

Who to recruit?

As a group you have been given the task of selecting two suitable candidates to join an existing Media Sales Team. The team is being extended due to an increased demand in commercial and domestic media use.

The current team	Qualifications	Experience	Personality
 Kenny	BA (Hons) Sales and Marketing	4 Years in marketing and sales team at Vodafone. Joined new team 2 months ago.	Prefers to work alone. Highly creative and imaginative. Great in solving problems.
 Gina	GCSE Maths GNVQ Business	2 years as sales administrator. Joined the Sales Team 1 year ago.	Frequently offends people. Thrives under pressure. Enjoys taking the lead.
 Svitlana	No formal qualifications	14 years with company. Has billed £200k of media sales in past financial year.	Highly organised. Likes to stick to whatever works well to boost sales. Inflexible. Turns ideas into action.

Candidate	Qualifications	Experience	Personality
 Paul	BSc Psychology and Management.	22 years in business, has worked as a sales manager with British Airways prior to redundancy.	A perfectionist that pays close attention to details. Reluctant to delegate to others.
 Usman	GCSE Maths, IT, Business, Science Completed an Apprenticeship with JLR Sales team last year.	3 years experience working with Jaguar LandRover Sales Team in apprentice role.	Very cooperative, listens and helps others to cooperate. Avoid confrontation.
 Claire	No formal qualifications	6 years working in the marketing team with Sky television. 2 years working as assistant sales manager at Ryan Air.	Outgoing, enthusiastic and good communication skills. Tirelessly explores potential sales. Over optimistic.
 Marcus	MA Business and Marketing BA(Hons) Information Technology.	Recently graduated after completing Masters degree from Leicester University. No paid industry experience.	Mature and confident and identifies talent well. A natural leader. Delegates work well. Can be manipulative.
All candidates profiles have been invented for the purposes of this task.			

Which two do you choose?

Email your lecturer with your choice and your reasoning.

Choice 1 _____

Reasoning _____

Choice 2 _____

Reasoning _____
