

# COMMS DEALER

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## ON THE BOX

THIS is the best employment marketplace for candidates we have seen in five years, with the demand for telecoms salespeople continuing to expand. Instead of a summer slowdown, business is just as brisk. This is great news if you are looking for a new job, the range of options has never been greater. However, this means that the business of hiring staff is getting tougher and tougher for employers and agents alike.

Our greatest frustration is maintaining awareness of the need for speed. When really good sales people decide to move job, they want to move quickly. From when we first talk to a candidate, there is a kind of universal law of declining interest that comes into place. We have got to get the candidate and client talking within a few days, otherwise the candidate will downcast that option.

Sales people have varying degrees of ego ranging from 'modestly confident' to 'galactic sales super hero', but everyone reacts the most positively to the employer that recognises their 'true talent' first.

Dealing directly with the decision maker is imperative to keep up the pace. Thankfully, the days of heavily centralised recruitment are becoming a



memory, but there are some notable exceptions amongst larger companies.

Selling a person can be difficult at the best of times. Adding extra levels of approval can slow down the process to the point that everyone's time is wasted, as candidates secure offers from faster-moving competition.

Recruitment is a pure sales function and is vulnerable to change, even after an offer has been accepted. Everyone still needs to push the contract paperwork through and keep up contact right until the start day.

The recruitment process is never more vulnerable than when there is 'an offer in the bag', and another employer comes knocking at the candidate's door!

**Lindsay Munns and Clive Jefferys, directors at JMA Communication.**