

## SELLING THE POSITION

**Example #1:** *“They are looking for a (Title) to join their Commercial team, but this is a little different than what you’d find at a typical (Industry) firm. As you know, in most firms, a (Title) is restricted to generating sales leads and passing them off to the rest of the team. At (Company Name), you will be involved with your clients from start to finish – which will help you fine tune your sales abilities, be exposed to the entire branding process, and surpass most other (titles) at your level today. If you have experience with (type of software), it’s a plus – if you aren’t familiar with the program, it’s one of the most advanced advertising software systems out there, and eliminates the tedious paperwork element of our business that slows most other (type of companies) down.”*

**Example #2:** *“My client has grown to become one of the highest grossing (Industry) firms in America over their twenty year history, and they are currently seeking to grow the next generation of (Titles) within their team. A new associate joining this team experiences unparalleled benefits through daily interaction with a tenured team of professionals; the senior partners of this organization boast an average tenure of 15 years. Those senior partners make it their mission is to help everyone achieve their maximum potential by providing the finest and most comprehensive training content in the industry today. How does this impact someone joining their team? On average, new associates joining their firm qualify to be a senior territory manager within 24 months of joining the firm – and as you and I both know, this is a much faster acceleration than exists in most organizations.”*

**Example #3:** *“(Company Name) is currently looking to add a (Title) to their well-established team. The department has a chief estimator, one cost estimator, and an administrative assistant. This role is for a thinker, not just a number cruncher, because the (Title) is involved in meeting with the client, rolling up his sleeves and taking the project from a schematic point, to a conceptual budget and to GMP. Obviously, they are not going to have you grinding out estimates all day long. It’s truly the opportunity for you to play an active role in marketing, business development, hiring, and strategically planning how the company goes about growing.”*

**Example #4:** *“In the work we have done with (Company Name) in the past I’ve found that the best way to describe this position is as a producing sales manager. Production will be this person’s focus working with brokers, consultants and going direct if need be. Management in (Company Name) has a solid network of health sales reps throughout this territory that this person will work closely with to package (Company Name)’s (type of product or service). It is important for you to understand that you will only be responsible for ancillary sales and you will be paid on every piece of ancillary business that is written in the territory – whether you have anything to do with the sale or not. What this means to you is that you will be supporting everyone who touches the sales cycle internally. The better job you do at supporting them, the better they do with hitting their goals and targets. And when they are meeting and exceeding their targets, you gain financially, as well”.*

**Example #5:** *“As you know, most companies, especially those in the manufacturing space, have a critical need for improvements to efficiency and revenues and most have implemented some method of process engineering into their corporate structure. (Company Name) produces only one thing – plastic tubing for the medical device industry. They implemented a Six Sigma approach to their business processes about three years ago and now need someone to take over in this area – a Six Sigma Center of Excellence Leader. This is a role that doesn’t exist at most companies and will give you the opportunity to learn an additional side of the medical device manufacturing process while still building on the technical knowledge you have acquired so far. Most companies in (Industry) are migrating to this type of structure and being able to lead the team at (Company Name) will put you in an incredibly valued position in the future, wherever you chose that to be.”*