

AREA	ESSENTIAL CRITERIA				METHOD OF ASSESSMENT
Education, qualifications and/or training	Basic general education with Maths and English GCSE grade 4 (Grade C) or above, or equivalent.				Information on CV Numeracy & literacy test results
Previous experience and successful at:	Sourcing and prospecting new customers (from predominately cold leads) Working, with credibility, across a wide variety of business sectors Researching the needs of and understanding the customer's organisation A consultative approach and creating multi-platform advertising and marketing solutions for the customer Persuading and influencing the customer and closing the sale.				Information on CV  Information given at interview
Knowledge/skills	In depth knowledge of all aspects of the consultative sales process Can work with a minimum degree of supervision to achieve a revenue target and develop activity to exceed expectation Understand how to make a good first impression, be noticeable and credible Comfortable winning customers over particularly when faced with objections Creative presentation skills, keeping the customers' attention and focus on the benefits of the proposed solution.				Information on CV  Information given at interview
Work related attributes and competencies	<b>People</b>	<b>Thinking</b>	<b>Feeling</b>	<b>Drive</b>	Quest profile  Information given at interview
	Convincing/persuading, enjoys the process of convincing and winning people over even when faced with differing opinions  Prefers to do own thing, operate individually	Curious likes to research, learn new, wider information  Creative, will have a stab at doing something more imaginative or original	Buoyant outlook, not easily discouraged, can recover quickly if things go wrong	Up for a challenge, thrive on having obstacles to overcome, the drive and determination to succeed and will put in extra effort to do so	
Work Culture Fit	<b>Challenge:</b> Will relish having 'a mountain to climb' Will enjoy and strive to meet and exceed set targets and objectives Will be single minded and competitive Have the desire to overcome obstacles and solve problems		<b>Achievement:</b> Like to be recognised for their personal achievements Preference to doing things on their own  <b>Flexibility:</b> Can be flexible in work/life balance if required and adapt to the unexpected Happy to 'go the extra mile' when needed		Quest profile  Information given at interview