

BIZDEV DNA

YOUR AI SALES RECRUITER





We have been in your



Our founder, William Albaugh had a sales management career with **xerox** 🌀 spanning over two decades.

During that time, William had recruited, hired, trained, and when necessary, let go over 2,000 sales people.

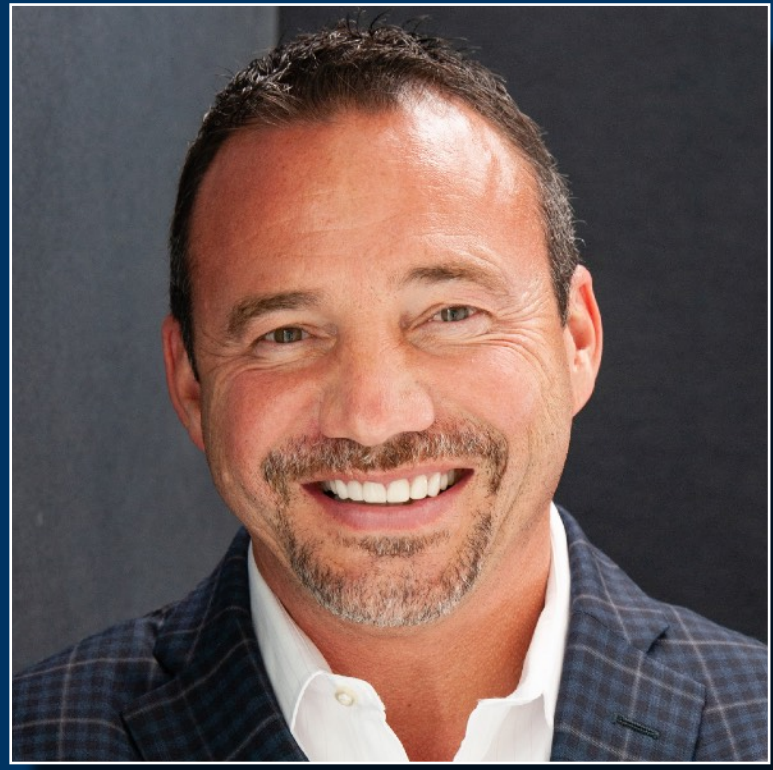
“We are NOT a typical staffing agency, we are an empathetic partner for sales success.”



As a Sales & Marketing consultant, William has helped dozens of companies and learned a common truth.

“Even with tools such as Cultural Fit, DISC, Myers Briggs and others, most companies are just throwing darts in the dark when hiring sales professionals.”





With decades of experience, William realized that the key to hiring exceptional sales people lay in utilizing an A. I. Predictive Assessment model.

“Traditional assessments and personality tests only scratch the surface, often missing hidden strengths and weaknesses crucial for predicting sales success.”

“Compounding the issue is that there are up to 10 unconscious biases present during the interview process.”

HIRING FOR SALES - 10 UNCONSCIOUS BIASES

Affinity Bias

Favoring candidates who share similar interests

Gender Bias

Decisions based on gender rather than merit

Beauty Bias

Impacting judgement on physical appearance

Halo/Horn Bias

Letting a single trait disproportionately impact overall impressions

Conformity Bias

Preferring a candidate who aligns with existing strategies

Anchor Bias

Relying too heavily on first impressions

Confirmation Bias

Preferring a candidate who aligns with existing beliefs

Cultural Noise Bias

Unintentional favoritism or exclusion based on cultural background

Racial or Ethnic Bias

Judgment impacted by stereo types

Order Bias

Influenced by the sequence of interviews

Traditional Staffing Agencies



Recruiters in cubicle farms are typically owned by someone who has never walked in your shoes when hiring salespeople.

They also recruit for multiple job positions specializing in a few but not sales.

