

gh consulting
GROUP



Building A Sales Team to Secure the Future

Objective Management Group



Established in 1989

800,000+ Sales Personnel Evaluated

10,000+ Sales Forces Evaluated

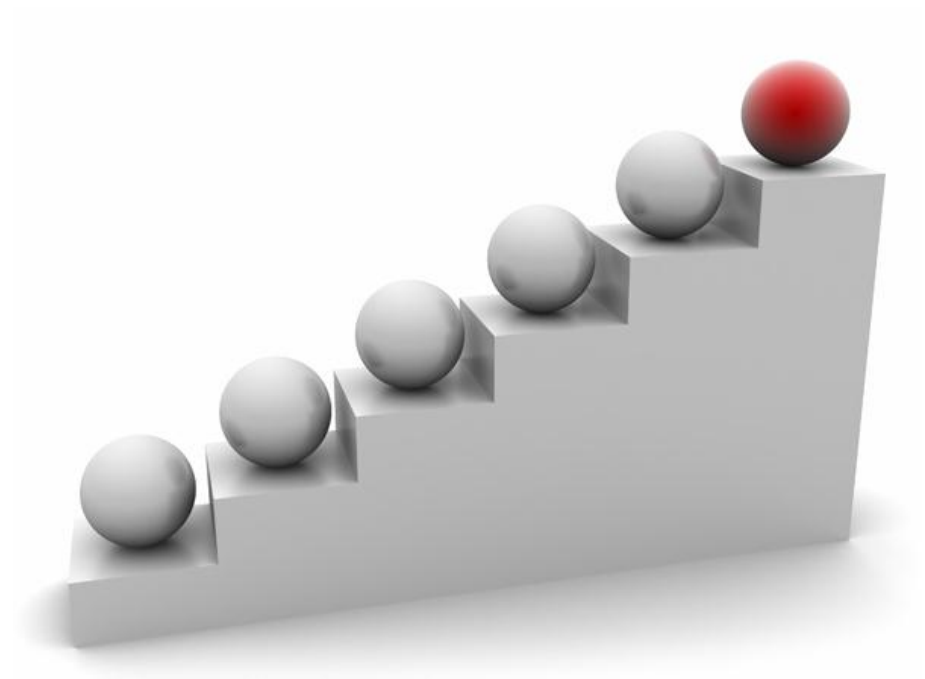
Multi-Industry

Growing Internationally

Uniquely Sales Focused

Reliable & Valid

Accuracy rating of 95%





BENEFITS

Proven

Reliable & Valid

Eliminates Guesswork

Save Time & Money

Reduce Waste

Improved Forecasting

