

Sales resource - delivered...

Welcome to **SalesGap**. We take a unique 'try before you buy' approach to solving the perennial problem of finding and then retaining high quality sales staff. We are dedicated specialists who **remove the up front cost and risk entirely** and we can make a substantial difference for you...

Your Business

Your people are the core of your business. In every area of your operations it is people who make the difference between you and the competitive world outside. With the right team you can achieve anything. Without it...

The Problem

Finding the right staff is always an issue. Finding the right sales professionals is perhaps the biggest challenge of all. Why? Sales is both a profession and an art. Great sales heads are worth their weight in gold. And finding them sometimes feels just as difficult as panning for gold!

The sales discipline is difficult to manage - especially if the organization has no sales management or direct sales experience. Then there's the cost. Agency fees, advertising costs, management time, the learning process... And if you get it wrong? Mistakes often take 6 - 12 months to surface and you can never get that time back. The opportunity cost is very high. Surely there must be a better way...

SalesGap Delivers

SalesGap deals with exactly these challenges. Not through a traditional recruitment approach, but by taking a completely fresh view of the problem. We deliver scalable sales resources 'on demand' to fit your needs, while removing the recruitment and employment risk entirely - throughout the employment lifecycle. Too good to be true?

The SalesGap Model

So, how are we different? What do we do? How can we claim to make such a difference?

Let's examine the model in detail -

- First, SalesGap meet with you to establish your sales needs - number of heads, full or part time, geography, skills and market knowledge required, your experience in managing sales heads, the sales 'type' (account management, new business, telesales etc.). We deal with entire, large sales-force deployments right down to a single, part-time 'do it all' head for a very small business.
- Next, we do the work to find the correct matches for your needs - through a very wide contact database and web advertising.
- We screen and sanity check all candidates before you meet them. We then work with you to help you identify the best person(s) for you.
- When the individual(s) is chosen SalesGap employs them on your behalf. The SalesGap agreement with you is a month-to-month rolling contract, not a permanent arrangement.
- We manage their sales performance - and can even assume responsibility in delivering the numbers for you.
- If all goes well the model can scale almost infinitely for you. If there is a problem with any individual (in either direction) we can swap out the sales head and deliver another. There is no risk, no agency fee, no recruitment or leaving payment, no opportunity cost to you...

Sales Gap



"They are a flexible, friendly and supportive business partner. Their attitude brings another dimension to our company"
- Martin Energy

"We recommend **SalesGap** to anyone needing responsive and highly flexible sales resources"
- 1stopcareer

In summary, we provide the sales management and recruitment skills for you. We deliver professional and motivated resource on your behalf without long-term commitment or up front costs. We partner with you to ensure success and we continue to manage and develop the individuals.

If you really like an individual (or team) and want to convert to a permanent arrangement with them that's also fine with us. At least you (and the sales head) will already know the reality and will not be buying blind!

Where do we add value?

SalesGap operates in a number of geographies and across several vertical markets. However it is easiest to define our deliverables against typical client situations -

- Smaller organizations with no existing sales management skills.
- organizations wanting broader geographic coverage but also needing to reduce the risk in doing so.
- organizations with the ability to afford 'n' heads but needing 'n x 2' geographies or verticals covered (we can deliver 2 x part time heads for you...)
- If you already have a sales team but want to launch a new product or service - without disrupting current sales activity. We can deliver a 'sales project team' for you.
- Seasonal demands - we can fill the gaps.
- Coping with growth or responding to competitive pressures (short or long-term).
- organizations wanting to extend into new geographies without building up the office and admin support structure in the remote geography.

for more information email us
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