



THE FUTURE OF SALES RECRUITING

HOW THE FPG MODEL IS CHANGING THE INDUSTRY

FPG

HUMAN
PERFORMANCE
UNLEASHED

THE PROVEN BENEFITS OF CHOOSING OUTSIDE RECRUITING

R I S E

REDUCED TIME-TO-FILL AND COST

The two most important elements in business are **time and money**. Recruiting internally is a drain on both time and money. Outsourced recruiting allows you to streamline your recruiting process, allows your employees time to focus on building your company (not on interviews and resumes), and dramatically reduces costs incurred by turnover.

IMPROVED CANDIDATE QUALITY

The best recruiting services save you time and dramatically increase your ability to hire top quality candidates through assessment-based hiring that cuts out bias.

SCALABILITY

Outside recruiters save companies an average of 20 hours of productivity per week on hiring activities. Pouring those hours back into your business allows you to scale faster and put your focus where you need it – on your growth.

EXPERTISE

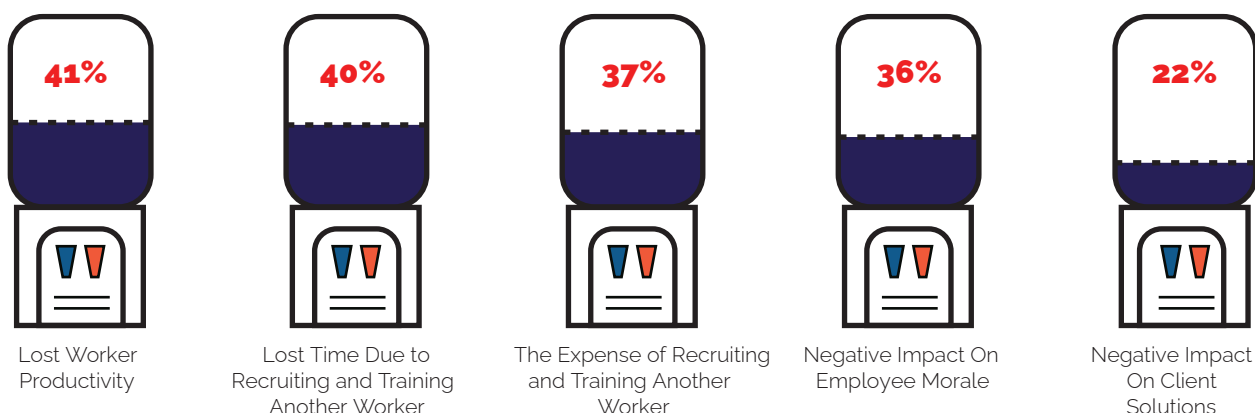
The best recruiting companies have years of experience in a variety of different industries, providing you with much-needed perspective and an advisor to help you make the right hiring decisions all along the way.

WHAT YOU LOSE WHEN YOU RECRUIT INTERNALLY

Finding, hiring, and training new employees is a dramatic drain on your internal resources in three key areas: time, money, and turnover.

TIME

The following are the direct and indirect ways companies say they've paid for hiring the **WRONG EMPLOYEE**.



MONEY

Onboarding a new rep costs approximately **THREE TIMES** his/her salary.



For example:
A rep paid a salary of \$100,000 **will cost the company \$300,000** to effectively onboard.

TURNOVER

According to research from Behavioral Science Research Press Inc., 80% of all salespeople are either fired or quit within their first 12 months at a job.

WHY MOST RECRUITING FAILS

INADEQUATE JOB ADS

The job ad is the window into your company. Unclear, misleading, or boring job ads cost you high-performing candidates.

NO SCIENCE

Recruitment based on feelings is destined to fail. Most recruiting doesn't account for assessment-based measures that help you see through bias and objectively top-grade your team.

NO TRAINING

Recruitment services that don't help you onboard and train your hires results in your hires having less connection to your company and experience dramatically higher turnover.



THE TRUE COST OF BAD HIRES

The Heavy Burden of Hiring

When taking on hiring salespeople yourself, the cost doesn't add up.

Opportunity Costs

Chief Financial Officers (CFOs) surveyed said that, on average, supervisors spend 17% of their time - nearly one day per week - managing poorly performing employees.



39% of hiring managers and HR professionals surveyed said a poor hire had cost them productivity.

11% said the hire had resulted in fewer sales.

