



Opportunity Overview

Employer Branding Independent Sales Consultant



Strategy | Branding | Consulting | Outsourcing | Recruiting

Employer Branding Independent Sales Consultant

(Virtual, Independent, Nationwide, High Ticket Sales Opportunity)

Position Summary

Position: Employer Branding Independent Sales Consultant
Location: USA - Virtual, Nationwide, No travel
Category: Sales and Marketing
Industry: Professional Services (HR/Talent)
Compensation: Internal Aggressive No-cap Commission Plan
Release Date: 07/17/2020
Est. Start Date: ASAP
Position ID: PF18628

Your Role

Do you like a good challenge? Are you driven by results?

Would you like rich rewards for helping organizations solve their biggest problem (people)?

We are looking for someone who can be assertive with great persuasive skills, honest with a commitment to integrity and a proven B2B business development track record to help drive market capture on the front end while we focus on innovation, product development and delivery scalability on the back end.

You will be taking on a business-to-business challenge to help organizations transform their Employer Brand and Reputation so dramatically that they will be able to attract high performing talent – instead of recruiting (convincing) talent. The Employer Branding Independent Sales Consultant is a consultative role and serves as an important market developer.

This is an independent virtual opportunity, so the ideal candidate can remain fully engaged in a separate full-time job and take on this opportunity to make significant extra money on the side – or take advantage of this opportunity part-time. You might already be in a B2B sales or in a leadership role with connections. If you have been in staffing and recruiting sales, this opportunity may be a breath of fresh air – or a powerful additional resource for you to help your clients.

KEY POINTS

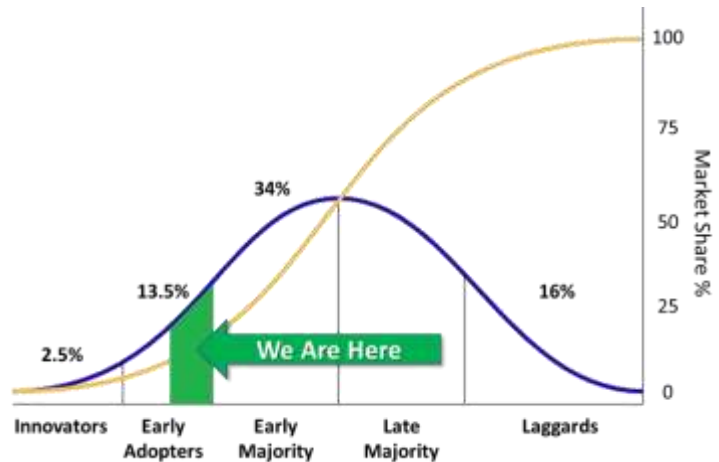
- ✓ The Employer Branding Independent Sales Consultant (Branding Consultant) is responsible for selling ProForce services and products to key decision makers and stake holders to prospective client organizations.
- ✓ A Branding Consultant is expected to develop and execute their own communication and networking strategy to promote ProForce's value proposition to those are in a position of influence or directly accountable for talent.
- ✓ Because a Branding Consultant is virtual and independent, there are no performance expectations. Compensation is paid only when sales are completed.
- ✓ Because a Branding Consultant is virtual and independent, they can maintain full-time employment while taking full advantage of this opportunity if there are no conflicts of interest.
- ✓ This is a home-office based opportunity as an independent Branding Consultant operating virtually and remotely.

Our Opportunity – The Market is Shifting to a Talent Attraction Model

ProForce is responding to the increasing transformation in the Talent Acquisition space. Three years ago, the title Employer Brand Manager did not exist.

Today, major brands across the world are engaging marketing and communications professionals to take control of their Employer Branding, Employer Reputation and Candidate Communications.

The adoption rate is following a typical S-Curve model with Early Adopters realizing a significant competitive advantage over their peers who are still recruiting the same way recruiting has been conducted for the past 30 years.



However, it is the major brands that are driving and benefiting from this transformational paradigm shift. **Up to 90% of small to mid-market companies do not have the internal expertise and have not begun to make this critical shift from Talent Recruiting to Talent Attraction.** The consequences are significant and harmful to small to mid-market companies who are by comparison unable to compete at the same level for talent. See More: [Crossing the Chasm](#)

Our Solution

ProForce has leveraged years of Consulting, Branding, Executive Communications, Recruiting, Process Re-engineering and Operational Excellence to build a methodology to assess and elevate the organizational messaging of every communication at every phase of the entire candidate experience. Then, our process delivers consistent results through the execution of a well-defined and proven 6-step Methodology.

You can use these links to explore more about how we provide the most comprehensive Employer Branding and Reputation solution to the mid-market and SMBs:

- ▶ **Thought Leadership White Paper: "Strategies to Enhance Corporate Recruiting Capability"**
Link: <https://proforceco.com/wp-content/uploads/2020/06/Strategies-to-Enhance-Recruiting-Capability-v1.11.pdf>
- ▶ **Thought Leadership White Paper: "The Business Case for Employer Branding"**
Link: <https://proforceco.com/wp-content/uploads/2020/06/The-Business-Case-for-Employer-Branding-v1.05.pdf>
- ▶ **Discover the 5 Strategic Shifts Top Global Brands are Using to Attract High Performing Talent**
Link: <https://joinnow.live/s/ZHkfSf>
- ▶ **Download the Globe Runner Employer Branding Client Case Example**
Link: <https://proforceco.com/wp-content/uploads/2020/06/ProForce-Case-Example-19-Total-Rewards.pdf>
- ▶ **"Get More from Your Recruiting" How ProForce Helps Organizations Realize More Value from Recruiting Video**
Link: <https://www.linkedin.com/feed/update/urn:li:activity:6404238164340334592/>
Transcript: <https://proforceco.com/.../2020/06/ProForce-Get-More-from-Your-Recruiting-Transcript-v1.02.pdf>
- ▶ **ProForce Faith & Integrity Promise: Our Values and Beliefs at Work**
Link: <http://proforceco.com/proforce-integrity-promise/>
- ▶ **More on ProForce.com**
Link: <https://proforceco.com/>

