

**Job Search
Insights**

Sales Careers

Guidance and
Advice



Topic

S
Points for
discussion

Resume
Advice

Networking with Recruiters on and off
Linkedin

Types of Sales
Careers

Pitching Yourself in the
Interview

Trends in
hiring

Q&A



Me

15+ years as a sales leader in Global Org's and startups.

Career that spans various industries including, healthcare, tech, supply chain, automotive, media and insurance.

Interviewed thousands of candidates and hired hundreds of people.

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SALES PROFESSIONAL

~ Over 10 years of success driving record levels of sales ~

Highly accomplished Sales Professional that consistently breaks records in lead generation and revenue attainment. Successful track record of identifying, qualifying, and closing new customers and expanding business from existing accounts. Strong hunting techniques including cold calling, networking, and leveraging strategic relationships. Practiced in Top Down, Consultative Selling, able to propose solutions consistent with customer's business needs. Outstanding Sales Management skills, consistently selected to train sales force in best practices and closing techniques.

Proven Areas of Expertise Include:

- | | | |
|------------------------------------|-------------------------------------|------------------------|
| • Developing/Expanding Territories | • Customer Acquisition | • Account Management |
| • Account Penetration | • C-Level & Technical Presentations | • Proposal Development |
| • Strategic & Consultative Selling | • Lead Generation | • Customer Retention |

PROFESSIONAL EXPERIENCE

KANTEN ♦ DALLAS, TX
SALES EXECUTIVE

2004 - PRESENT

Manage \$20 million territory for nation's largest vending company, serving accounts ranging from \$25K to \$2.4 million in annual revenues.

- ✓ **Consistently #1 or #2 ranked for performance** out of 67 peers.
- ✓ **Delivered a minimum of 123% of quota, averaging 134% with a high of 147%.**
- ✓ **Always achieved Sales Excellence Club.**
- ✓ **Noted for extensive cold calling** to CEOs and other top executives. Able to get through gatekeepers and obtain appointment.
- ✓ **Demonstrate a 78+% closing rate versus company average of 47%.**
- ✓ **Selected to train other reps** in personal best practices instructing them in account management, sales and closing techniques. **50% of trained reps** achieved Sales Excellence Club.
- ✓ **"Go to" person** for advice on difficult sales situations.
- ✓ **Sold largest** vending account in Western region of \$2.4 million.
- ✓ **Expanded business** with existing accounts generating as much as \$3+ million after 6 months.
- ✓ **Noted for achieving a 100% customer retention rate.**

GTE DIRECTORIES ♦ HOUSTON, TX
SALES REPRESENTATIVE

1999 - 2004

Sold print, Internet, and audio advertising through telephone and face-to-face visits.

- ✓ **Consistently achieved +175% of quota. #1 ranked** in team of 12.
- ✓ **Noted for strong cold calling** and lead generation abilities.
- ✓ **Outstanding telephone skills**, able to listen effectively and customize solutions to prospect's needs.

EDUCATION

University of North Texas - Denton, TX
Bachelor of Business Administration, Marketing

Resume Do's

- Have a professional email address
- Write a 'pitch statement' on your value
- Add numbers and statistics of your achievements
- Put the month, year, and city/country of each role
- Add your awards, courses, education and all relevant training

Resume Dont's

- Have a resume that is longer than 2 pages unless it is a technical resume (ie: Database Developer)
- Be deceitful about your title or length of tenure - the Canadian business world is small!
- Leave a gap without explaining why (ie: travel, looking for work, sick leave) etc..

A woman with dark curly hair and glasses is sitting at a wooden desk, working on a pink laptop. She is wearing a white button-down shirt. To her left is a green reusable coffee cup. In the background, there is a potted plant with green leaves.

Networking with Recruiters

On and Off LinkedIn

Recruiter Facts:

- ✓ Outsourced: work on contingency or retainer
- ✓ Given a mandate from the HR team or hiring manager
- ✓ Want to build a strong relationship with you and guide you through the process
- ✓ Most do not proactively place candidates

Tips on working with a Recruiter



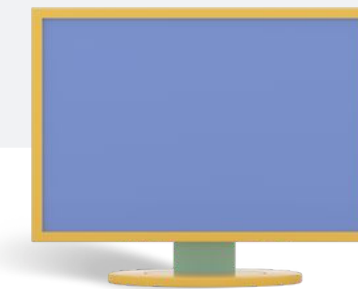
LINKEDIN PROFILE

- Picture
- Headline Bio
- KEYWORDS!
- Sales
- Statistics
- Education
- Resume



PRE-CALL PLANNING

- Phone Screens should be treated like an interview! Prepare!
- Discuss Salary, benefits, culture, responsibilities - this is a safe space!



