



**Graduate Programme
Sales and Account Management**

Join Us from August 2016

Who are you?

A Graduate
1st/2nd Class Degree
Any Discipline

Someone who
doesn't know what
job to do

Someone who wants
training, career
progression and
responsibility

Energetic and
Talkative



Who are you?

Someone who learns
quickly

Someone who wants
to learn an industry
inside out

A good
listener

Someone that is a bit
competitive or is from a
sporting background



We get that 'Sales' is Scary!

Straight out of University?
Not sure what job to go for?
Knocked back from countless Graduate Schemes
without reason or feedback?

There are loads of jobs out there for recruitment
consultants or sales executives.

Not sure about what that entails?
Not sure about the environment – just cold calling
over and over again?

**We get this conundrum, many of us have been there
ourselves.**

There are sales jobs that give you a phone and a list
of people to call to make quick sales. That does exist.

Its not the way we work, but it is out there.

The horror stories are probably why you aren't
jumping at the promises of 'earn £60,000 in your first
year!'

Lets have a look at what Sales actually is...



Myths Debunked

What Sales Isn't (at least not at Caselton Clark):

- One cold call after another
- Getting given a list of people to call through
- Having to hit call rate targets
- Being micro-managed every minute of the day
- Never meeting the clients or customers you talk to
- Pressurising people into making quick decisions

What Sales Is:

- Meeting the owner of a bar and discussing what beers they have on tap
- Talking to a major oil and gas business asking them about whether they want to sponsor an event
- Discussing with a newsagent owner where your premium product should be placed for maximum exposure (for you) and better profits (for them)
- Meeting a client to discuss their business requirements and how to hire the right person

What we are offering is a Sales Job... but it is one that you will enjoy! And you'll be able to make quite a bit of money too.



Our Offering

Based on your personality and aspirations you will join one of our three teams.

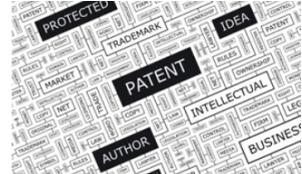
**FMCG
Team**



**Media
Team**



**IP
Team**



6 MONTH TRAINING PROGRAMME

Learn telephone sales skills

Develop knowledge of your market

Learn face to face interview skills

Develop business administration skills

6 MONTH REVIEW

We are confident you will love working here and recruitment or sales is the right fit.

If it's not, we'll use our client network to find you a job suited to your skill set.



The Process

Apply and Interview

Send your CV to hannah@caseltonclark.co.uk
She will give you a call and see what you like about the role and whether you are the right fit.
Then we'll bring you in for interview and offer you a job!

Month 1

Introduction to sales
Confidence in talking to high profile individuals
Learning your market
Helping find candidates for your team

Month 2

Start having candidate contact
Refine your market knowledge
Visit clients and understand their business

Month 3/4

Take on more responsibility for candidates and clients
Learn some Social Media Skills

Month 5

Start working more autonomously on roles
Make your first placement and earn your first commission payment

Month 6

Make a decision about what you want to do
Whether recruitment is right for you or whether you are more suited to a role in the industry you've learnt about

We're confident you'll love working here but, if you don't, we'll help find you a position you will.



Case Study



Nick Priddle

Nick joined us nearly 3 years ago after travelling in Canada and South America. His previous work experience was in Customer Service.

He learnt the ropes and now heads up our FMCG team - so there is every chance you'll be a member of his team.



Jonty Hadfield

Jonty joined us in 2013 on a similar Graduate Programme.

His skill set is more analytical and process driven so we gave him an opportunity in our Operations and Marketing team.

He now heads up that team.

Dona Curri

Dona joined Caselton Clark on a short term basis in 2015 following the same training programme as this one.

She loved the industry and the account management side of a sales job so we found her a job at one of our top clients as a Client Account Manager. She is still there nearly a year later.



Find Out More

Hopefully you are interested in finding out more. Even though the role starts in the summer please apply as soon as you can.



Email your CV to:

Hannah Todd
hannah@caseltonclark.co.uk
020 7559 6700

She will give you a call as soon as she can. Make sure you tell her why the Graduate Programme is right for you and what interests you about a career in sales.

If all goes well we will invite you into the office to meet the team and have an interview with our MD Mike South (he used to be Head of Sales at Red Bull)

If we are the right fit for you, and you for us, we'll offer you a position starting this summer (from August 2016)

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