

The background of the entire page is a warm, golden-toned vintage map. In the upper left, a pair of brass dividers and a fountain pen are positioned as if they are about to be used on the map. In the lower right corner, a portion of a brass compass is visible, showing its scale and directional markings. The map itself features various geographical lines and some Cyrillic text, such as 'Одесське' (Odessyke) and 'С.Е.' (S.E.), which adds to the historical and navigational theme of the cover.

Evaluation Matrix Sales Recruiting Firms

Evaluation Criteria

1. SPECIALIZATION

Recruiting firms come in two forms, generalists and specialists.

Generalist recruitment firms work in numerous areas and industries. These firms are a good choice for companies that need to recruit employees for many different departments. However, if you're looking specifically for sales hiring assistance, then it's important to partner with a recruitment firm specializing in sales.

When you work with a specialized recruitment firm, you'll have access to a group of qualified staffing professionals who will better understand what skills and experience are needed to fill your position. Also, specialized firms tend to attract more qualified candidates than general firms, giving you access to a larger, more qualified talent pool.

In today's competitive candidate marketplace, specialist knowledge is the only way to truly access top sales candidates. Sales recruiters' have insight into the current hiring market, an extensive network, and expertise in the field of sales. Why settle for a generalist recruiting firm that may only hire one sales professional per month, when you can hire a sales recruiting firm that recruits sales reps all day, every day?

2. PROCESS

Asking a recruiting firm about its sales recruitment process is a must. Many recruitment agencies use their own proven strategies and you will need to decide which process is most effective and will work best for your company.

Many recruiting firms fail to find the right sales candidates because they don't ask the right questions upfront. A top recruiting firm will begin each project with a needs discussion to talk through the specific requirements of the opening and learn what type of candidate you're looking to hire. This information is essential for sales recruiters to find you the top talent to build an effective sales team.

Next, you should determine how the firm weeds out poor performers from top sales candidates. Many agencies use only a limited number of interviews, or in some cases no interviews, before sending candidates. Ask how many interviews they conduct, what topics do they cover, and how do they assess candidates based on those responses. Ask to see a sample of their candidate submissions. How thorough is the submission and is it tailored to your specific requirements.

Finally, find out how many candidates you will have to interview throughout this process. Time spent interviewing is time you and your executives will have to spend away from other important projects and duties. Make sure you're only interviewing a minimal number of top candidates that the recruiting firm has identified and thoroughly vetted. Many firms will just "sling resumes" to see what sticks, leaving you to wade through many unqualified candidates.

3. CLIENT BASE

It's easy for a recruiting firm to wow you with their success rate or expert hiring skills, but don't just take their word for it. Employer reviews and client testimonials are an invaluable resource when vetting and comparing top recruiting firms.

If the company doesn't have any client testimonials on their website, then ask for a list of reviews to be sent over for you to assess. Go one step further and ask for client testimonials and case studies.

Another method you can use to ensure you're receiving top tier service is to look at the firm's client base. Do they focus on large companies, small businesses, or both? Do they have a wide variety of clients in many industries or do they focus on one industry in particular?

And finally, a great recruiting firm will be able to share examples of loyal, repeat customers. You know you have found a top recruiting firm when you can see examples of satisfied clients who have been with the recruiting firm for several years or more.

4. CUSTOMER SERVICE

When you're choosing a recruiting firm to work with, you're also choosing a long term partner for your organization. You want to choose a sales recruitment firm that really goes above and beyond in their customer service and dedication to their clients. That means the firm should maintain an active and open communication stream, be an expert in sales hiring, and unwavering in their commitment to helping you achieve your goals.

One of the top complaints employers have about working with recruiting firms is that they're unresponsive and don't spend enough time understanding the position requirements and company culture. You shouldn't feel abandoned or confused at any stage of the process, especially during the consultation phase. If you have trouble communicating with the recruiting firm at all, then take it as a sign to look for a firm that has a team of dedicated people that are able to handle your needs.

Next, the more experienced the staff, the better knowledge they will have about current recruiting trends, best practices, and how to access star sales candidates. Ask the recruiting firm for a profile of key leadership staff members and of the team that will be working on your account. Also, you may be able to research employee profiles on the company website or use LinkedIn to learn more about their education and work experience.

Finally, a top recruiting firm will be committed to helping you fill your open position, no matter how long it takes. Part of that commitment will come in the form of a guarantee to replace a candidate who terminates their employment, or is terminated by the employer, during a probationary period for free or offer a reduced fee. Make sure the terms of the contract are easy to understand and which specific situations are covered.

