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Hiring Critical Sales Talent? Proven Candidate Profile Templates

Individual Contributor Roles
(e.g. business development)

Sales Management & Sales
Leadership Roles

Avoid Profile Creep

Avoid *profile creep*, where interesting but not-that-important candidate traits end up driving candidate screening in the wrong direction.

Common Language

Promote a commonly agreed candidate profile across the hiring team and management.

Third Parties

Work more effectively with 3rd party advisors, consultants and external stake holders such as investors when hiring for critical sales roles.

Reduce the Hiring Cycle

Reduce the hiring cycle by 50%+ and get better outcomes for your business and the appointed candidate.

Individual Sales Contributor Candidate Profile (High Level)

1 Audience(s) sold to	Type 1	Type 2	Type 2
Specify the range of audience(s) that the candidate ideally will have sold to			

2 Achievements/Business Growth	Essential	Advantage	N/A
Has created a customer base / market from scratch			
Has significantly grown an existing account base			
Has track record of taking share from competitors			
Has evangelized a new approach or idea			
Other			

3 Selling / Sales Capability	Essential	Advantage	N/A
Has extensive Outbound Prospecting capability			
Extensive solution & or complex selling background			
Is from a Consultative-selling background			
Accomplished level of Account Management capability			
Other			

4 Technical & Subject Matter Capability	
Specify the type / level of technical capability, subject matter fluency, qualification and industry background	
If there is a "red line" technical capability criterion for this role, please specify here:	

5 Capability Beyond the Role Specify capabilities that are not strictly in the core role, but would give a candidate an edge.	
6 OTHER Profile Criteria including minimum Years of Sales Experience	

Sales Management/Leadership Candidate Profile (High Level)

1 Audience(s) sold to	Type 1	Type 2	Type 2
Specify the range of audience(s) that the candidate ideally will have sold to			

2 Achievements (Business Growth)	Essential	Advantage	N/A
Has created a customer base from scratch			
Has significantly grown an existing account / customer base			
Has evangelized a new approach or idea			
Has grown a business / unit internationally / overseas			
Other			

3 Sales Management Capability	Essential	Advantage	N/A
Has delivered results specifically through a team			
Proven sales hiring & on-boarding experience			
Has installed / managed formal sales processes & tools			
Has grown a business / unit internationally / overseas			
Has sales strategy experience (e.g. developing routes-to-market)			
Has solid track record managing a direct sales team			
Has solid track record managing a Channel (sales team)			
Has solid Inside Sales Management track record			
Has worked successfully in intensive prospecting environment			
Other			

4 Capability Beyond the Role Specify capabilities that are not strictly in the core role, but would give a candidate an edge.	
5 OTHER Profile Criteria including Years of Sales Management/ Leadership Experience	

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The accessible talent acquisition solution for growth firms that need to attract critical sales talent

We specifically help growth companies to source the critical sales talent needed to expand your business.

- Quality talent pool
- Solid executive search strength service
- Accessible in terms of budget