BIZDEVDNA Is Different

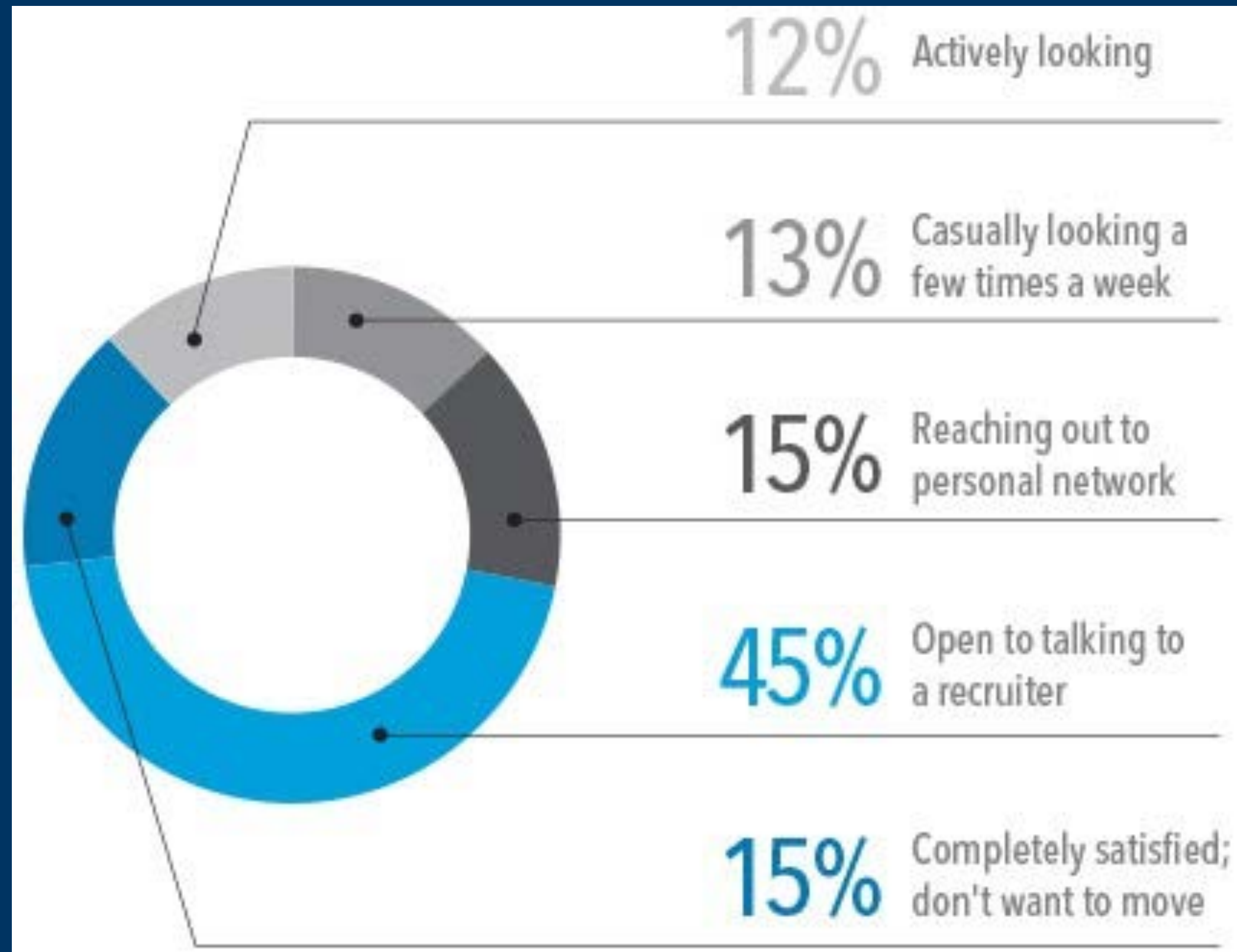
— YOUR A.I. SALES RECRUITER

- Founder is a veteran Sales Management Executive
- ONLY sales and sales management recruiting
- A.I. sourcing of active and passive candidates
- Predictive sales assessments 92% accurate
- Only sourcing the top 20% of the sales talent pool
- STAR certified, unbiased contextual interview questions
- Recorded video of STAR interview for each candidate
- * - Coaching / Consulting services available after placement



How we do it...

Step 1. Understanding the sales candidate mindset



With a robust A.I. talent search engine that crawls through both active AND passive candidates at lightening speed, Biz Dev DNA finds talent in minutes, not weeks.

Step 2. Eliminate biases with the worlds #1 sales assessment engine

We assess EVERY candidate regardless of sales experience which screens for **21 core sales competencies**.

