

WIN Talent

Talent Acquisition Strategy for Management and Sales Positions



Overview



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OUTSET

For an enterprise to be successful in today's competitive business environment, it is no longer adequate to simply recruit qualified candidates. An organisation must provide a setting that attracts best talent and that provides opportunities for personal growth and development – which is the basis for staying longer term with a company. Our integral solution aims at not only winning the best talent in the market but also to abet their success in their new role with an effective integration model.

What differentiates you from your competitors is the talent in your organization. Find and hire the best; don't compromise

Based on the experience that

1. only about 5-10% of the possible qualified talents react to job advertisement in print media,
2. the integration phase is pivotal for the development of a personal commitment,
3. a high personal commitment, together with a perceived development potential leads to a higher talent retention,

we have developed a talent acquisition strategy that aims to minimize the risk of hiring the wrong person and that not only will win good talent for our clients but also to retain them for a longer period.

RECRUITING IS A SALES CHALLENGE

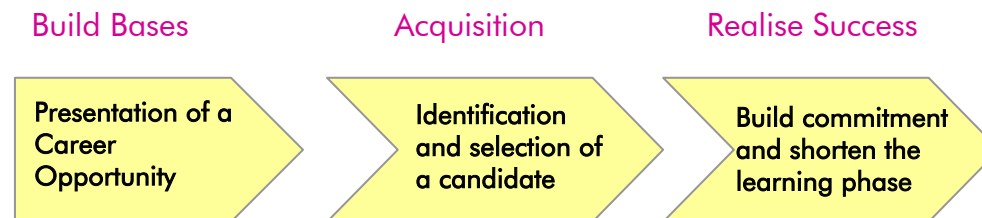
Talented candidates do not line up in front of your door and wait to be contacted by you. Talented people want to work for a first-class employer and be entrusted with a challenging assignment.

In order to win the best in the market, such candidates must be systematically identified and be skillfully acquired

This sales challenge has the following attributes:

- **The Product:**
The company as employer of choice and the challenge of the tasks
- **The Market:**
qualified and successful talent
- **The Objective:**
sustainable success by hiring of an optimally qualified candidate who is committed to the organisation

The process is based on the proven fore™ - Method and builds on the three classic sales phases:

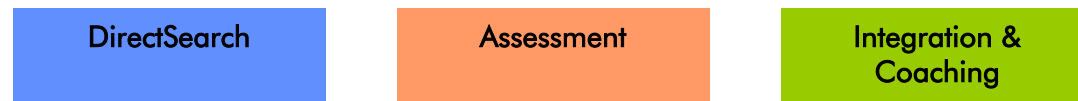


PROCESSES AND PROCEDURES

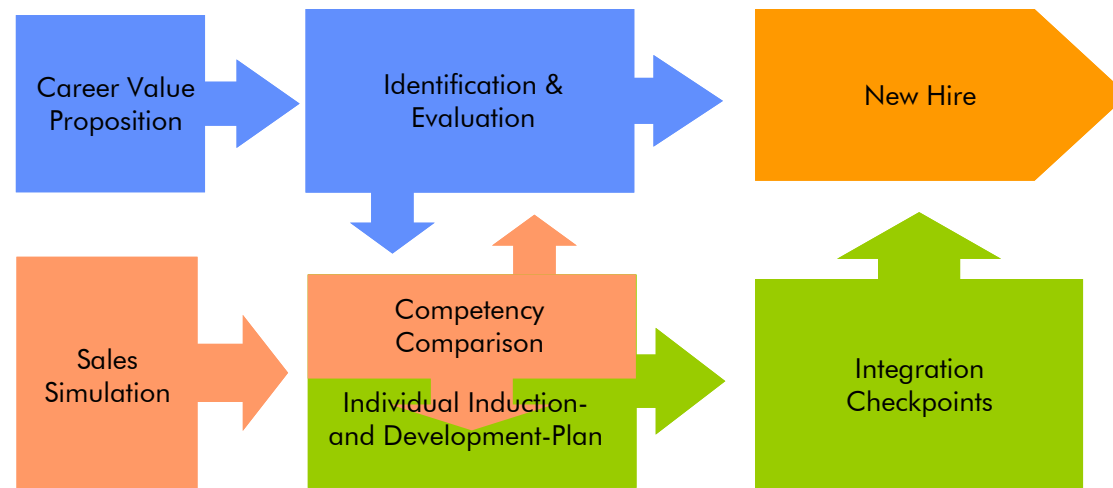
A manager or sales professional must be able to deliver the expected results, credibly and represent the company with enthusiasm in front of customers and together with the team secure long-term success. The combination of required experience, market and business knowledge and a specific skill set is a challenge that mandates a systematic and target-oriented approach.



