, competitors, and marketplace to guide your search strategy.

We have established an exhaustive database of sales candidates whom we contact regularly through our proprietary candidate communication platform.

These sales professionals already know our company and the excellent clients we serve.

All candidate resumes, correspondence, profiles, assessments, reference checks, and contact logs will be entered into "Playbook™", our tailored applicant tracking software for documentation and future reference.

Step 4: Candidate Evaluation

Our executive recruiter will use performance-based interview questions, as well as written answers to qualifying questions, to qualify candidates based on job skills and necessary experience.

The finalists in this evaluation process will be among the top 15 percent of qualified candidates.



Our Roadmap™ for Sales Recruiting Success

Step 5: Presentation

We will present you selected candidates from the final candidate pool.

The presentation will include a resume, compensation information, and detailed summary for each finalist.

Step 6: Reference Check

We pay careful attention when conducting our detailed reference checks, contacting previous supervisors and direct reports and providing you with comprehensive summaries.



Our Roadmap™ for Sales Recruiting Success

Step 7: Negotiation

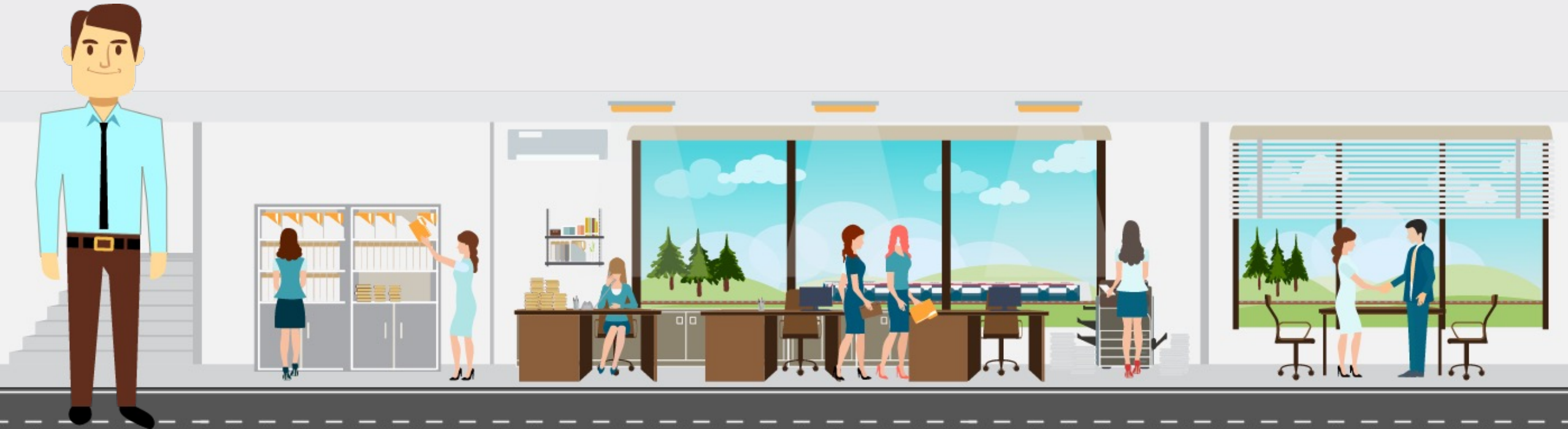
Ability Professional Network works to ensure all negotiations go smoothly.

