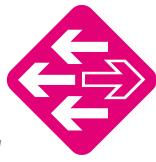


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An introduction to Certus Sales Recruitment

- Background & Mission
- Why Choose Certus
- Working Together - The Certus Process
- Recruitment Marketing
- Feedback & Assessment
- Certus Results
- The Certus Guarantee

"I have been very pleased with the way that Certus have supported us with our recruitment requirements, they have remained in contact throughout the process, they took time to understand what we looking for, they interviewed the candidates themselves and rejected them if the felt they wouldn't meet our requirements.

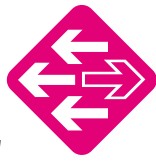
The quality of candidates has been very good and from three interviews we have been able to place two people."

- Joe Pitts - BT Local Business

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Background & Mission

Certus Sales was established because we passionately believe there to be significant room for improvement in the level and quality of service offered by sales recruitment organisations currently operating in today's marketplace.

With over 30 years of actual sales experience, in addition to our considerable knowledge of recruitment processes, we believe that we are ideally placed to understand the needs of all involved within the sales process. Having experienced the pressures and emotions felt by sales professionals, sales managers and recruiters alike, we are able to genuinely understand your needs, and truly able to identify those traits within a person that predict success and/or failure within a given sales environment.

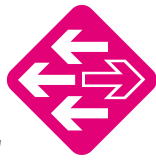
Success in an established market requires the provision of a service with a significant difference. At Certus Sales we recognise that we need to be able to clearly demonstrate that difference. This can only be done through the delivery of a service that benefits all involved, reducing significantly the time and effort invested by you and your colleagues, yet still ensuring the best possible result that remains cost effective. Hence our mission:

"Our mission is to be clearly recognised as the UK Market Leader in the provision of Sales Recruitment Consultancy Services to the B2B market place. We are distinguished by our ability to understand and fulfil the needs of our clients; we will strive to exceed expectations in customer service, knowledge, convenience and process. We will retain our clients by proving that we are a total, practical and effective solution for all their needs".

"Spring Direct engaged with Certus Sales Recruitment for the purpose of sourcing senior sales professionals for some of our primary corporate accounts. Certus's ability to understand the needs of a varied and demanding client portfolio and their ability to listen and manage expectations are second to none. As a result, our suppliers list has been trimmed from over 25 across the UK, to just 2. Our relationship has proved a fruitful one...Long may it continue!"

- Mark Gregson - Spring Direct

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Why Choose Certus?

A consistent track record of greatly improving our clients recruitment processes

We are Passionate about Sales and Recruitment

We understand that details can greatly influence the big picture

We work with our clients to help them achieve their individual and company goals

We have consistently reduced our clients 'time to fill'

We make "doing business" as easy for our clients as possible

We are specialists in our field with over 30 Years experience

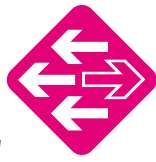
We offer extended guarantee periods to reduce our clients risk

"Two out of two - not bad going!!!

Thank you so much for your help and I will let you know if we need anyone further as and when"

- Amanda Humble
Initial Style Conferences

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Working Together - The Certus Process

1. Understanding Your Business

We believe that in order to understand the requirements of your company we need meet with those responsible for the recruitment and management of the Sales function. This enables us to:

- Understand your company and its position within its market.
- Understand what you are trying to achieve and where you have been successful.
- Identify where you believe improvements could be made and what needs to be done to maximise opportunity.
- Experience the atmosphere within the company and specifically the sales department.
- Understand the responsibilities of the sales team and the expectations of management.
- Gain a feel for the type of person who succeeds, as well as fails, within the company, and the reasons for their success or failure.
- Understand those traits that are sought by those recruiting and the methods that are used in the recruitment process.
- Establish agreed recruitment processes and timelines.
- Identify ways in which existing resources can be optimised.

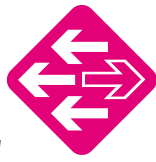
Having gained an in depth knowledge of your organisation we will adapt our recruitment process to ensure that the best candidates are identified and that the recruitment process is effectively managed to completion.

