

RECRUITMENT & DEVELOPMENT



www.salesline.it

WHO WE ARE



Sales Line is a consulting company in the Human Resources area.

Young in age but not in experience, the company offers and is known on the market for flexibility, quick response to client needs and customization of the offered services.

We specialize in two main areas:

RECRUITMENT and SELECTION: we prepare the ideal profile with the client company, we look for it on the marketplace and we select it to propose the candidates that best meet the expectations of the client.

DEVELOPMENT: we believe that the development of potential is a key point for successful business organizations. Therefore we work side by side with the client company in activities such as:

Assessment: auditing business organizations and evaluating the performance of individuals

Training: proposing skill improvement and management growth projects

Coaching: supporting people in their individual development paths, therefore raising performance standards



STRUCTURE



Sales Line can combine its **Human Resources skills**, creating teams that combine professionals from specific segments.

- **Benedetto Caramanna** is Sales Line Srl's Managing Director, with over 20 years' experience in sales and marketing in the following segments: Automotive (Fiat Auto Group), ICT and Management Consulting.
- **5 professionals** in recruiting, headhunting and assessment complement the Sales Line Team.



BENEDETTO CARAMANNA



46 years old, Sales Line Managing Director

Main professional experiences

Fiat Auto Group (BGS company)

Main tasks: Distribution network coordination and management (Automotive Dealers); Marketing and promotional campaign coordinator connected with Area 2 Nielsen Dealers.
Project Leader in national sales and marketing activities.

Managing Consulting

Main experiences: Sales consulting for medium/large companies. Main managed projects: market analysis with special focus on sales structures. Sales force set-up, Recruiting & Headhunting, Assessment, Training, Partnerships.

Linkedin profile <http://www.linkedin.com/in/benedettocaramanna>

How we work

Headhunting is our strong point; we approach each recruiting project by identifying who is the right candidate for the client; we then directly search the marketplace to personally select the most suitable and motivated candidates.

We also use our internal database, which contains a high number of qualified profiles in several industries ..

We select talent!

	HEADHUNTING SALES LINE
- CANDIDATES SEARCH	<input checked="" type="checkbox"/>
- TELEPHONE INTERVIEWS	<input checked="" type="checkbox"/>
- PROFILE AND CV ANALYSIS	<input checked="" type="checkbox"/>
- INDIVIDUAL INTERVIEW WITH CANDIDATES	<input checked="" type="checkbox"/>
- CANDIDATES ASSESSMENT	<input checked="" type="checkbox"/>
- SUBMISSION OF A QUALIFIED CANDIDATE SHORTLIST	<input checked="" type="checkbox"/>

SALES LINE BENEFITS

-RESEARCH AND SELECTION PROCESS MANAGED BY HR PROFESSIONALS WITH GREAT EXPERIENCE IN RECRUITMENT, ASSESSMENT AND TRAINING.

-SPEED: 25 DAYS ON AVERAGE

-NO ADVANCE PAYMENT

-REFERENCES

-ATTENTION TO R.O.I.

-REPLACEMENT WARRANTY



DEVELOPMENT



Sales Line supports companies in designing and creating focused training programs for the business organization, in order to improve the professionals' knowledge, expertise and skills.

We thoroughly explore with the Business and HR Management the skills and knowledge that require development based on the complexity of the process and the competitive environment.

We analyse the critical points requiring more focus.

We select the "bests " among employees in order to enhance their strong points and use them as role models.

We arrange coaching activities in order to support those officials covering complex roles who are ready to test themselves and work on their management skills.

Our suggestion as a starting point is to assess the business organization by means of targeted interviews with each employee, in order to appraise the current status and prepare an effective development program.



DEVELOPMENT



Assessments are carried out by means of targeted interviews lasting about 60 - 90 minutes; the interview is conducted by expert assessors. For each individual area, assessors use both proven tests and exercises. For each area, the interviewee is assessed with a weighted score; the scorecard includes a few notes by the assessors.



DEVELOPMENT



In order to make development projects increasingly productive, Sales Line creates paths that are always customized based on the real needs of the client company.

