

# RULE

To excel. To be the best.

**Sales**

# Welcome to **RULE** Sales

## Offering exclusive opportunities in the sales industry

For over 14 years, we've been finding the right people the right job at some of the world's leading organisations.

All over the world, from graduates to experts, trainees to C-level, we match ambitious people with their ideal employer.

RULE has strong relationships with a range of exciting companies, from FTSE multi-nationals, to dynamic start-ups.

Our London-based boutique agency specialises in recruitment into sales roles. We can be trusted to find the best candidates for the job.



# Unlock Your **Potential**



## Choose a career in sales

Tempted by the thought of a fast-paced sales job with unlimited earning potential? We're here to help you take control of your future

Sales roles can vary a great deal, but generally they're split into two areas; Business Development and Account Management.

**Business Development:** create and develop new avenues of business and revenue.

**Account Management:** nurturing and growing current business while maintaining maximum client satisfaction.

In sales, the variety of conversations means that no two days are the same. You are in control of your own success – running a 'business within a business' from your desk.

Realistically,  
a great  
salesperson  
can make  
**£100k** within  
their first few  
years in the job

# Choose The Right Role For You

The variety of sectors available to new and experienced sales professionals is huge! Here are just a few markets you could enter...

## 1. FMCG Sales

(Fast-Moving Consumer Goods) FMCG sales covers everything from cosmetics to TVs. As the name suggests, these goods sell quickly, keeping sales professionals on their toes at all times!

## 2. Software IT Sales

As a software IT sales professional, you'll be selling the programmes and any operating information used by clients or consumers.

## 3. Hardware IT Sales

Hardware IT sales involves the physical components of computers and other electronic systems.

## 4. Fintech Sales

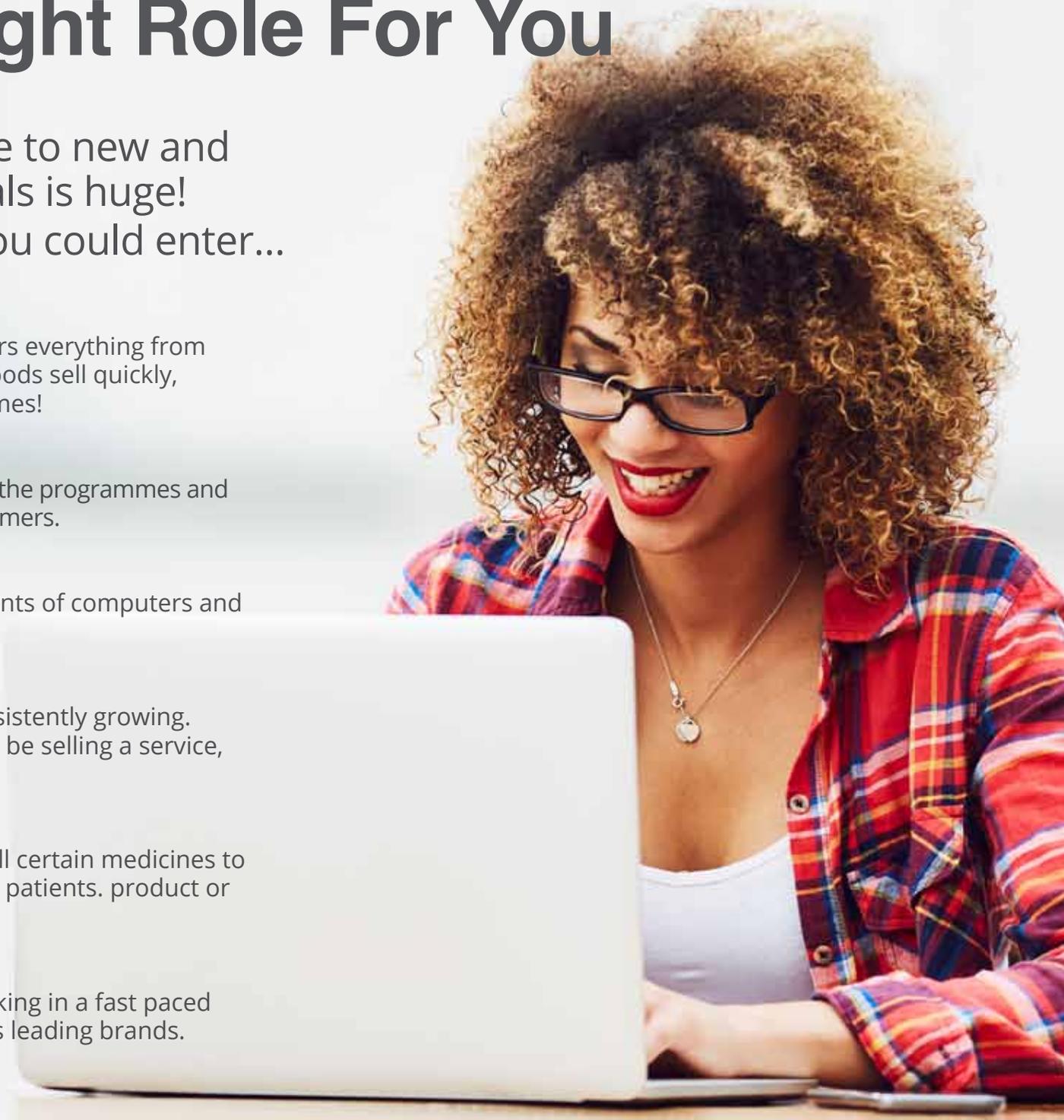
Financial technology is a vast sector which is consistently growing. As a sales professional in this industry, you could be selling a service, product or helping to grow a business.