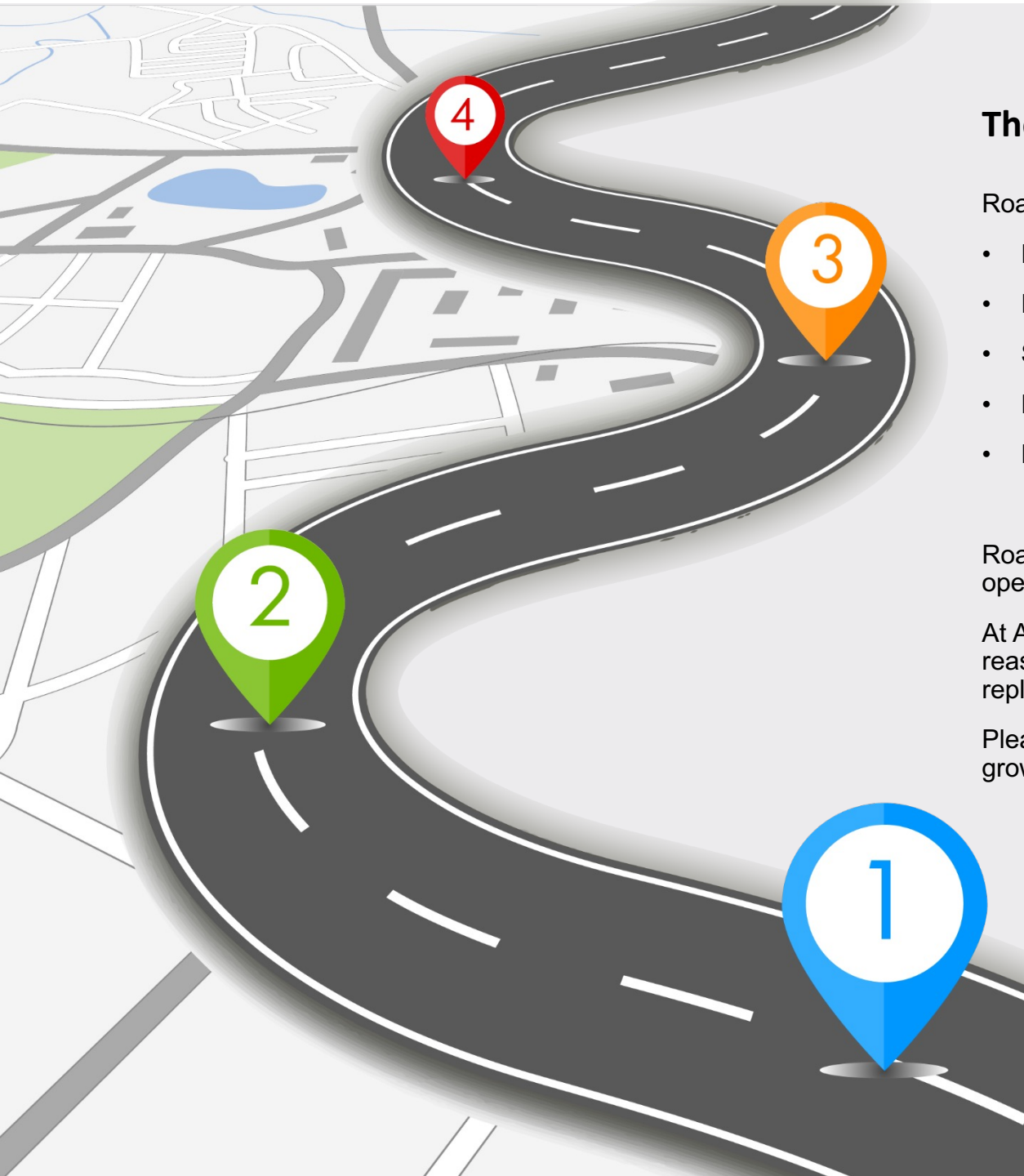
We are here to act as a helpful intermediary throughout the often-sensitive hiring process.

Step 8: Retention Call

Post-hire integration and long-term retention are key components of all successful hires.

Ability Professional Network maintains consistent contact with placed candidates and their employers to ensure a smooth transition and fluid integration process.





The Outcome

Roadmap™ enables your hiring managers and recruiting teams to:

- Hire from the top 15 percent of sales candidates
- Find your “Ideal Candidate” who’s qualifies to fill your job
- Save time
- Enjoy superior retention
- Reduce the cost of training and re-hiring

Roadmap™ is active 24/7/365 and provides a candidate attraction process that even operates during off hours and weekends.

At Ability Professional Network, we offer a 90-day candidate guarantee. If, for some reason the candidate leaves during that period, we will be there to help you find a replacement at no charge.

Please allow us to learn more about your sales team and how we may be able to help you grow your business.

Book an Appointment Now

Call 614-403-6079 or visit us online at abilityprofessional.com

About Ability Professional Network

Ability Professional Network began as a job networking group for mid-career professionals in 2006. The mission of the group aligned with our personal philosophy of, “Helping people find good jobs.”

During the recession, the job networking group grew from its initial 8 to over 3000 members and alumni in Central Ohio. It helped over 4000 unemployed professionals find new jobs. Our company continues to lead its Tuesday Tune-up job networking group as our “give back” to the community.

In 2013, Ken Lazar along with his son Matt, founded Ability Professional Network, LLC as a professional recruiting firm specializing in placing sales professionals, nationally. Since then, APN has grown in size and scope to include recruiting for technical professional.

We are going to change the way to think about recruiters!