DON'T BE AFRAID TO CONNECT

- Not all roles are posted
- Reach out with a value statement and idea of where you want to work/what you want to do!



hirequity

— DO SOMETHING DIFFERENT TODAY —

Jordana Matsos



Add to



Founder | Sales Recruiter in North America | Former Sales Leader of Global Org's & Tech Startups

Talks about #jobalert, #innovation, #salescareers, and #careeropportunity

Hamilton, Ontario, Canada · [Contact info](#)

6,155 followers · 500+ connections

Open to

Add section

More



hirequity



McMaster University

About



Do Something Different Today. We aren't your Department Store, Generalist recruiters. We hire sales talent because we are sales talent.

Recruiting, Headhunting, Talent Sourcing, Hiring Practice Consulting in Canada and the USA for Sales roles in all industries.

My career is the result of my Entrepreneurial upbringing, Human Resources education and Sales talent intersecting.

I provide hiring solutions, talent advice, and candidate direction to businesses and people looking for hiring help in everything from entry-mid-senior level roles in all industries across all junior to senior level sales roles.

With an insatiable curiosity, my focus is to create value for businesses with their most impactful opportunity - your people!

Take a look at our open roles!

<https://www.hirequity.ca/openroles>

Education



McMaster University

Diploma of Human Resources Management, Human Resources Management and Services

2000 – 2003

Compensation and Economics
Recruitment and Hiring Practices
Organizational Behaviour
Training and Retention
Finance, Pension and Benefits
Labour Relations and Occupational Health and Safety
Marketing
Economics



McMaster University

Bachelor of Arts (B.A.) Program, English Language and Literature, Partial program

1999 – 2001



Sheridan College

Diploma, Business Administration and Management

2000 – 2001

Show 1 more education

Experience



Founder | Recruiter

hirequity
Apr 2021 – Present · 4 mos
Hamilton, Ontario, Canada

Hirequity is a recruitment firm and organizational consultancy formed to reduce the barriers and biases in hiring. Grow your business, your vision, your team and your community.

Accountability, an authentic and consultative, cutting edge approach to recruitment and hiring. Everyone deserves the opportunity to prove their unique value!

Don't simply transform your work. Transform your hiring.



Recruiter

Match and Fable
Mar 2020 – Mar 2021 · 1 yr 1 mo
Ontario, Canada

The Future of Work is Changing. So is Recruitment.
My job? Enable you to tell your story to companies that are hiring.



Director of Sales

Shutterstock
Oct 2018 – Mar 2020 · 1 yr 6 mos
US and Canada

I led a sales/customer success division selling content, media and technology solutions.
-Restructured a newly acquired tech start-up into the sales org into 3 segments to better serve our ideal client, creating competencies and a hiring strategy to attract top talent

- By identifying predictive churn indicators of the top 20% of clients, reduced attrition by 5 %
 - Created a funnel resource plan with marketing to increase the percentage of lead consumption.
 - A workforce reduction plan was created to manage departmental costs and hire in some key geographical areas
- see less

Skills & endorsements

Add a new skill

Take skill quiz

Sales Process · 99

Endorsed by 2 of Jordana's colleagues at Pethealth Inc. - a Fairfax Company

New Business Development · 93

Endorsed by 2 of Jordana's colleagues at Shutterstock

Recruiting · 18

Endorsed by 3 of Jordana's colleagues at AutoTrader.ca

Industry Knowledge

Account Management · 69

Sales Management · 61

Sales · 46

Sales Operations · 34

Competitive Analysis · 30

Online Advertising · 28

Customer Retention · 24

Solution Selling · 17

CRM · 16

B2B · 16

Strategy · 14

Selling · 14

Advertising Sales · 13

Strategic Planning · 12

Marketing · 11

Cold Calling · 9

Business Development · 10

Forecasting · 9

Direct Marketing · 8

Lead Generation · 7

Business-to-Business (B2B) · 8

SEM · 7

Licenses & certifications



Associate Member
HRPA - Human Resources Professionals Association
Issued Mar 2021 · No Expiration Date



Associate Member
Career Professionals of Canada
Issued Mar 2021 · No Expiration Date