Unhappy Workers



95% of financial executives surveyed said making a bad hire at least somewhat affects the morale of the team.



35% said a poor hire greatly affects team morale.



60% of hiring managers and HR professionals surveyed said bad hires don't get along with other employees.

Compensation and Other Expenses

41% surveyed who have made a bad hire estimate the costs in thousands of dollars.



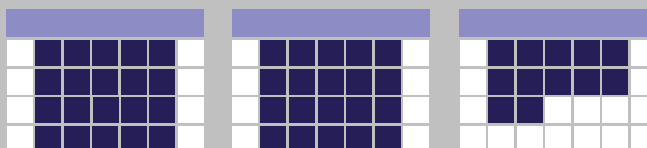
The U.S. Department of Labor estimates that the average cost of a bad hiring can equal 30% of the individual's first-year potential earnings.

Very high paid jobs tend to have significant turnover costs.

Hiring Time

On average, sales positions take 52 days to fill, nearly two full weeks longer than the national hiring average.

MONTHS



THE FPG DIFFERENCE

MORE VALUE

No percentage based charges - just a single flat fee.



FASTER HIRES

Reduce your average sales hiring cycle by as much as 60% with FPG.



LESS TURNOVER

Fully vetted, assessment-based hires assure you hire for the long haul.



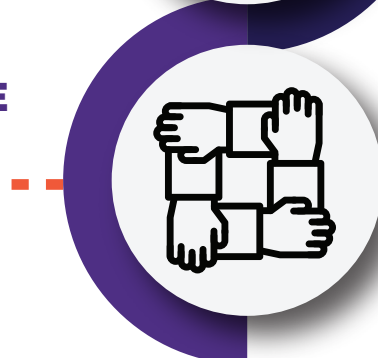
INCREASED SALES

Guarantee you're top grading your team with FPG's unique formula.



BOOSTED CULTURE

FPG's proprietary hiring guide assures you hire the right behaviors and mindset for your culture every time.



UNSURPASSED VALUE

When you take on the hiring burden

Numbers based on a sales manager on a \$120,000 salary over a typical 90-day hiring and training cycle if you were to invest the same amount of recruiting/training time as FPG. **(These numbers are based on an actual client's experience with FPG's recruiting.)**