We strive to build relationships based on trust, where you are confident we will only present candidates who will succeed. By achieving this level of understanding we are able to provide a service that adds considerable value and exceeds expectation.

"You have changed my opinion of recruitment consultants and my experience working with you has been by far the most impressive. I will definitely be recommending your services to friends, colleagues and employers in the future."

-Joe Murphy

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Working Together - The Certus Process

2. Candidate Resourcing

Having gained a comprehensive understanding of your company and the position you are looking to recruit for, we are able to implement our resourcing process.

At Certus Sales we use a number of methods to locate candidates of a high caliber. These include:

- Use of our existing candidate database
- On-line advertising
- Traditional media
- Attendance at exhibitions and seminars

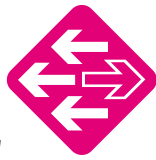
We place specific advertisements, including a description of the company and the position, with or without our clients branding and regularly undertake project specific advertising in Local and National press where required.

Typically, upon formal instruction to recruit for a position we have these processes in place within 24 hours and are interviewing within 3 to 5 days. Our clients are often surprised by how quickly we work, and thus, to ensure the process runs smoothly it is essential that we have agreed project timelines at the outset.

"Thank you for keeping me updated. I really have to say that of all the agencies I have had the displeasure to liaise with Certus have stood out head and shoulders so far. Steve has been great and has always called when he said he would. I feel like you really have the elusive 'good service' all the other agencies claim to have but can never quite live up to."

- Vanessa Readhead

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Working Together - The Certus Process

3. Selection & Shortlisting

The implementation of the Selection and Shortlisting processes serves two purposes. Firstly, they ensure that only candidates with suitable skills and experience are presented to our clients. Secondly, they ensure that those candidates are not just able to fulfil the requirements of the role, but that they have a genuine desire to be part of the company and sell their products and/or services.

Telephone Vetting – Having generated response from the various sourcing methods all potentially suitable candidates are initially contacted by phone. The object of this call is to identify the candidate's ability to sell themselves, which is assessed through their communication, the information they provide and the level of interest they show. Where a candidate is able to suitably impress us, they are invited for interview. As an average only 5-10% of applicants are successful at this stage.

Interviewing – All Certus candidates are interviewed by 2 specialist sales consultants. The process lasts approximately 90 minutes, during which time their background and current situation is fully investigated. We specifically look for significant achievements in work, academia or sport etc. and where they have had previous sales roles we discuss targets, achievements, order values and other relevant points. Where there is no sales experience we look for suitability in their ability to present themselves in a positive and interesting manner.

All candidates are challenged throughout the interview in order to determine their ability to deal with confrontation and pressure, in addition to their ability to think on their feet. We also discuss career objectives and motivators. As well as identifying a candidate's strengths, we spend considerable time looking at areas that require improvement, including their willingness to acknowledge weaknesses. The interview process is designed to enable us to present a candidate to you in a manner that outlines why we believe they are suited to the role, but that also enables us to discuss with you potential training requirements.

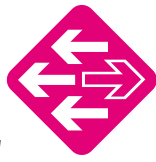
Presentation of your company – Where candidates have demonstrated that they could be suitable for a role, they are informed of the position in greater detail and asked to go away and research the company. The candidate is asked to contact us after researching the company, to demonstrate their understanding of the role and to justify why they should be referred for interview. We look for an understanding of the company and the industry in which it operates, as well as an understanding of where the sales role fits in to the organisation.

Further Assessment Criteria - In addition to the processes described above we are able to implement any specific testing or assessment which forms part of your company's recruitment process. This may include Personal Profile Analysis, Psychometric testing or any specific skills based tests which we can implement on your behalf.

"Certus is truly a 'cut above the rest' when it comes to Recruitment Consultancies. I would have no problem in recommending you to any sales professional looking for their next career step."

- Bilal Dhami

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Recruitment Marketing

For clients with a specific requirement, be it for a single vacancy or a national sales recruitment exercise, Certus can design and manage a bespoke marketing and recruitment campaign to target a specific candidate pool.