OUTCOMES

Sales Strategies Delivered

Focus & Accuracy

Positive Revenue Growth

ROI ++

Higher Margins

The Major Sales Competencies



Desire

Commitment

Responsibility

Outlook

Need for
Approval

Talking
Money

Coping with
Rejection



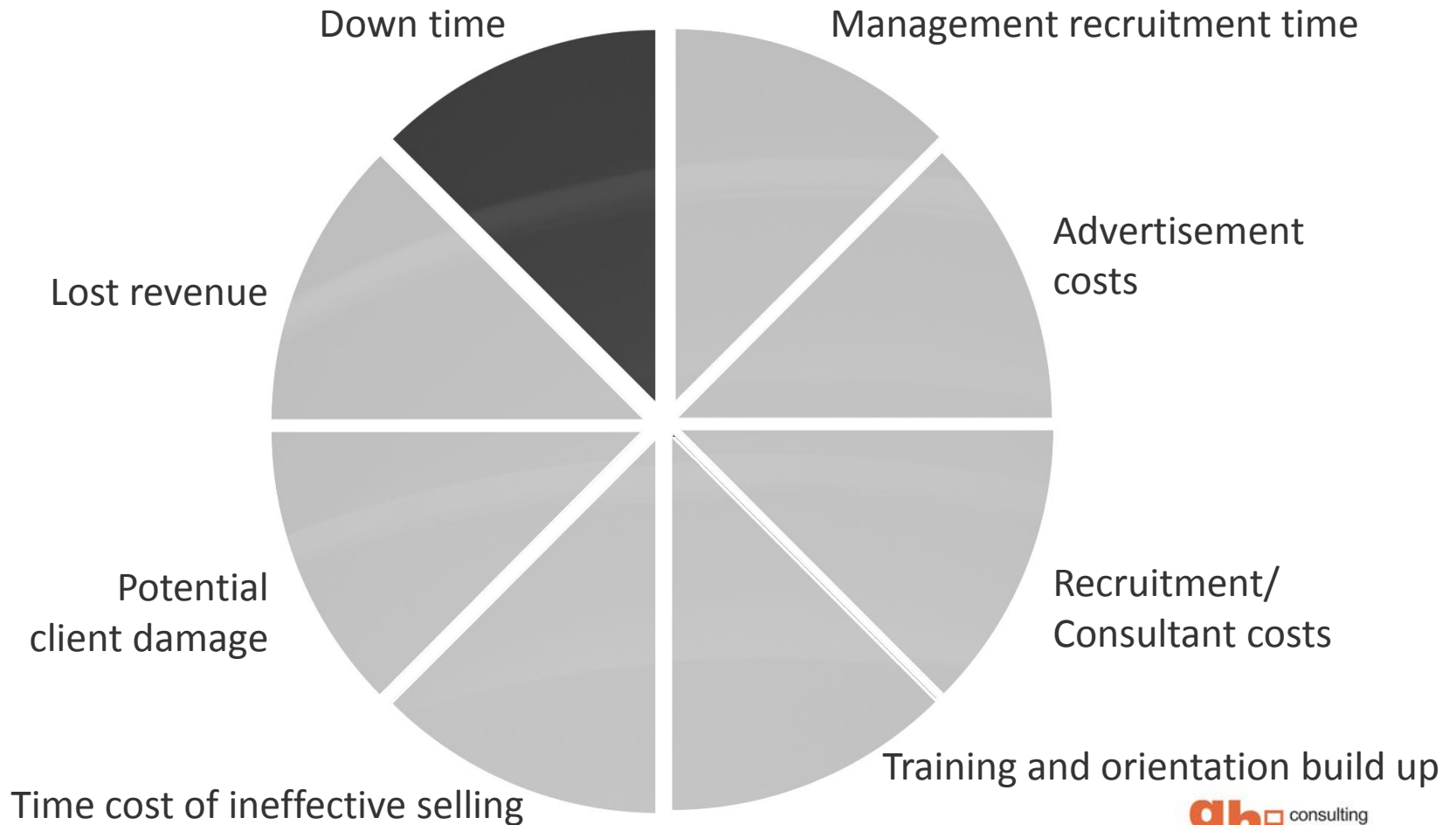
What Do You Think is the approximate Cost of a Wrong Sales Hire?

Sales Recruiting



€100,000 Conservatively

How the €100,000 is made up





What is an Express Sales Screen?