THE COST PER SALES MANAGER

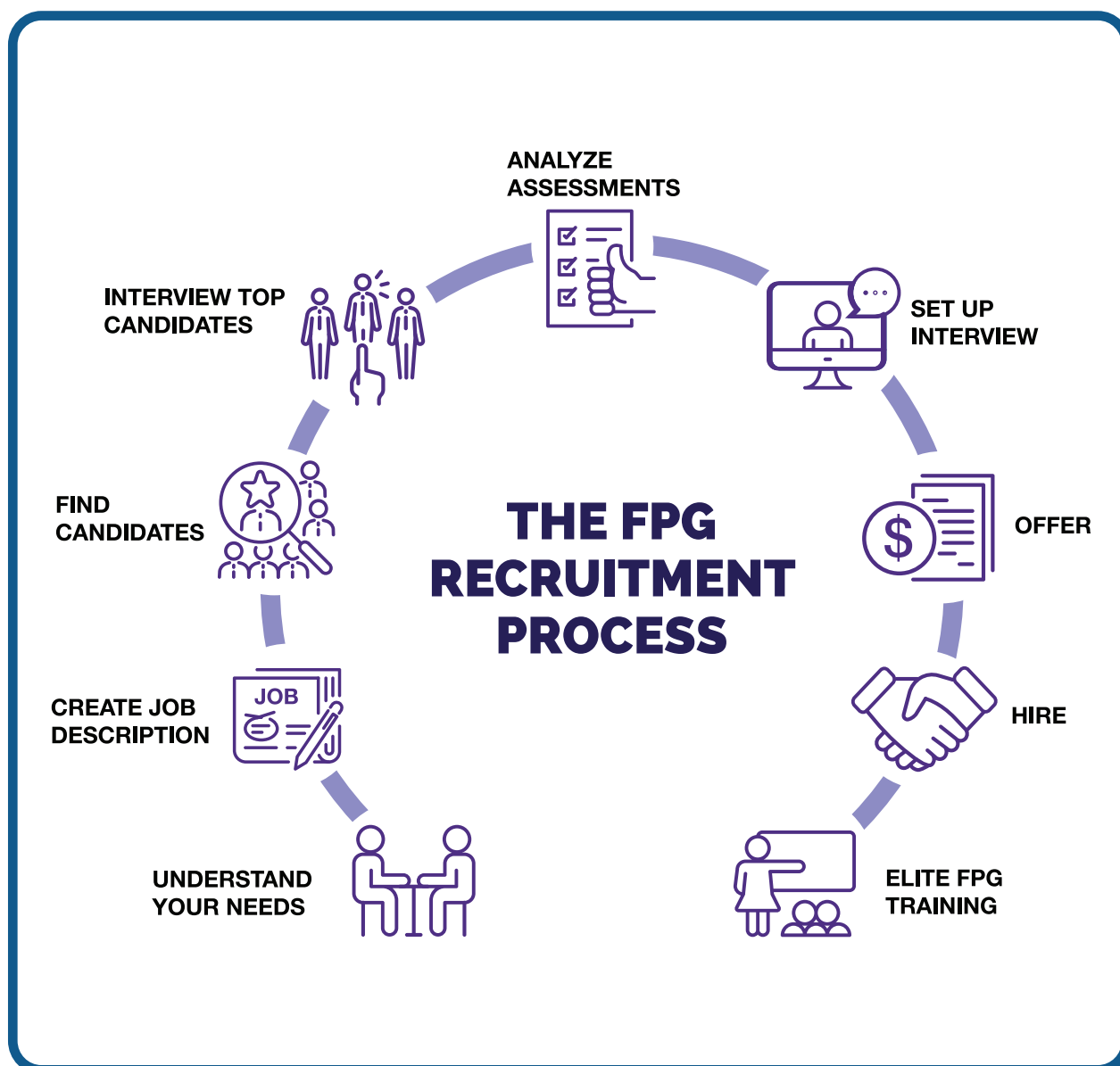
	Time	Cost/hour
Job advertising	4 hours	\$231
Interviewing	24 hours	\$1,385
Training	80 hours	\$4,615
Resource costs		\$350
Lost sales (due to time lost in field)		\$70,000 (2 lost sales)
Total cost per 90 day cycle	108 hours	\$76,581

THE COST PER RECRUIT

	Total
Payroll (at \$30K/year for the first 90 days)	7,500
Average recruits per cycle	2.5
Turnover rate	50%
Turnover cost	\$45,948
Total cost per 90 day cycle	\$55,323



WHEN YOU LET FPG TAKE ON THE HIRING BURDEN



FASTER HIRES

The average time to fill a sales job across industries is **52 days**. FPG's average fill time? **25 days**.



LESS TURNOVER

FPG utilizes a world-class sales hiring tool called **Sales Preference Questionnaire™** (SPQ). The SPQ™ allows us to objectively assess the beliefs and abilities of each candidate by answering questions in several key, profit - driving areas:

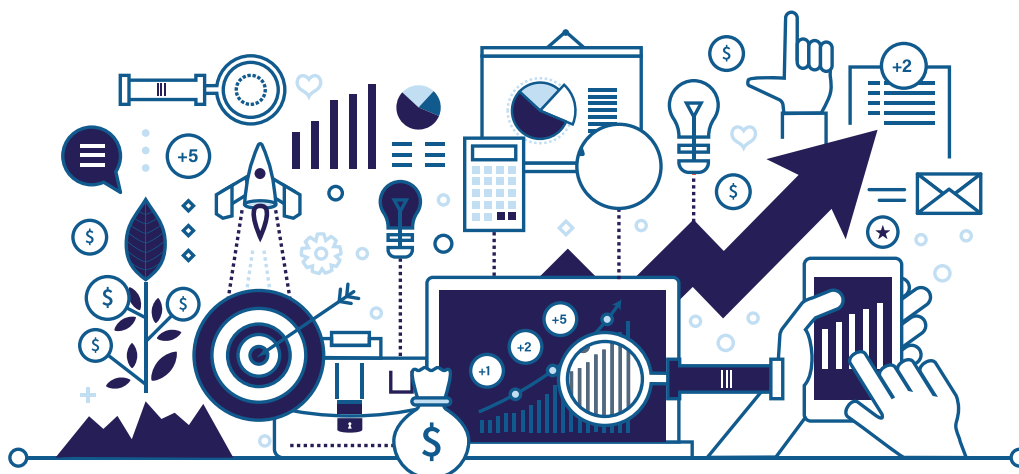
- Do they actively slow down their own sales, or do they look for ways to move sales forward?
- Do they have a tendency to let the prospect take the lead, or do they lead the conversation themselves?
- Do they tend to resist coaching or embrace it?
- Do they fear talking about money and numbers, or are they fearless?
- Are they hesitant to prospect, or are they proactive about prospecting?
- Do they shy away from goals, or do they clearly articulate, embrace, and reach for defined goals?