About ProForce

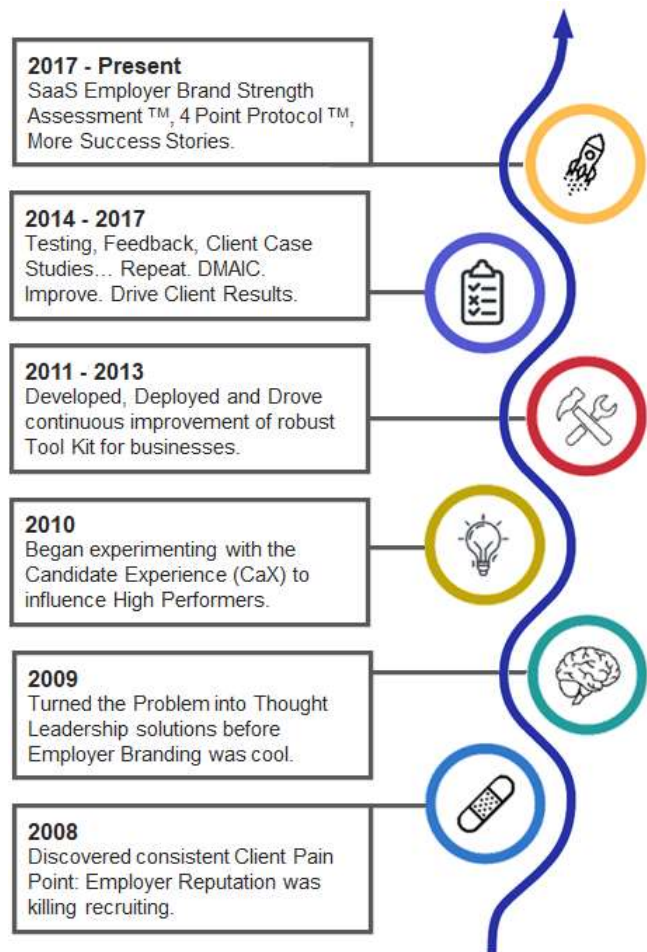
Mark Galvan, the founder of ProForce, began working with clients as early as 2008 to transform their Employer Brand and Candidate Communications to attract stronger talent.

Since then, ProForce continues to grow a marquee list of public and private brands who have trusted us to create or re-build their Employer Brands, tell their stories and differentiate their organizations from their competition.

ProForce has leveraged years of consulting, branding, executive communications, recruiting, process re-engineering and operational excellence to build a methodology to assess and elevate the organizational messaging of every communication at every phase of the entire candidate experience. Then, our process delivers consistent results through the execution of a well-defined and proven 6-step Methodology.

We even have elevated the standard in comprehensive Employer Brand assessment through the use of our proprietary Employer Brand Strength Assessment™ – the most comprehensive assessment tool of its kind!

But we have just begun. We are committed to driving bleeding edge innovation in the Employer Brand Management arena, which gives each one of our clients the edge they need to win their war for talent.



About You

It does not matter where you are based – you could literally be in any part of the world. We believe that to excel in this role however, you will have existing contacts and relationships with decision-makers. If you have been in a B2B sales role in the past selling directly to the C-suite – especially talent-related solutions like staffing, HRIT systems, HRO and PEO solutions, etc. – you probably are set up to succeed already because our solution creates no conflict with any prior commitments.

Desired Skills, Abilities & Experience

- ✓ Prior B2B marketing, sales or consulting experience – especially for talent-related solutions
- ✓ Knowledge, comfort and/or experience with organizations with a potential need for talent solutions
- ✓ Able to represent the ProForce Employer Branding solutions and drive sales without conflict commitments
- ✓ Knowledge of Employer Branding or Recruitment Marketing – either from prior corporate experience, company training or consulting – is preferred but not required
- ✓ Outstanding verbal professional communication skills are required
- ✓ Capable of creating grammatically and syntactically correct professional written communication
- ✓ Able to maintain professional persistence while result-focused

Education and Certifications

- ✓ Bachelor's Degree or equivalent experience
- ✓ Any relevant certifications

Rewards

Compensation

- ✓ Sales Commissions are based on completed sales transactions.
- ✓ The value of Sales Commissions is calculated based on the Gross Revenue received from each engagement.
- ✓ Employer Branding engagements typically range from \$20,000 to \$42,000. Smaller businesses could be less. Larger enterprises could be more.
- ✓ Recurring revenue components could add additional monthly revenue elements.
- ✓ Because a Branding Consultant is virtual and independent, there are no performance expectations. No sales means no Sales Commissions.
- ✓ Additional details will be provided to qualified candidates

Long-Term Career, Cultural and Professional Benefits

- ✓ Expect Professional Growth through training and development in one of the hottest areas in the talent space
- ✓ Create opportunities to maintain personal market competitiveness and personal differentiation
- ✓ Create Career Stability and Career Agility by learning a dimension that is still highly cutting edge
- ✓ Participate in supporting a business with professional colleagues and servant leadership-oriented leaders
- ✓ Be a part of something bigger – be a part of the transformation



Empowering Organizations to *Attract the Right High Performing Talent*

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YOUR RECRUITER FOR THIS OPPORTUNITY

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