

# Pin-Point Solutions:

## Sales & Marketing Practice Area

**Inside our organization, we have developed practice areas in most of today's functional disciplines.** We did this in order to better support our clients across the breadth of their entire organization. Our Sales & Marketing Practice Area specializes in finding top talent across a variety of industries, including: industrial, consumer goods, chemicals/materials, technology, medical device, etc.

# 10 Principles of a Successful Hiring Manager

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## **BE PREPARED**

Review the resume, know what you want to accomplish and prepare your interview assessment questions.

## **BE CONSISTENT WITH YOUR INTERVIEW ASSESSMENTS**

Prepare a list of questions that can be used for all candidates being interviewed that include career successes and behaviors. A good interview answer should explain the task/problem for a candidate was responsible, the specific action they took, and the results of those actions.

## **TALK LESS LISTEN MORE**

The more a candidate speaks in an interview process, the more you will learn about them.

## **GAIN THE OPINIONS OF TRUSTED ASSOCIATES IN THE INTERVIEWING PROCESS**

Have respected peers participate in the interviewing of a candidate, it will help educate the candidate and provide better perspective of the cultural fit for that candidate.

## **ASK FOR FEEDBACK FOR THOSE WHO CAME IN CONTACT WITH A CANDIDATE**

Be sure to ask everyone from the receptionist to security how the candidate conducted themselves while visiting – were they cordial or rude?

## **ARE YOU SELLING YOUR OPPORTUNITY AND COMPANY?**

You may like the candidate sitting in front of you, but ask yourself “do they feel the same?” – Have you done a proper job of selling the company and opportunity – it is important.

## **COMPENSATION COUNTS**

A candidate who feels good on their first day on the job is less likely to leave for greener pastures – make fair offers.

## **PAY ATTENTION TO DETAIL**

Was the candidate on time, were they dressed appropriately, did they keep eye contact – all small things but indicators of possible performance.

## **TRUST YOUR INSTINCTS**

If something does not seem “right”, ask for references.

## **MOMENTUM IS YOUR FRIEND**

Speed and a sense of urgency in the recruiting process is key. If they are talking to you, they are talking to other companies too.



## 2015 Completed Sales & Marketing Searches

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**Sales Rep** - Building Materials Manufacturer

**BD Rep, Northeast** - Chemicals/Plastics Manufacturer

**Marketing Manager** - Chemicals/Plastics Manufacturer

**Product Manager** - Chemicals/Plastics Manufacturer

**Sale Specialist, West** - Chemicals/Plastics Manufacturer

**SR Marketing Manager** - Chemicals/Plastics Manufacturer

**Marketing Manager** - Industrial Manufacturer

**Product Manager** - Industrial Manufacturer

**Product Manager** - Industrial Manufacturer

**Product Support Sales Rep** - Industrial Manufacturer

**Product Support Sales Rep** - Industrial Manufacturer

**Regional Sales Manager** - Industrial Manufacturer

**Regional Sales Manager** - Industrial Manufacturer

**Sales Director** - Industrial Manufacturer

**Sales Manager** - Industrial Manufacturer

**Sales Rep** - Industrial Manufacturer

**VP Marketing** - Industrial Manufacturer

**Marketing Director** - Medical/Life Science Manufacturer

**Marketing Director** - Medical/Life Science Manufacturer

**VP Sales** - Medical/Life Science Manufacturer

**Sales Account Manager** - Technology Manufacturer

## Staff Spotlight: Sara Kosmer

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**Sara Kosmer is an Executive Recruiter in the Sales & Marketing Practice at PinPoint Solutions.** She started her career in Recruiting nearly 10 years ago. After a year or two in Contingency,

Sara moved to our retained division, Westport Intl, and founded our company's internal research department. Sara spent several years managing the department and sourcing candidates for executive level openings across the organization. Today, Sara has moved back to PinPoint Solutions, bringing with her a search approach to contingency. Sara holds her bachelors degree from the University of Dayton.

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### SARA KOSMER

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