

SCORE! I just found the sales person of the century!

When I started working with this emerging home products company, they had 25 employees.

The owner had never used assessments before and wanted to try them out on a sales candidate he was considering. The candidate was very attractive to him because she came from the same industry, was familiar with his product line and told him that she'd had a banner year. "I'm looking to leave my current role because I want a new challenge!" she said.

Excited at the prospect of hiring a seasoned, successful closer with an existing book of business, the client asked that we assess the candidate to determine her unique ranking of talent traits and how they would fit with their particular job and its demanding catalogue.

One of the talent traits we can measure is whether someone is motivated by a return on investment of time, resources and money. This motivator is essential in commission based sales people because it indicates a drive to do what it takes to increase their income.

Conversely, people with a low score in this motivator are much more interested in a steady and secure salary that they can count on.

We were greatly surprised when the sales candidate in question assessed very low in this motivator.

So much so, that when I reported this to the owner he pushed back. He said that he knew she had sold "x" amount in the previous year and that "x" represented a significant number in their industry. When I asked how he knew this he said: "because she said so in the interview." I suggested that it might be a good idea to verify the number during a 2nd interview.

As it happens, the CEO found out that not only had the candidate lied about her previous year's sales numbers but she had actually doubled that number during the interview.

We went on to assess other candidates and found a great match.

Since we met that day, his company has grown to over 250 vibrant, engaged employees. Not surprisingly, the CEO has continued to use assessments as an integral part of their hiring process all through this growth process.

This is typical of my work with a client. Assessments show far beyond what is in the resume. They reveal any significant gaps and help identify the best match for the position.

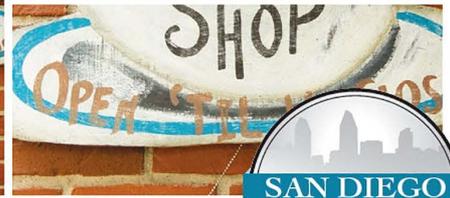
In our experience, over the last 18+ years, once you've tried Assessing, you never go back! Call today to see how we can find your gaps and identify the best match for YOUR position.

By Tricia Neves
President, Hiring by Design

COFFEE

THE DAILY TRANSCRIPT®
SANDIEGOSOURCE

SMALL BUSINESS MONTH



TUESDAY, MAY 21, 2013 | VOL. 128, NO. 101 | SDDT.COM/SMALLBUSINESS13



HIRING *by* DESIGN

Finding top talent just got a whole lot easier.

Is your company struggling with finding the right people to fit specific job roles? Are you ready to expand but don't have the talent pool to fulfill needed growth? As the crunch for workplace talent continues to tighten, maximizing and retaining talented people must be your highest priority. For 15 years, San Diego-based talent assessment specialist, Tricia Neves, president of Hiring by Design, has been helping companies nationwide to identify the best talent fit for the job.

Using a 55-factor analysis, Tricia Neves specializes in talent screening and recruiting to identify the candidates that are an ideal fit for the job. The outcome for business leaders is recognized in less stress, reduction of overhead expenses and a measurable increase in performance and productivity. From start to finish the team at Hiring by Design will help by benchmarking the job to identify the talent traits needed, assessing the candidates you find to determine their fit to the job or by recruiting best matched candidates for you. Once the individual is hired, the talent assessment results

provided by Hiring by Design are converted into a talent based onboarding process that assures the new employee has a successful start. The same process can be then utilized to create a development

plan and career path to insure long-term retention.

Each potential employee is uniquely screened — not only for hard skills but also for natural behaviors (how someone does the job), internal motivators (why they do the job) and personal skills.

“Getting the right talent to the door is enough of a challenge for most companies,” says Tricia Neves. “Unless you know how to properly identify and manage the natural talent of your employees, the ability to maximize that talent and accelerate growth is severely hindered.”

The results are proven as companies who utilize Hiring by Design's hiring process have a 92 percent retention rate over a period of 12 months.

Additionally, as a certified Growth Curve Strategist, Neves works with CEOs to determine a company's current stage of growth; critically assess their culture and get CEOs focused on identifying the patterns that contribute to success or hinder the performance of their company.

Any company facing challenges in



identifying, hiring, selecting, on-boarding or developing people can benefit from working with Hiring by Design.

“Owners of companies are experts in their business, not in hiring. When they need to fill a job, hiring becomes time-consuming and costly when they are faced with upward of 300 resumes per job and often lack a reliable process to evaluate a candidate's talent. Once our clients experience the power of our talent assessment process which not only identifies the talent match but also provides an ongoing talent management and development guide, they never turn back.” says Neves.

~ By Jada Thomas, *The Daily Transcript*

WWW.HIRINGBYDESIGN.COM | TALENT@HIRINGBYDESIGN.COM | PHONE: (858) 755-7701



San Diego Woman Entrepreneur Honored for Communication Development at Influential Banking Institution

Tricia Neves, president of [Hiring by Design](#), a San Diego based talent assessment firm, was recently honored by Target Training International (TTI) as the recipient of the prestigious Trainer of the Year Award at the TTI Winners' Conference in San Diego, Calif.

San Diego, CA ([PRWEB](#)) February 28, 2008 -- Tricia Neves, president of [Hiring by Design](#), a San Diego based talent assessment firm, was recently honored by Target Training International (TTI) as the recipient of the prestigious Trainer of the Year Award at the TTI Winners' Conference in San Diego, Calif.

For many companies success or failure isn't necessarily found in the ability to execute on their goals as much as it is based on management effectively communicating those goals to direct reports. When one of the world's most influential banks wanted to maximize communication within a high profile division, Neves and her firm were called upon to train and guide key members of the bank's team to better understand not only what is motivating their employees, but how to communicate in a way that connects with the personality and leadership styles of both management and direct reports.

"It's one thing if your company knows how to get the cream of the crop to your door," says Neves. "But unless you know how to properly identify and [manage natural behavior, internal motivators and personal skills](#) of your employees the ability to maximize their talent and accelerate company growth is severely hindered."

As a result of Neves' keen insight into employee behavior, coupled with her skills to train and coach others to better understand and appreciate the behaviors, motivators and personal skills that employees bring to the job, TTI presented the 2008 Trainer of the Year Award to Neves.

Bill Bonnstetter, Chairman of TTI, said "Tricia's dedication and expertise in the industry are vital to her unique training approach that teaches organizations how to effectively meet their human capital management goals through the use of personal assessments."

"To be recognized for the work my team and I did is an incredible honor," said Neves. "TTI's wonderful support plays a huge role in my team's ability to help organizations assess their top talent, recruit the right people for the job and make effective hiring and communication decisions."

About [Tricia Neves](#)

Tricia Neves is President of [Hiring by Design](#), and a leading certified behavioral and values analyst. She is a recognized leader in teaching companies how to select, attract and retain the best talent for their organizations.

About TTI

Based in Scottsdale, Ariz., [Target Training International](#) is the leading developer and marketer of research-based, validated assessment tools to help businesses and organizations effectively meet their human resource needs. Its products are used by over 7,000 Value Added Associates in more than 50 countries and are available in 26 languages.