Using the SPQ™ as a hiring tool decreases sales turnover.

INCREASED SALES

Don't just hire based on a paper standard. Hire based on your own top producers.

- We use the SPQ™ to assess your current top sales producers.
- We use the SPQ™ to assess each candidate.
- We use our proprietary formula to match up your candidate assessments with the beliefs and abilities of your top sales producers.



BOOSTED CULTURE

No two workplace cultures look alike. You deserve a hiring process that not only understands where you are but where you want to go. That means hiring sales managers who actively advocate for the culture you want.

- We consult with you about the company culture you want to build.
- We match up each individual candidate to your unique needs, giving you a clear picture of the best fit.
- You retain this profile forever, giving you a roadmap to build an award-winning workplace.



90-Day Warrior Selling® Program

The Most Complete Sales Training Program in 90 Days.

There is a reason we're ranked a Top Sales Training Program in The World. We won't sugarcoat it, our program is intense, but that's because your success is worth it.

In times of great change, the easy thing to do is sit back & wait for something to change...but what if it doesn't? The most successful people upgrade their skillset and mindset to adjust with the times. Sitting and waiting is the worst thing you can do right now. That's why FPG offers a 90-day immersion program to completely upgrade your mindset, process, and language to meet the current circumstances. You owe it to yourself to add the Warrior Selling® Certification to your current selling skills.

People choose The Warrior Selling® 90-Day Program when they are serious about change, and that change happens over 2 stages.

5/4/3 Factor Course

Co-Create the Highest Conversion Rate Script In Your Industry!

What if you could create one sales script that was personalized to you and could handle any situation that your sales team faces? How many more profitable sales would you earn? How many more lives would you improve through your products and services? You will never find a more procedural sales process in the world than right here!



Engage Course

Double the number of people that your sales team speaks to, while removing their fear around prospecting.



What if your sales team could remove all fear around coming across "pushy" or "salesy," selling over a Zoom meeting, following up even more, speaking in front of large groups, using LinkedIn and other social media to prospect, asking for referrals, fear of closing, fear of rejection, fear of the upsell, fear of using the phone, fear of the complex sale, fear of selling through the gatekeeper, and fear of networking? How many sales are you losing because of fear? How much money are you leaving on the table because of making unnecessary price incentives?

WHAT CLIENTS SAY

Dustin Pittman
RV Depot

“By spending time only interviewing those with proven assessments, I was able to get my time back to dedicate to other areas of the business that needed my attention.”

Rubin Press
**Vice President
Global Sales,
Controltek USA.**

“With FPG we went one step further. The experience is much better than what I have dealt with over the years.”

Brock L. Fankhauser
**NewStyle
Communities, Inc.**

“Can you imagine a scenario in which you engage a recruiting agency to fill a sales position and 22 days later you have an employee – not a candidate, an employee – who has gone through screening, multiple rounds of interviews and two personality-profile assessments and, most importantly, has received the Sales Warrior “seal of approval” from FPG? I can, because it happened to my company. Throughout the process, I received multiple vetted candidates, was provided a conduit by which to schedule interviews and received regular, ongoing communication from Miriam. I have no reservations about recommending FPG’s recruiting program.”

WHAT CLIENTS SAY

Mike Bankhead
VP of Sales
and Partnerships,
People G2.

“ I think that's one thing we appreciate is being able to be presented with candidates that could do that, hit the ground running, and not take a lot of time to ramp up. ”

Cullen Jones
Vice President of
Sales, Myers
Industries Elkhart
Plastics.

“ What I liked about the recruitment part, and I've been hiring salespeople for the better part now of, 30 years, it was by far the easiest and the most seamless approach I've ever seen. ”

Ralph Miller
Cook Bros.

“ From the very beginning, I was provided with a significant amount of relevant information that was instrumental. You guys were very responsive and quick to provide answers to any of my questions... I felt that you truly had my best interests at heart. It was a pleasure to work with you. ”

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