Lean Six Sigma Yellow Belt (ICYB)
Pethealth Inc. - a Fairfax Company
Issued May 2017 · No Expiration Date

Show more



Recommendations

Ask for a recommendation

Received (3) Given (16)

You have 1 pending recommendation



Lily M. Bradica
Sales Manager at Consolidated Fastfrate
August 27, 2020, Lily M. was a client of Jordana's

I am in awe of Jordana and her incredible leadership and coaching capability. She has recently helped me in my search for a new position and her knowledge and guidance has been so beneficial to my success. At every touchpoint she listened carefully, but more importantly, really comprehende... See more



Filippo Coretti
Sales
February 21, 2012, Filippo reported directly to Jordana

Jordana is a gifted leader. Extremely positive with a proven track record, I have shadowed her path of success in hope to be able to demonstrate such talented leadership. A very encouraging, positive-minded & sharp individual and pleasure to work with. Needless to say, her management has shown throu... See more

Show more

Sample Pitch to Recruiters on LinkedIn

"Hi Jordana

I saw that we have a common connection
with Enrique Guzo and wanted to connect.
I am Business Development Manager with 5
years of being 105%+ to my goals.

I am seeking a new role in the Healthtech
industry.

Do you recruit for these roles?"



Sales Careers

**What's Out
there?**



TITLES OF SALES ROLES

- SDR's, BDR's, Inside Sales
 - Account Executive, BDM, Sales
 - Managers, Directors, VP's, CSO's,
 - Customer Success?
-

INDUSTRIES HIRING

Supply Chain / Transportation

Healthcare

Insurance

Startups?

EXPECTED ACTIVITIES

Admin, Emails/Calls Presentations and
Negotiations

Value-Based Selling and Financial
Acumen

How to Prepare for a Sales Interview

**SAMPLE QUESTIONS
AND ANSWERS!**



Before the Interview

- Research the Person you are interviewing Research the company
- Have questions prepared about the company, the role and the culture.
- It is OK to ask about compensation!
- Bring a portfolio or examples of work.

Your Pitch!

- Customer Success – created the KPI's/strategy and grew the team to over 40 people (was 5 two and a half years ago) – Current Profit Margins are over 30% on that division
- Took a team of 5 sales people to 20+ in multiple countries where the teams were losing money from \$500,00 USD to over \$2M USD within a year in a Startup based environment, but has also grown revenues into the multi-millions of dollars.
- SaaS based environment: over 5 + years, including working for a construction based software company called ABC

Sample Questions and Interview Topics for Sales

- 1.** "Walk me through your sales process from cradle to grave – give an example of a deal." (They are looking for you to name the steps ie: I do my research by doing this... I prospect using these tools...I present to these decision makers...) Also list any formal sales training you might have had: Challenger, Sandler, Spin, Value-Based etc..
 - 2.** "Tell me about the biggest deal you won?" (They are looking for specifics about what you did in order to win the business). I spoke with these key decision-makers, I investigated these pain points, I did an ROI on these metrics.
- They will ask specifics about growth numbers and deal sizes.
 - If this is a BD role, they will ask about how you prospect and fill your funnel – what specific activities you do.
 - They will ask what repeatable process you follow to be successful. Something like, "I always ensure that I am asking these questions, or involving these people, or getting access to this type of information."



Is remote work here to stay?

Yes, but it's not all good news!

- Less Face-to-Face 'chance' meetings Promotion Opportunities
- Hearing other departments and learning new skills
- Fatigued and disconnected - can be a concern

Trends in hiring and recruitment



Labour shortages in specific sectors such as Food, Supply Chain/Transportation



4 day work week?



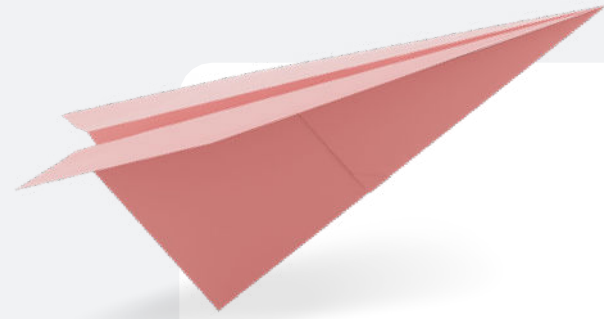
Co-working remote workspaces



Massive resignations for workers with different values than their organization



Diversity, Inclusivity, Side-Hustles and Transferrable skills



**Do you have
any
questions?**

**Let's
Talk!**