How the Express Screen Works

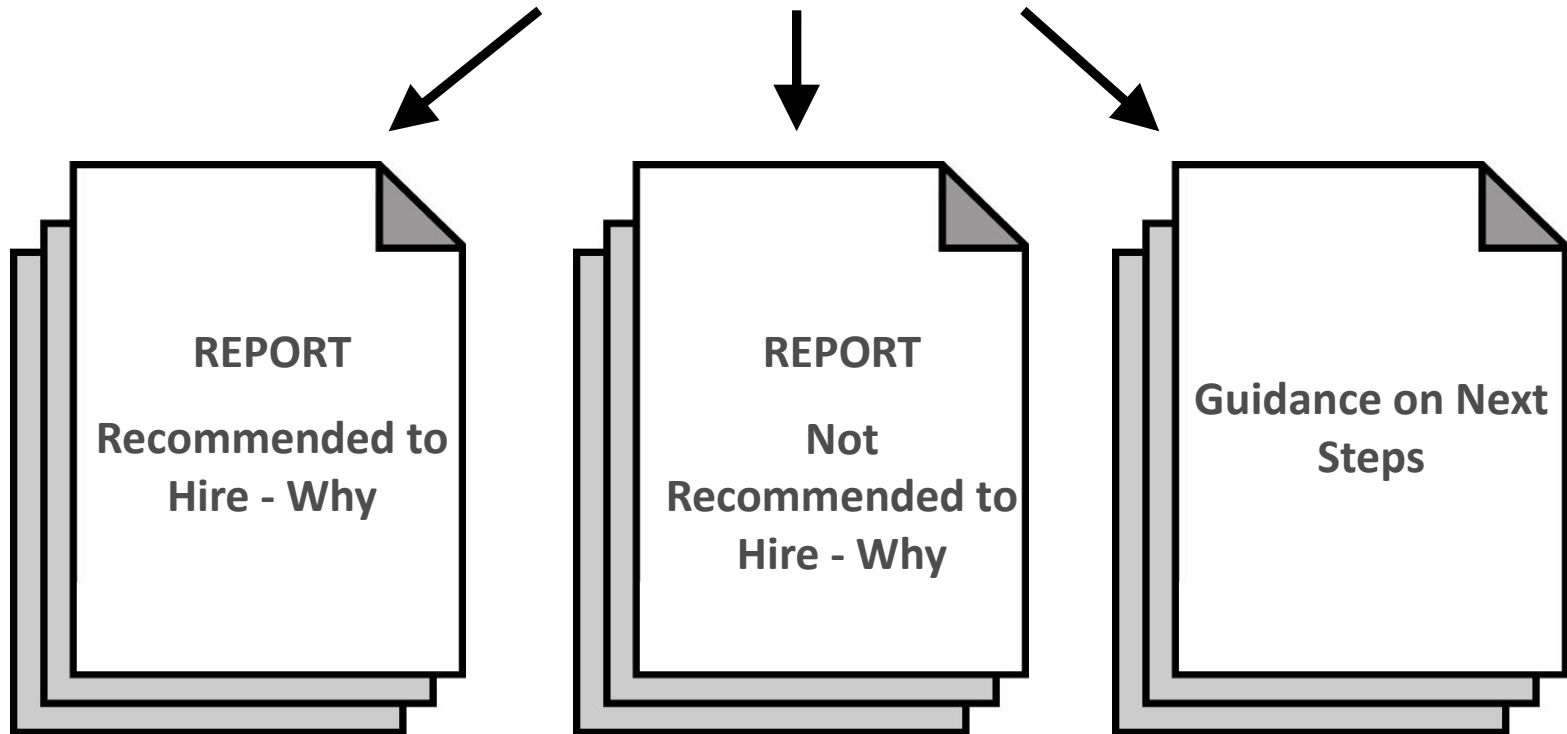


- Clients Ideal Sales Profile
- Sales Person Assessment
- Sales Manager Assessment
- All online

Selecting Sales Professionals - Express Screen



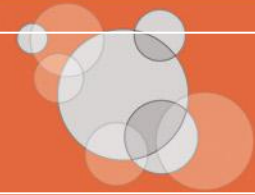
Screen all applicants



Only interview those recommended for hire

We will recommend interview questions

What is a Sales Screen Licence



- **Unlimited screenings for one year or the recruitment of three people which ever one comes first. The year or the three people.**

For example say the company ends up recruiting three people within 8 months well then the license is terminated. If the company only ended up recruiting two people in the twelve month period since the license was activated then the license is terminated.

- **You should only interview "recommended" candidates. If you then offer the job to the candidate and the candidate accepts then we offer a free upgrade to a full Sales Power Evaluation. Once you look for this upgrade then that triggers a hire so now down to two hires left on the license.**
- **The full upgrade will give all details to training requirements required around the lack of specific skills sets that need to be improved upon plus a lot more detail around hidden strengths, self limiting beliefs, sales core competencies etc**
- **Applies also for 6 & 10 person Licence**

The Steps for the Sales Screening process:



1. You along with GHI complete on-line a sales profile for the sales role
2. Recommended:
 - a. Applications \ CV's are received into the HR department.
 - b. As part of your recruitment policy & using a standard email template have all applicants take the on line sales assessment.
 - c. All applicants will be provided with a special pin number which aligns the assessment with you sales profile
3. All sales screen assessments will be sent to contact in HR with recommendation to
 - a. Hire and why
 - b. Not Hirable and why
4. Assessments that state Hirable – Now review these CV's
5. You select candidates for interview
6. You recruit candidate\s that best fits \ suits the organisation and the sales team



**Do Sales People Recruited via Sales Express Screen
Overall Perform Better than Existing Sales People?**



**92.3% of Sales People Recruited via Sales Express Screen
Overall Perform Better than Existing Sales People?**

Why engage with GHI?



BENEFITS

Proven
Reliable & Valid
Eliminates Guesswork
Save Time & Money
Reduce Waste
Improved Forecasting

OUTCOMES

Sales Strategies Delivered
Focus & Accuracy
Positive Revenue Growth
ROI ++
Higher Margins



Thank you

Q and A