5. NETWORK OF CANDIDATES

The most valuable part about working with a sales recruitment firm is that you have access to their candidate pool and network. If the agency's network is small or filled with mediocre candidates, then you won't be getting the best talent out there. A top recruiting firm will be able to tell you their sourcing process and what they do differently from their competitors to give them an edge.

Remember you're hiring a sales recruitment firm for their expertise and their network, not to just post your position on Monster or another generic job board. Look for a recruiting firm that is using their connections and passive sourcing techniques to find you the absolute best sales reps for your company.

Sales Recruiting Firm Vendor Comparison

CRITERIA	NAVIGA	FIRM 2	FIRM 3	FIRM 4
CONTACT DETAILS	866-487-4156 option 1 www.navigarecruiting.com			
OVERVIEW	Sales recruitment firm Naviga has been in business for 16 years Specializes in placing B2B sales reps and leadership			
SPECIALIZATION SPECIALIST OR GENERALIST MARKET COVERAGE	Sales specialists - 95% of placements are in sales. All of North America			
PROCESS				
AVERAGE RECRUITING CYCLE	45 days - from date of assignment to date of accepted offer			
HOW DO YOU KNOW WHAT TYPE OF REP WE NEED?	Recruiting process starts with an in-depth, hour long review to determine the ideal sales candidate profile, then the search process begins.			
HOW DO YOU QUALIFY TOP SALES REPS?	Has a multiple stage interview process - from interest gathering to in-depth evaluations against targeted behaviors, compensation expectations, sales results and quota achievement. Collects 3 professional references for all finalists.			
HOW MANY CANDIDATES WILL I HAVE TO INTERVIEW?	On average, clients hire 1 out of every 4 candidates Naviga provides.			
CLIENT BASE				
WHAT ARE CLIENTS SAYING?	<i>"The change has been night and day, quality and quantity, since bringing on the 4 Sales Managers Naviga found for us. We are now focused on strategic areas and are in front of our customers repeatedly, driving the sales force, retention of clients and frequency - the sales hires lived up to their word, couldn't be better, we're having double-digit growth year after year."</i> - Michael O'Neil, President, WERMA-USA Other testimonials on Naviga website.			
WHAT SIZE CLIENTS DO YOU WORK WITH?	Companies of all sizes; from small, growing businesses to large Fortune 500.			
WHAT INDUSTRIES DO YOU WORK WITH?	Experience working with over 50 different industries and have extensive knowledge about a variety of industries including: - Technology - Software and Hardware - Professional Services - Capital Equipment - Manufacturing, Warehouse, Office, Transit - Financial Services and Technology - Healthcare - Education and Training - Legal - Events & Entertainment			
DO YOU HAVE A LOT OF REPEAT CUSTOMERS?	A large portion of their business comes from repeat clients. They have even been working with the same Fortune 500 company for over 13 years.			
CUSTOMER SERVICE				
POINT OF CONTACT	The point of contact on each search is a dedicated Account Manager with over 10 years experience at Naviga. A team supports the Account Manager on each search, including a researcher, recruiter, and marketing professional.			
EXPERTISE OF EXECUTIVES	Executive leadership team comes from the employer side; Corporate Recruiting, Human Resource and Sales and Marketing departments within high-growth businesses.			
ADVICE ON JOB DESCRIPTIONS, COMPENSATION, ETC?	Has a dedicated compensation team to help consult on items such as base salary, job descriptions, and marketing the position to the candidate marketplace.			
CONTINGENT OR RETAINED?	90% of Naviga's clients choose to pay a small deposit to retain its services, but it also offers 100% contingency search options as well.			
PRICING	There are different pricing options to choose from based on the search and what works best for your company.			
DO THEY OFFER A GUARANTEE?	Offers a 180 day replacement program - which is backed up by financial incentives if the replacement is not met. Program far exceeds the industry standard of 60-90 day replacement-only options.			
NETWORK OF CANDIDATES				
HOW DO YOU SCREEN APPLICANTS?	Series of pre-qualification questions, candidate references, and sales assessments during the final stage of the recruiting process.			
WHERE DO YOU FIND STAR SALES CANDIDATES?	Combination of their own network, internal database, and paid subscriptions to LinkedIn to find and reach out to passive sales candidates.			
EXPERTISE OF SALES RECRUITERS	Each of Naviga's recruiters will handle over 50 sales searches per year. The most junior recruiter has been with Naviga for over 2 years, with the most experienced having over 10 years with them.			
WHAT SALES POSITIONS DO YOU SPECIALIZE IN?	Sales leadership, Business to Business Sales (inside and outside), Account Management, Business Development, Channel Sales and more			