

Passionate, positive, curious, knowledgeable and hard-working, salespeople are the lifeblood of all business. Whether recruiting, job hunting or searching for training, welcome to our world.

 **SalesTalent**

Recruit | Train | Retain



“Sales Talent is an **exceptional recruitment firm**. With an approach to unearthing top talent that is second to none, they perfectly understood our requirements and their recommendations are bang on. They’ve become invaluable trusted advisors.”

*Duncan Gunstone, ITN*



“From the very start, they impressed me with their impeccable communication levels and their professional yet friendly service that **far exceeds all other recruitment agencies** I have dealt with. I highly recommend Sales Talent!”

*Kurda Mostafa*



“Quite simply **the best sales training** I have experienced.”

*Sam Shard, Select Portfolio*

# Welcome to Sales Talent

The following pages are aimed at being a celebration of sales and of salespeople. I hope that our passion for sales shines through. If you're looking to recruit or train your sales teams, I also hope you'll give us the chance to meet you. We can't win your trust in a few pages of text but I believe we can when we meet. Thank you for taking the time to look at us.



Paul Owen

**Paul Owen**  
*Founder & MD*





“Job titles don’t matter. **Everyone is in sales.** It’s the only way we stay in business.”

*Harvey Mackay*



“Pretend that every single person you meet has a sign around his or her neck that says, ‘**Make me feel important.**’ Not only will you succeed in sales, you will succeed in life.”

*Mary Kay Ash*



“I **sold myself out of being poor** and would recommend it as a career to anyone.”

*Lara Morgan*



## **Are we different?**

- We specialise in the recruitment and training of salespeople – we are NOT a generalist that claims to specialise in everything.
- We are not a CV factory that sends you “loads of people to look at”. We meet good people, vet them thoroughly and match them to your company.
- We don’t just drop people into your company and disappear. You don’t have to take our training programmes but they would help you and your teams if you did.

## **Did you know?**

1. Remarkably, there are no official figures in the UK to show how many people work in sales. We estimate the figure at 3 million people.
2. A Gallup survey showed that employees not working in sales still spent approximately 40% of their working week selling – eg. persuading and influencing others.
3. 80% of sales require 5 follow-up calls after a meeting but 44% of sales people give up after 1 follow-up call.
4. 69% of Sales Talent’s recruitment income and 100% of our training income comes from repeat clients or referrals.



# THE BIGGEST MIS-SELLING SCANDAL OF ALL?

**S**ales is mis-sold in the UK. Ironic, I know. It's a rubbish job with no career prospects, many believe. Sales is only for people that can't get a proper job, say others. Sales job? Are you kidding?!

As business owners and managers, we'd all love to find more great salespeople to grow our businesses. We'd hire them and treat them well if only we could find them.

No, this is not a plug to tell you that we can help. It's a lament about the scandalous mis-selling of sales that turns most people off the idea of going into the business of generating revenue. And a call to arms to address it together.

This scandal – and it is that – results in tens of thousands of people having skills that remain unused. In many cases, they're doing jobs that pay them a fraction of what they could earn in sales. At the same time, businesses have empty chairs that they'd happily fill with sales stars.

**“Is there a more important function in business than sales?”**

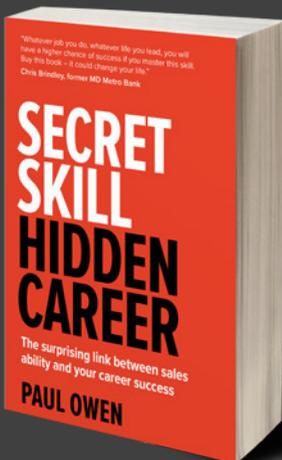
asks Philip Delves-Broughton in his book *Life is a Pitch*, a brilliant examination of the importance of sales in daily life.

If we agree with Philip (yes, we do), why is the most important function in business not taught in schools, not mentioned at universities, not put in front of the relevant talent pool at any time with any clarity? More than 3 million Brits work in sales. Millions more use sales skills day in day out.

**Y**et, if sales is mentioned in our culture, it's mentioned negatively. If it's portrayed on our screens, it's awful (and untrue). From The Apprentice on TV to The Wolf of Wall Street at the cinema, 'sales is bad and done by bad people' is the message. Read the papers and selling is rarely mentioned without 'mis' as a prefix.

We need to change the perception of sales. Those of us in sales know the truth but we're in the minority. And we won't ultimately solve the never-ending sales recruitment challenge until we massively increase the size of the talent pool that considers sales a serious career choice.

The media is anti-sales. Education is anti-sales. British culture is anti-sales. Business is pro-sales but is losing the battle for fresh talent. Let's work together to change the negative perception of sales and the wasted talent that doesn't even consider joining our world.



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**“An excellent, efficient and professional service that does exactly what it says on the tin, which makes a refreshing change!”**

***Tom Goldsmith, Educate Services***

**“The key difference is their experience working and training in sales. We got hungry, dynamic professionals that were well vetted. Don’t take my word for it, see for yourself.”**

***Ray Withers, Property Frontiers***

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### **Get in Touch**

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