

The logo for bta, consisting of the lowercase letters 'bta' in a bold, white, sans-serif font, enclosed within a white, rounded, irregular shape that resembles a speech bubble or a stylized 'b'.

recruiters to
the sales profession

Sydney · Melbourne · Brisbane · Adelaide · London

A low-angle, upward-looking photograph of several modern skyscrapers against a bright, slightly cloudy sky. The buildings are made of glass and steel, with their lines converging towards the top of the frame, creating a sense of height and architectural grandeur. The sky is a pale blue with soft, white clouds, and the overall lighting is bright and airy.

innovation, reach and leadership in **sales recruitment**



bta – innovation, reach and leadership in sales recruitment

bta is sales recruitment. It's our passion. It's what we live and breathe. In fact, it's all we do. So whether you're a candidate or an employer, our interest and focus equal yours.

For 12 years we've been recruiting and placing sales people in exciting and demanding positions. Whether you want to be an FMCG account manager, or find a sales director for your financial services firm, we will deliver.

For our candidates we are pioneers and leaders

At bta we pride ourselves on being candidate driven. As a candidate, you are the centre of our attention. We consider ourselves your 'partner' in the marketplace, and we work on your behalf to find the perfect match for your skills, interest and experience – with enough challenge to keep your hunger satisfied for some time. This pioneering approach puts you first.

All of our sales recruitment consultants were once in sales, so we understand your needs. We too feel the ambition, the drive, and the urgency that power your decisions.

For our clients we offer vast reach

For clients looking to hire, we take all the effort out of the search. We probably already know the sales person you need, and if not, our vast database gives us access to some 25,000 candidates. Because we can find candidates quickly, we can fill your vacancy promptly, minimising disruption to your business and maximising your return.

In a tight market it's reassuring to know that the people you've trusted go the extra mile to ensure they supply sales candidates of superior quality.





bta – your specialist provider

At bta, we're specialists...specialists in sales. Our clients are either sales people looking for exciting moves, or employers looking for that special person to fill their sales niche.

As probably the longest-running specialist sales recruiter in Australia, we know the sales market intimately. And as a global provider, we have tremendous reach, both in finding candidates and must-have positions.

Global reach

bta has four offices in Australia (Melbourne, Sydney, Brisbane and Adelaide). Two more will open in the Asia Pacific shortly. Across the world, bta also have an office in the greater London area Chiswick.

Our mission

As a dedicated sales recruitment firm, we are committed to sourcing and supplying the best sales candidates available to grow our clients' businesses.

Our vision

At bta, our vision is to be the global leader in the sales recruitment industry.





Working to achieve your goals

‘From the outset I felt I was dealing with an extremely professional organisation that held both employer’s and candidate’s best interests in high regard.’

Delivering satisfaction

Our determination to ensure your satisfaction drives everything we do. Whether you are our client or our candidate, we work hard to deliver what you need, and to exceed your expectations.

Our candidate-driven approach maximises the benefit, to both clients and candidates.

Being candidate-driven means we see ourselves as a candidate’s ‘partner’ in the marketplace, working to find the right opportunity for your skills and experience and matching you to the right position.

Private Client Service methodology

Our Private Client Service methodology is all about personalised service: In practise, we select you as a candidate and help you define your value proposition to a particular market sector. We then work closely with you to identify the most suitable organisations in your industry sector. We market your skill set, targeting our clients’ sales managers and sales directors on your behalf, evaluating whether their organisations have an opportunity, qualifying that opportunity, and then facilitating the introduction process and gaining you an interview.

Being committed to the PCS way means we are constantly active in our search until we have delivered both candidate and client satisfaction, and we’ve harnessed the energy of all our consultants to get there. That’s every one of our consultants specialising only in sales. While many recruiters employ substantial numbers of consultants, only a few are committed solely to sales.



Our consultants' special edge

Another feature that sets us apart from our competitors is that all of our consultants are former salespeople themselves. Most recruitment firms hire consultants with a recruitment background, but we believe that to understand your needs fully, our consultants need to know it from the inside out. Their empathy is strong because they've been there, and this is extremely valuable for clients as well as candidates.

We employ ex-sales people, and train them in recruitment ourselves. Their induction is intense and demanding but they become highly effective recruiters, with a special edge. And, our team members regularly put themselves out of their comfort zone to attain your goals because they, too, have a drive and hunger to succeed.

Vast network

Each consultant interviews two or three candidates a day, every day. That's up to 1,600 each month, nationally. Imagine what that reach means for you as an employer.

We recruit within all areas of the sales function - account managers, business development managers, national account managers, sales representatives, sales managers and sales directors.

Industry sectors

At bta we cover most industry sectors. Our consultants have backgrounds or clients across:

- healthcare and medical
- IT and telecommunications
- banking and financial services
- insurance
- FMCG
- manufacturing
- industrial
- advertising
- business services.

We handle between 80 and 100 'live' vacancies in each one of our locations at any one time.

We draw on our resources to find the best match for the client, by:

- undertaking advertised sourcing - both print and online
- searching our 25,000-strong candidate database
- using our Search methodologies (head-hunting)
- contacting our vast industry networks
- using referrals.

