

Do I Hire This Prospect For Sales or Support?!

A Case Study – When Assessing Goes Wrong

A fast growing company engaged us to assess a candidate for their sales support team. The sales support team provided support to the sales staff by creating quotes, ensuring that product information was accurate, invoicing the customer, tracking payments and shipments and coordinating deliveries.

They also communicated delays to the customer and dealt with customer complaints.

The ideal candidate for this job had to be a good listener, patient, detail oriented, proactive and willing to spend hours in front of a computer and on the phone.

The recruiter said that the candidate he wanted assessed interviewed beautifully. She was engaging, charming and seemed to be a perfect match.

The candidate's assessment results showed that she was very talented. She would be a perfect match...for sales. The assessments confirmed that she would be great with people but also indicated that she preferred a variety filled day and had a low attention to detail.

When we debriefed the client he indicated that during the interview she mentioned wanting to be in sales and thought the sales support job could be her first step. He went on to say that he was going to offer her the job and tell her he could probably move her into sales in about 6 months.

We advised him that she may not stay that long given that the sales support role's talent requirements were so different from her natural talent. She lasted 3 months and they had to hire for the position yet again. This is what can happen when employers hire a candidate whose talent doesn't match the needs of the job.

If you're hiring, we strongly recommend that your top candidates go through a talent assessment to identify the best match for the position. It saves you a lot of time and profit.

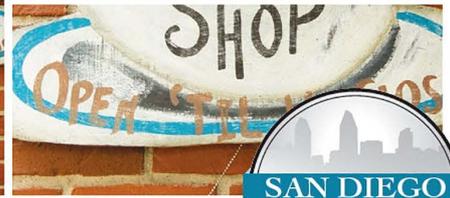
By Tricia Neves

President, Hiring By Design

COFFEE

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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.