Will to Sell

Desire

Commitment

Outlook

Responsibility

Motivation

Sales DNA

Doesn't Need Approval

Stays in the Moment

Supportive Beliefs

Supportive Buy Cycle

Comfortable Discussing Money

Handles Rejection

Tactical

Hunting

Reaching Decision Makers

Relationship Building

Consultative Selling

Selling Value

Qualifying

Presentation Approach

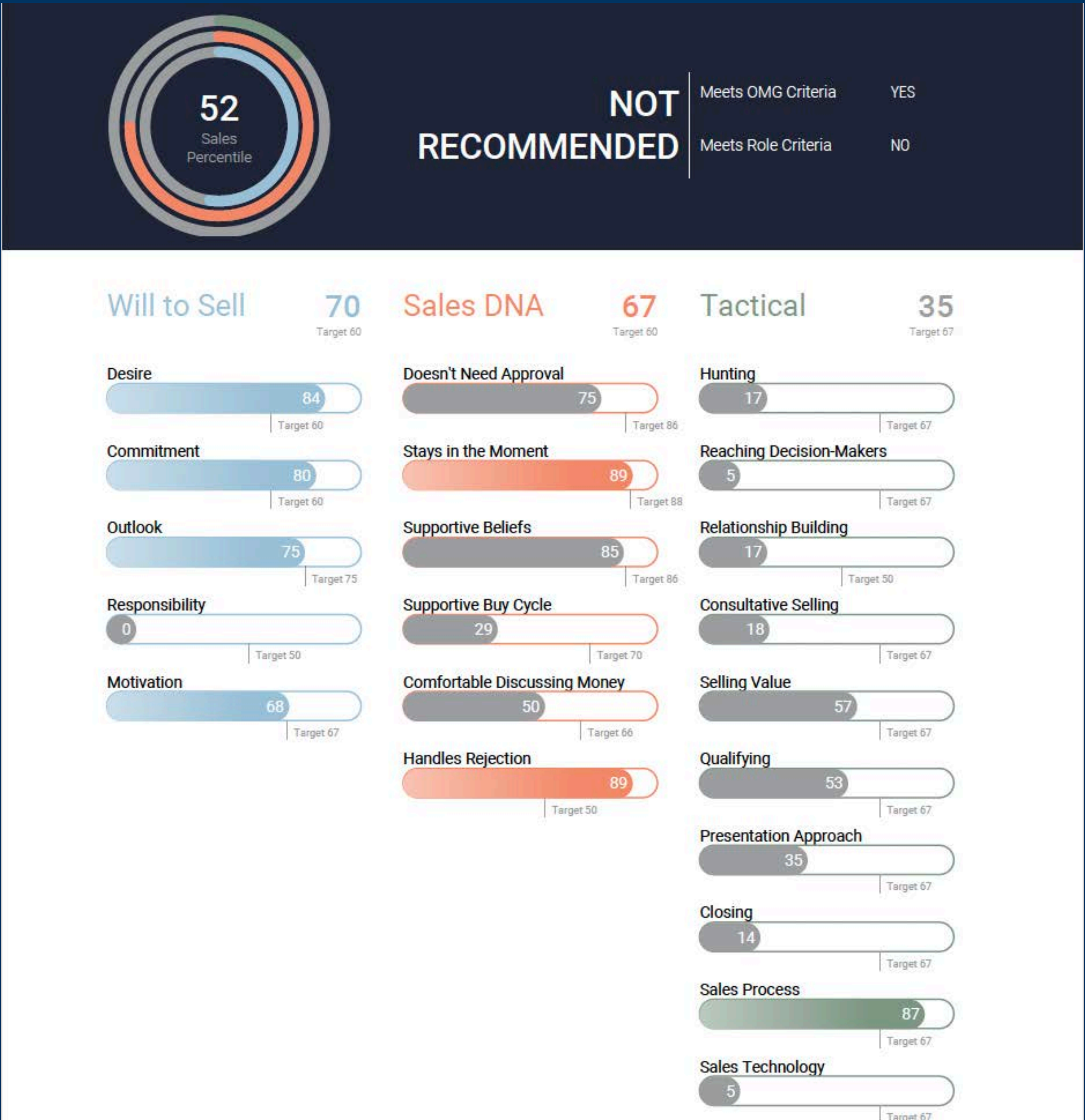
Closing

Sales Process

Sales Technology

Vital sales specific data not found on a resume, interview or personality test.

Step 3. Only recommended candidates (Top 20%) move to screening



Step 4. Custom, candidate specific A.I. generated interview questions.

Interview Tips

One of the advantages of using OMG's Candidate Assessment in the first step of the recruiting process is that you do not have to waste time with candidates that you won't be hiring. We recommend that you interview only those candidates that have been recommended. The following interview suggestions are based on various findings within this document.

Ask why Donna is leaving or left a recent job. Listen for excuses. This demonstrates excuse making.

Look at the self-limiting beliefs highlighted throughout this document. Read one of Donna's more alarming beliefs aloud and ask what happens as a result of that self-limiting belief. Ask if that's a good thing or not.

Ask if Donna likes people. From a sales perspective, ask which is more important, making someone happy or getting the business. You'll probably hear either "both" or "making someone happy." This demonstrates need for approval.

Ask "Why do customers like you?" (Need for Approval)

Ask "Why do customers trust you?" (Need for Approval)

Ask "What could you do to have customers like and trust you more?" (Need for Approval)

A.I. generated interview questions are included in every 46 page candidate report.

- Focuses on main points
- Eliminates interview bias
- Uncovers weaknesses
- Reduces time to hire
- Reduces workload
- Becomes coaching roadmap post hire

Step 5. STAR certified recorded video interviews



- Our first interview is recorded and sent along with each recommended candidate
- Provides a first look for cultural fit and consistency
- Reduces workload

Step 6. Flat rate pricing that is fair and easy to budget

Level 1

B2C In home sales pros

\$6,000

Level 2

B2B Account Manager +

Inside sales. \$9,000

Level 3

B2B Business Dev / Hunter

\$12,000

Level 4

B2B & B2C Sales Manager

\$15,000

Level 5

B2B & B2C VP of Sales, CRO, CSO

\$18,000

* 7. Coaching / Consulting services available after placement

Often, after hiring one of our recommended sales candidates, some companies struggle to manage them due to a myriad of issues; weak or missing sales management staff, no defined sales process, outdated comp plans and the list goes on and on.

Our founder William Albaugh is 1 of 140
professional Sales & Marketing
consultants nationwide.

With a partner like Biz Dev DNA, you are just one call away from all of
the sales help you need.



For explosive growth, nothing moves the needle more than increasing both the **quality** and **quantity** of your sales force.

So, now you know and we have just one question...

Would you like our help?

704-292-0166