

WHEN IT COMES TO
IMPROVING SALES RESULTS
CHARACTER MATTERS

What if you could find, attract and hire only top performing sales champions who are capable of generating double-digit sales growth in year one?



Learn how leading sales organizations are using Headway's Sales Talent Solutions® exclusive CharacterMatch® selection process to build top performing sales teams. CharacterMatch® enables sales organizations to more effectively identify and hire sales champions.

Why?

Years of experience has taught us that **sales champions** fully understand the competencies required to do their jobs well, and have behavioral traits demonstrating self-improvement and other personality attributes separating them over others. These individuals are typically not looking for work, and are happily and gainfully employed. They are capable of presenting complex sales solutions in highly technical environments, and have the keen ability to effectively position the value proposition within their specific vertical area.



“Headway understands sales and its sales recruitment process is very thorough and impressive.”

Sales Director, U.S. Fortune 1000 Company



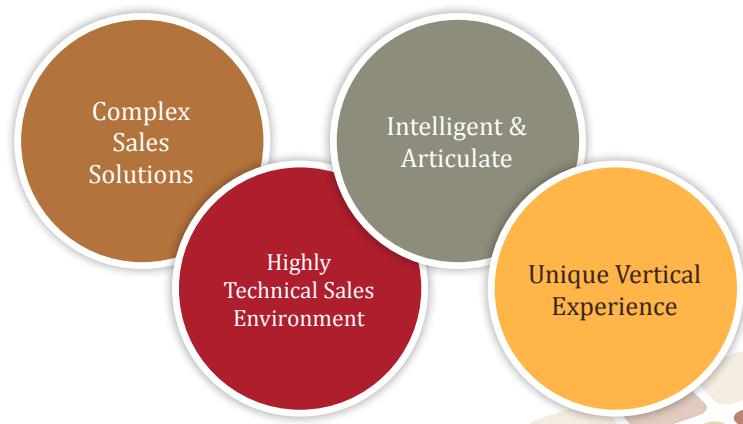
Benefits of Using CharacterMatch®

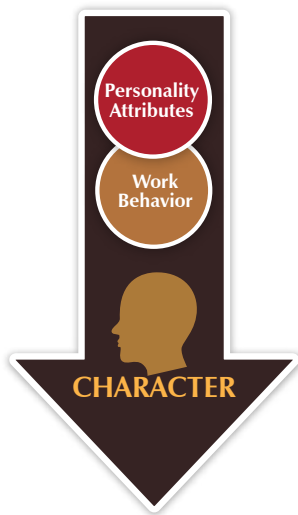
Drive increased sales growth

Improve sales team retention

Increase hiring manager satisfaction

Enable filling of key positions internally





**Sales
Performance**

How CharacterMatch® Can Help

To find these sales champions, Headway developed a competency-based recruiting methodology and selection process called CharacterMatch®.

Highly successful sales people possess an intricate set of personality traits, attributes and competencies that must be in place for the individual to exceed expectations.

CharacterMatch® is designed to analyze whether candidates have the skill, character, knowledge and attitude to excel. Our process begins with a strategic implementation session where our Sales Talent Solutions® recruitment team, including a psychologist with an advanced degree from *Harvard*, interviews your key stakeholders and top performers, and develops a customized sales talent analysis and assessment module. CharacterMatch® combines precision recruiting with customized behavioral event interviewing.

CharacterMatch®



Where Sales Talent Solutions® Can Help Improve Your Results



Why Risk Leaving Sales On The Table?

Contact Headway's Sales Talent Solutions® today to learn how we can help accelerate your sales organization's results.



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