## 5. Pharmaceutical Sales

The role of a pharmaceutical salesperson is to sell certain medicines to doctors, explaining how these could benefit their patients. product or helping to grow a business.

## 6. Media Sales

As a media sales professional, you would be working in a fast paced and dynamic sector, servicing some of the worlds leading brands.



# Required Experience

The routes into sales or the paths taken within are always very varied, but the 3 usual personas are...

The sales industry touches every sector, providing limitless opportunities

## **Fresh Graduate**

Are you hungry for success? Are you money motivated? Are you someone who is willing to work hard?

Sales is the perfect opportunity for someone coming straight out of university, looking to climb the commercial ladder – far quicker than some of the other more 'traditional' career paths! It offers unparalleled financial rewards, meritocratic job progression and a sociable atmosphere that appeals to those who do not want to just sit at a desk

## **Second-Jobber/Commercial Experience**

Realised that your Graduate Scheme wasn't what it was cracked up to be? Understand that a fast-paced, Sales environment is what you're looking for?

Second-jobbers are a company's dream! With experience of a commercial environment and having to conduct yourself in certain way in the business world, you have lost that naivety of your first job and are now focused on being successful.

## **Sales Experience**

Looking for your next career move? Enjoy sales but feel like your currently role is stifling your progression? Hit a ceiling in earnings?

With sales experience, the world really is your oyster! You have demonstrable experience of keeping to targets and usually appreciate what it is like to account manage or develop business relationships, which means you can slot in very quickly! It also often means you can demand a higher basic salary and better commission.

# Reaching the **Top**

Putting people and clients at the core is the key to success in sales. Around 2.2m people in the UK are currently working in a sales position. Fancy joining them?

## **Have you got what it takes?**

You'll be responsible for winning business – targeting customers and clients who could potentially benefit from your product or service, securing the purchase and completing the full sales cycle.

Account management is a key responsibility in many sales roles – ensuring customers and clients are happy with the service or product while attempting to nurture future relationships.

## **Have you got the personality to match?**

It's vital to build strong relationships with clients, so they return to you for repeat business. Your social skills will help you build rapport, perhaps over a beer, or at their favourite restaurant.

Win their trust and you can win their business.



# Are You Up To the **Challenge**

While sales can be tough, it's worth the challenge. Here's 5 reasons why...

## **1. High earnings**

Earning 100k within three years of leaving university is achievable for a proficient salesperson. The very best can make £500k by the age of 30 – we know because we've placed them!

## **2. Career progression**

In sales, you're in charge of your own success. If you're consistently hitting targets, you will progress.

## **3. Amazing incentives**

Fancy trips to Vegas, Miami or Ibiza? How does a new Rolex sound? How about a Porche? Regular trips to Michelin-star restaurants? The incentives in sales are unbeatable!

## **4. Industry exposure**

You'll work for some of the world's most sought-after companies. We're talking weekly meetings at establishments like Goldman Sachs and GlaxoSmithKline.

## **5. The social environment**

Sales and socialising go hand in hand! Thursday nights in a top London bar is just part of the job. Plus, you'll spend all day talking to customers and liaising with clients.

**A top sales person can reach  
Director level within five years!**



# Take Charge of **Your Future**

## We can find your ideal career!

RULE have made the job hunt and application process easy. We can promise a personalised service, as we only take on a certain amount of candidates at any one time.

Thanks to over 10 years worth of experience, we can confidently say we know the industry inside out.

Our team of dedicated, expert consultants have made it their mission to find you the perfect role.

You'll go to your interview fully prepared thanks to our in-depth knowledge and role-play scenarios.

RULE directors have more than 14 years' experience of placing candidates into successful careers

### The Best News?

If we help you land a job, we get paid by your new employer, not by you! Our clients pay us to find the best people for their business.



# What's next?

A quick guide  
to how it  
works

1. You apply for one of our jobs
2. We call you for an informal chat
3. You research the industry, and confirm your interest
4. We discuss your ambitions
5. We provide tips and 'mock' interviews
6. We secure job interviews
7. You deliver a winning interview
8. We feedback, arrange next steps
9. We negotiate best package
10. We help you celebrate



## Contact us

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You can also **upload your CV** on our website

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