

# IT Channel Apprentice scheme is the pill for leading security vendor's sales recruitment headache

A leading vendor of attack intelligence technology has more than 1000 customers world-wide that include multi-nationals Disney, Raytheon, Citi and Verizon Wireless, help their customers identify the most vulnerable areas of their IT environments to improve the effectiveness of remediation efforts and ultimately secure the business. Their patented, proven, award-winning enterprise products and solutions are backed by more than 15 years of applied expertise.

## The Challenge

Historically, they had been generating new business with MeetingPoint on a “pay by appointment” basis. They had come to a stage in their growth that they needed to recruit and manage their own dedicated headcount as they needed a more balanced support that went beyond straightforward appointment setting and that would offer the right candidate a career path in the business.

This presented them with potential problems – firstly, how to find the right person that would fit with the culture and ethics of the organisation, secondly how to keep them continually trained and motivated when they may be the only sales person in the office on a regular basis.

They realised if they weren't able to offer the right mentoring and training on an ongoing basis, this person would become frustrated, demotivated and ultimately voting with their feet, taking the company's investment in them to a new employer.

# The Solution

Having listened to their clients' frustrations around finding, recruiting, training, motivating and retaining the right candidates – often at great expense – MeetingPoint came up with an offer which is unique to the IT Channel and that taps into the growing, government backed, Apprenticeship scheme, called ExecutivePoint.

This solution means they're able to tap into a wealth of new talent which comes from potential candidates who, perhaps as yet, don't even know they are sales people in the making. ExecutivePoint act as talent scouts and get them ready for employers who are some of the most demanding in the work place. These candidates can be any age, are often the hardest to train, have no experience or sales background and at the outset can be difficult to manage.

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ExecutivePoint take all the headache away from employers by offering a sales recruitment and management service, which leaves clients to concentrate on what they do best – running their business. They find, recruit and manage Apprentices who show real potential to become great sales people, then manage and keep them motivated.

The vendors VP of EMEA, said “ExecutivePoint were the de facto choice for us as what they offer leads the way in our industry. We were able to recruit an outstanding individual that has already added way more value than if we had tried to do it ourselves. Our agent generated a 100% ROI with a closed, six figure deal in the first six months, and the potential pipeline generated from all the activity has more than paid for itself a few times over.

The agent was so productive, after graduating from his 12 month apprenticeship, he has already gone on to take the next step up the ladder. We're now using MeetingPoint to fill his shoes again”.

## How it works

Apprentices can either work at ExecutivePoint's or the Client's office – or a hybrid of the two – for a fixed monthly fee. The service includes

## Recruitment

- Advertising for and assessment of potential candidates
- Open Day Interviews

- Creation of shortlist for one on one interviews
- Conducting and managing interviews

### **Skills Based Training Course**

- Key call structures for effective outbound calling
- Common pitfalls and measures to overcome these
- Effective profiling, pitching and techniques to improve these
- Data mining, company/individual profiling techniques, scripting
- Identifying USPs, competitor analysis, handling common objections
- Purchase indicators and closing techniques
- New sales executives are trained in all admin aspects to support the lead generation process

### **Workplace Skills – Work Experience**

- Daily routine and structure
- Intensive calling hours to increase contact rates
- Number of dials achieved and maintained
- Technology training
- Securing and maintaining meetings including scheduling and rescheduling techniques

### **Support Package**

- Mentor service
- Ongoing refresher training

## **The Results**

As a requirement of the Training each candidate is expected to produce sales appointments during the work experience phase which adds up to a contribution to the cost of training. As well as this, they are tutored in the ethos of working hard, playing fair, and honestly whilst playing to win – ensuring employers get the best the industry has to offer.

Steve Burton, Sales Trainer of the Year 2016 BESMA awards at ExecutivePoint said “as sales trainers we have the responsibility to ensure the people signing up for a career in sales not only end up with the skills and qualifications they need to do the job they’re employed for, but also leave with a strong ethos of how to conduct themselves professionally”.