Our programs are based on a combination of field-proven learning methods, but what makes us different is

EXPERIENCE-BASED TRAINING

***Experience is the most engaging teacher.
It first tests you, then it imparts the lesson.***



DEVELOPMENT



EXPERIENTIAL TRAINING

- It's an innovative method based on real-life simulation methods; we employ role-playing techniques.
- During training, participants play the role of members of a company salesmen task-force and have to solve several problems.
- The challenges to be faced will be the ones on which the client company decides to test its employees (i.e. negotiation, customer loyalty building, time management, sales economics...). Ad-hoc cases are created and the participants first "solve" the situation, then they are told what worked fine and what has room for improvement.
- The teacher pretends to be the participants' Area Manager (example), who gives assignments and then offers feedback.



TRAINING EXAMPLE



NEGOTIATION – KEY POINTS:

A "Negotiation" module program is shown as follows, (duration: 1 day), as part of a 3-day Development program on Communication, Economics, Time Management and Negotiation



- The Negotiation Process
- Profile of a Good Negotiator
- Negotiation Strategy
- Timing in Negotiation
- Offers and Counteroffers
- Expiry dates in Negotiation
- Negotiation frame of mind
- Closing techniques

Module with many negotiation games (Role Playing)

DEVELOPMENT



COACHING

Coaching is a very powerful tool that allows the individual, both in one-to-one relationships or in group dynamics, to consider his/her management skills and acquire awareness about them, as well as to put into practice actions that allow him/her to achieve higher performance goals in line with his/her behaviour.

Its use within a company means raising the loyalty building and performance standards, helping managers in developing their resources, guiding individuals towards change and challenge and creating a climate where interpersonal relationships improve.

Sales Line, in cooperation with ICF-certified professional Coaches (<http://www.coachfederation.org>) can integrate training program projects with coaching paths, be it for individuals or for teams.



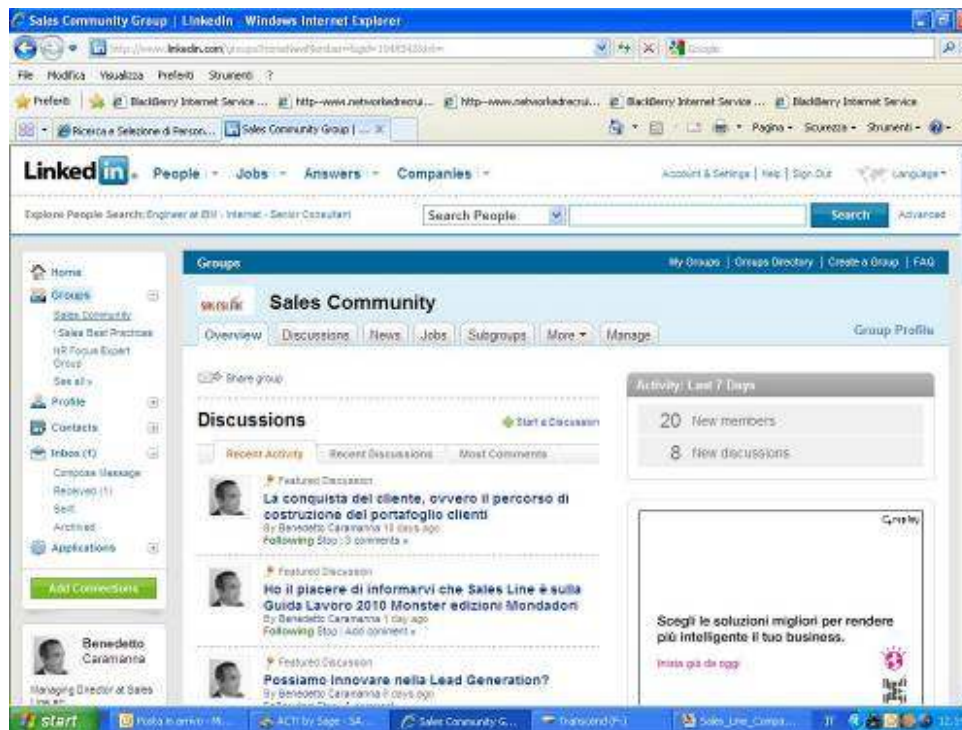
OUR CLIENTS



SALES COMMUNITY



Sales Line supports and promotes the Sales Community discussion group (LinkedIn platform)
<http://www.linkedin.com/e/vgh/1948342/>



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