Value Proposition Builder

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|  | **Kingman Lennox – Sales Recruitment Service** |
| **Who are the intended customers?** | Managing Directors and CEO’s of ambitious SME’s who want to hire top sales talent.  Sales, Business Development Directors and HR Dept’s of large corporates who want to hire top sales talent. |
| **What will the customer’s experience be of the offering and the company and what price will they pay?** | Our clients will receive a first-class recruitment service that transcends the typical based on our deep experience in identifying top sales talent.  Through building a robust understanding of our clients needs (both expressed and underlying) we will provide counsel on the type of individual and skills required to deliver against objectives.  We will mitigate against the risk of a miss-hire by undertaking a detailed search to identify the best candidates to deliver against the requirements of the role and match the cultural requirements of the client.  We will personally interview candidates to assess their ability to deliver within our clients’ environment and will not compromise on the quality of candidates that we submit.  We will back up our service by providing a market leading 12 month guarantee.  Our prices are more than average within contingency and less than executive search. |
| **What offerings will we create to deliver the intended experience to the customer?** | **Core offering:**   * Search & selection of Sales, Business Development, Account Management and Sales/BD Leadership roles.   **Extended offerings:**   * Psychometric testing (through partners) * Personality profiling (through partners) * Sales specific aptitude testing (through partners) |
| **What benefits will the customer derive from the experience and at what cost?** | **Benefits**   * Employ top sales talent * Mitigate against risk of a miss-hire * Access to talent that they would not otherwise be able to reach * Ability to effectively market role to target candidates in a compelling way * No wasted time in interviewing unsuitable candidates   **Cost**   * Slightly higher price than typical generalist contingency agency * Lower price that typical executive search practice |
| **What competing alternatives do the customers have? How are we different?** | **Alternatives**   * Generalist recruitment agencies * Executive search practices * Internal recruitment function   **Differentiation**  We are different because we specialise purely in sales & business development roles. Our people are from sales, sales leadership and sales consulting background and have a deep understanding of effective sales people, process and practices.  We are able to provide genuine counsel to clients to help them define their needs and ensure they employ not just a great candidate but the right individual for their business. |
| **How will we substantiate our ability to deliver the resulting customer experience measurably and specifically?** | Empirical evidence on success rate of making hires  Empirical evidence on % of hires still with employer at 12 months  Testimonials  Writing thought leadership articles and white papers |
| **How will the value proposition be communicated?** | * Website * Articles and blogs/vlogs * Company presentation / marketing collateral * Interpersonal relationships |

**Message Matrix**

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| **Communications Chanel** | **Audience** | **Emotional Messages** | **Rational Messages** | **Political Messages** |
| In person, personalised letter, briefings, seminars, website, value based content, white papers, speaking opportunities | CEO / Managing Director | Helping your business compete more effectively and drive growth by hiring top sales talent.  Having a high performing sales team can be a genuine business differentiator. | Specialists with specific expertise and experience in identifying and recruiting top sales talent. |  |
| In person, personalised letter, briefings, lunch & learn, seminars, value based content, marketing collateral, white papers, speaking opportunities, video | Sales / Business Development Director | Ensuring you have the strongest possible team, capable of delivering against targets and objectives.  Confidence in working with a partner that truly understands your needs. | Leverage significant network of sales professionals and use of proven search methods to uncover the best possible candidates.  Rigour of executive search practices without associated fees.  No wasted time in interviewing unsuitable candidates. | Proven established techniques, guaranteed to deliver excellent results.  Position your company and the role in the most effective and positive way to ensure engagement. |
| In person, personalised letter, website, marketing collateral, value based content, video | HR Director / Manager | Working with you to ensure the best possible result for your business.  Add value to the recruitment process by helping to define requirements, advise on talent pool, remuneration and attraction strategies. | Work with specialists in sales & BD recruitment to augment existing suppliers / PSL  >95% success rate in successfully recruiting sales candidates  >90% retention rate of candidates at 12 months  12 month guarantee  Rigour of executive search practices without associated fees. | Improve ROI in recruitment by dramatically reducing risk of a miss-hire. |
| Website, marketing collateral, e-marketing | HR Co-ordinator / Recruiter | Quickly pick up brief, establish key success factors, move forward assignment quickly and professionally |  |