Through working with our specialist recruitment media partners our marketing team is able to design, implement and manage a focused recruitment marketing campaign using either the traditional media or highly optimized recruitment micro sites.

Traditional Media

For clients looking for highly visible branded recruitment advertising within either National or industry specific press. Based on your company's branding guidelines and recruitment budget we will work with you to implement the most effective advertising plan to maximize return on investment.

Optimized Ad Page

Certus are experts in utilizing web technology to generate targeted candidate response. Certus will design, build and host vacancy specific advertising micro sites optimized to attract targeted candidate response.

This is an extremely cost effective way of generating candidate response and, unlike traditional media, ensures only the intended audience is reached. This method of candidate resourcing also allows Certus to provide our clients with highly accurate response and conversion information.

Even more importantly, it Guarantee's response numbers and cost is directly linked to the volume of candidate response generated.

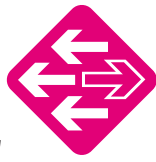
Additional benefits of managed campaigns include increased brand awareness through co-branded advertising in the media and on the web, our ability to provide concise reporting on a number of applications, success ratio's and, ultimately, return on investment.

Excellent news.

Congratulations on your second placement with Lexstra – you have done an outstanding job for us.

- Kraig Smith
Lexstra Plc

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Feedback & Assessment

At Certus Sales we proactively manage the feedback process, ensuring both our clients and candidates feel each recruitment process is handled professionally and efficiently, regardless of the outcome.

This is a key part of the recruitment process and the one area where clients can greatly influence their ability to attract and retain the best candidates. When a client is able to provide fast and informative feedback after conducting an interview it reinforces that their company is professional and, where the candidate has performed well, gives confidence to the candidate that they are choosing a professional and reliable employer that takes pride in the impression they give to the market.

We look to speak with both our candidates and clients as soon as possible after each interview, ideally on the day of interview. This ensures that each party's feedback is fresh and accurate and that we can pass that feedback between clients and candidates.

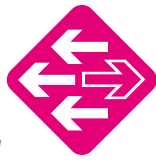
At Certus Sales we don't 'dress up' feedback. If a candidate performs poorly, we pass that on so that the candidate can at least address the areas where they failed to perform. Additionally, if a candidate has questions or reservations about a company or position we look to make sure our client is aware of their concerns so that they can choose how to deal with that feedback.

In our experience, successful recruitment projects are those that are managed from start to finish within agreed timelines, and where the expectations of all parties are managed effectively. By setting these timelines at the outset of the project and by acting as the sole point of communication between our clients and candidates, we can ensure that everyone involved in the process has a positive experience.

"From the moment the team at Certus were aware I was in the marketplace, they impressed me greatly with their responsiveness and tenacity. Infact responsive and tenacious are the two words I would best use to describe them. Besides the fact that I was put forward for a number of quality interviews, perhaps the most telling point about this organisation is that the very first opportunity they put me into matched my wants and needs exactly - which told me that they listened to me, they were perceptive enough to make good judgements and that I didn't need to use any other agency. "

– Heidi Alden

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The Certus Guarantee

At Certus Sales we are highly confident in our ability to provide a recruitment service that adds real value to your Company. In fact, it is our belief that a true recruitment service is not about filling the vacancy, rather it is placing the right candidate who can go on to be successful within your company. We also believe that you should have peace of mind that your new employee will match or exceed your expectations now and in the future.

This is why we provide a 100% guarantee on all of our services for all of our clients. The period of the guarantee is related to the recruitment service we are providing. We also take feedback, comments and criticism very seriously. We appreciate that our clients are the heart of our business and promise to deliver a complete, practical and effective recruitment solution.

We look forward to meeting and working with you in the near future.

"My decision to entrust Certus Sales with the prospecting of employers for the next step in my career proved to be the right one. Not only did Certus Sales strictly adhere to the pre-defined search criteria that we had mutually established, but they were also pro-active in ensuring that I had all of the necessary intelligence prior to an interview. I would not hesitate in recommending Certus Sales to any candidate who is looking for a friendly and thoroughly professional recruitment agency."

- Neil Moodley

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