Our process is comprised of three modules:



The modules are interrelated as follows:



Module: DirectSearch

Direct Search is an effective and efficient alternative to advertisement. It yields, as a general rule, a broader selection of qualified candidates at comparable costs with the added value of direct market feedback.

Coreteam employs proven search methods and experienced research specialists in the technology segment. Besides directly approaching individuals, internet resources will be used, depending on the position and market conditions. We also maintain an extensive and current database.

A case specific ‚Career Value Proposition‘ portrays the client as ‚Employer of Choice‘ and describes the open position as a career opportunity in terms of its possibilities for growth and challenges. It illustrates also the values and culture of a company and sets the right expectations.

Prequalified candidates will be closely evaluated using an extensive personal interview as well as by carefully reviewing the application documents. A shortlist of the 2 to 4 best qualified candidates will be presented to the client.

The Limbic Personality Check LPC will be conducted with all shortlisted candidates. This test provides additional information about a person’s personality structure, attitude, team compatibility and thinking pattern.

The LPC is offered in cooperation with a partner company and provides a reliable ‚2nd opinion‘, that complements the client’s and Coreteam’s assessment of the candidate. The LPC is based on new neurological research and explains the background of individual action.

‚Direct Search‘ is the base module for any talent acquisition mandate.

The following modules are optional and supplement the recruitment process with additional value.

Module: Assessment (for customer facing roles)

Candidates come under scrutiny in a realistic sales exercise that exposes the candidate to an industry related case study that requires him or her to perform some analytic tasks and prepare an appropriate presentation.

The client takes part in this simulation and is able to experience the shortlisted candidates in a live sales situation. Sales oriented skills and aspects, like argumentation techniques, presentation skills, performing under pressure, structured thinking and closing ability become visible.

Module: Integration & Coaching

Insights gained from the competency and personality profile are the basis for an individual Induction and Development Program which extends over the first nine month into the new job. This program will focus on taking advantage of strengths and improving weaknesses.

Agreed milestones will be jointly reviewed at defined ,Integration Checkpoints'. The role of Coreteam is that of a moderator and coach. Additional individual coaching 'on-the-job' for the new hire complements this module.

Integration Checkpoints facilitate the integration process and strengthen the personal commitment of the new employee.

VALUE

- We continue where external HR consultants stop: strengthen commitments and accelerate the integration process by individually coaching the new employee – simply making him or her successful in the new job
- We offer:
 - Fixed pricing, transparent costs and high value
 - Proven, first hand competency in sales and customer-facing roles in the technology environment.
 - A proven concept that can be aligned to the recruiting and integration process of the client.
 - All-embracing service - based on an extensive contact network and a methodical process.
 - Many years of personal line management experience in sales and general management

RECRUITING QUALIFICATIONS



Juerg P. Hofer – Managing Director

Over 20 years of experience in Sales & Marketing of capital goods, company management, executive search in Switzerland, U.S., Latin America and Eastern Europe. Industry knowledge in semiconductors, test systems, fixed and mobile communications. Founder and owner of Coreteam Ltd. . Juerg Hofer has a degree in Electrical Engineering and an MBA (Boston College). He maintains a broad contact network in business and politics and likes to travel, ski and pilot airplanes in his free time. His career stations were with LTX Corporation, ITT/Alcatel and Nokia.



Gerda Hochstrasser – Research Associate

Gerda Hochstrasser possesses over 15 years of experience in Project Management and Human Resources in the Services Industry and Consumer Goods. The last 6 years she acted as Research Consultant in Executive Search matching the requirements of clients with talented candidates. Gerda Hochstrasser has a business administration background with further training in Psychometric Testing and Human Resources issues. She gained her experience among others with PriceWaterhouseCoopers, Goldman Sachs and A.T. Kearney.

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