Pre- and post-employment screening

In today's global climate it is critical to your business to ensure you have made the right decision, a secure decision. To that end, we also offer pre- and post-employment screening such as criminal history checks, education/qualification checks, and employment verification.





Candidates: Giving you the edge you need

‘Their dynamic approach to the recruitment process is a breath of fresh air...’

There are several reasons why you should choose us as your sales recruiter. We:

1. Believe in a candidate-driven philosophy.
2. Specialise in sales recruitment.
3. Work proactively and with urgency on your behalf.
4. Have a reputable list of clients.

Another reason to choose us is our reliability. We don't just talk, we 'do'. From the moment we meet, our relationship is based on delivering a customised service offering. We call when we say we will; we generate the interviews we commit to generating; we follow through on every detail.

We are reliable and honest and we work professionally, with integrity. We follow industry best practise, adhere to privacy laws and maintain client confidentiality. We do this because we know that if we fall down in any of these areas, your opinion of us will be diminished. It's not always easy to master these principles, but it is our goal, and all consultants are educated about the importance of these values.

The energy of our sales culture

One of the exciting aspects about working at bta is the energy that comes from our sales culture. This energy drives everything we do, and supports our consistently high activity levels. We foster this environment because ultimately it produces the best result for you.

Referral benefits

As part of our commitment to giving you more than just a job, we are looking at many ways to reward candidates. For example, if you refer a candidate to us whom we subsequently place, we'll show our appreciation with a small gift.

‘The professionalism...(of BTA) led to me finding a fantastic job in a very short period of time. The Managing Director and his team were very pro-active and extensively followed up to ensure I was clear on the role as well as the firm involved. This pro-active approach and high level of communication ensured that the interview and hiring process went smoothly.’





Clients: Taking the effort out of the search

'BTA has restored my faith in the sales recruitment industry. Their proactive approach and extensive networks were the reason why they were able to fill a difficult assignment that two of their competitors failed miserably with.'

Why choose us? It's easy: You gain a huge competitive advantage because we have:

- wide reach
- the ability to deliver quickly
- the knowledge of how sales people think and act
- a successful record in search (head-hunting).

Reach

It's so much easier to fill a vacancy when you have access to an extensive database of sales people. 25,000 of them, in fact. So many people cross our doorstep each day that we have a very good feel for the state of the marketplace.

Quick delivery

Having access to such a large database means we can quickly determine whether we already have the most suitable person for you. We can very quickly find out whether database members are active or passive.

The 'sales' edge

Being former sales people, our consultants understand how sales people think and behave. This 'edge' definitely helps us choose the best candidate for your position.

Executive Search record

The candidate you are looking for is probably currently employed. Using search techniques derived from America, we have a track record of researching, identifying and then converting candidates in this untapped pool.

Loyalty programs

We have developed customised loyalty programs for our clients. When we place a candidate with you, you will accumulate 300 reward points, if we place a second candidate with you, you'll be given a further 300 points. And so on. You will be able to cash in the points for certain prizes, such as: digital cameras, Blackberry smart phones, and TAG Heur watches to name just a few. Your dedicated consultant will manage this process for you.



The bta career path

All managers appointed internally

All bta managers start as consultants with the firm. This policy ensures our managers completely understand the business. It also demonstrates to our staff that we are committed to promoting from within.

Stepping out of your comfort zone

All our consultants want to succeed. They are adventurous, entrepreneurial, and willing to take risks. They are confident in interviews. They are willing to step out of their comfort zone for a new opportunity, or can show how they've taken risks before. For example, a person might move interstate, or from the country to the city, or even overseas, to take up a position as a consultant within bta.

If you are willing to take yourself out of your comfort zone, into a different environment, you could have a future with us. That level of hunger and drive is what we look for.

Intense training

bta employs people with sales experience and trains them to be recruiters. We do this internally, initially through an intense induction program and, subsequently, by mentoring. We train you in our approach, our methods, and our expectations, and then guide you to succeed. This year we will also engage external specialist trainers to complement our existing training program.

The rewards

Our focus is sales, and our culture is sales. We offer many sales incentives and team building activities to foster a tight-knit environment.

Wealth-building opportunities

Apart from the short-term financial incentives of a good base salary and a very attractive commission structure – a total package that's above industry standard - we provide real wealth-building opportunities. Once you become a divisional manager you are eligible for performance-linked equity in the business.

bta's Australian locations

In Melbourne (Head Office), we're at:

Freshwater Place
Level 36, 2 Southbank Boulevard
Southbank, VIC, 3006

Telephone: +61 3 9283 9000
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email: melbourne@btasalesrecruit.com.au

Regional Manager: Mr Steve Ludlow
Aust. Commercial Manager: Mr Steele Baillie

In Brisbane, we're at:

Level 36, Riparian Plaza
71 Eagle Street
Brisbane, QLD, 4000

Telephone: +61 7 3121 3325
Fax: +61 7 3121 3030
email: brisbane@btasalesrecruit.com.au

Regional Manager: Mr Ben Hardman

In Sydney, you'll find us at:

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North Sydney, NSW, 2060

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Regional Manager: Mr Lincoln Benbow

In Adelaide, you'll find us at:

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email: adelaide@btasalesrecruit.com.au

Divisional Manager: Mr Scott Herrick

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bta's United Kingdom location

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