

SAMPLE RECRUITMENT PLAN⁴

The following is one of the plans used to recruit qualified sales representatives for the company's control panel division. The products are highly technical and salespeople need to understand the workings of process controls and computerized machine operations. The ability to recommend innovative solutions to customer problems at the jobsite is essential.

Position Title: Technical Sales Specialist (2 required)

Education qualifications: Qualified candidates will have as a minimum a graduation diploma from a College of Applied Arts and Technology with a major concentration in computer programming or process control engineering. Candidates will know basic CAD/CAM operations. Some understanding of automotive, electric power generation and aerospace industries will be beneficial. Preference will be given to candidates who have training or experience in personal selling and marketing.

Candidates who have the necessary skills and knowledge gained from an informal education and experience will also be considered.

Training provided: The employer will provide successful candidates with training in professional selling and customer service. Successful candidates must be willing to work closely in the field with experienced sales representatives to learn proper methods of fully satisfying client needs.

Compensation: Salespeople are compensated by a combination of a competitive base salary, commission and an annual performance-based bonus. A vehicle allowance is provided. Position requires some overnight travel.

Recruitment goals: To attract a minimum of 10 qualified sales representative applicants.

Deadline for applications: May 5, 200X, 4PM.

Recruitment Steps:

1. Send notices to each company employee to solicit personal recommendations.
2. Place advertisements in college and university newspapers.
3. Place display ads in three major city newspapers X three days each.
4. Mail notice to the Association of Technologists for bulletin board postings.
5. Arrange for the company website to feature an online classified advertisement effective immediately.
6. Arrange for online classified advertisements on two web-based job boards.
7. Mail position vacancy notices to all suppliers with remittances.
8. Alert Human Resources department about sales position needs.
9. Initial applicant screening to be done by telephone, followed by an in-person interview. Unsuccessful applicants need to be contacted by telephone and in writing.

⁴The following plan has been excerpted from CPSA's *Canadian Sales Management Manual* (Toronto: CPSA, 2001)