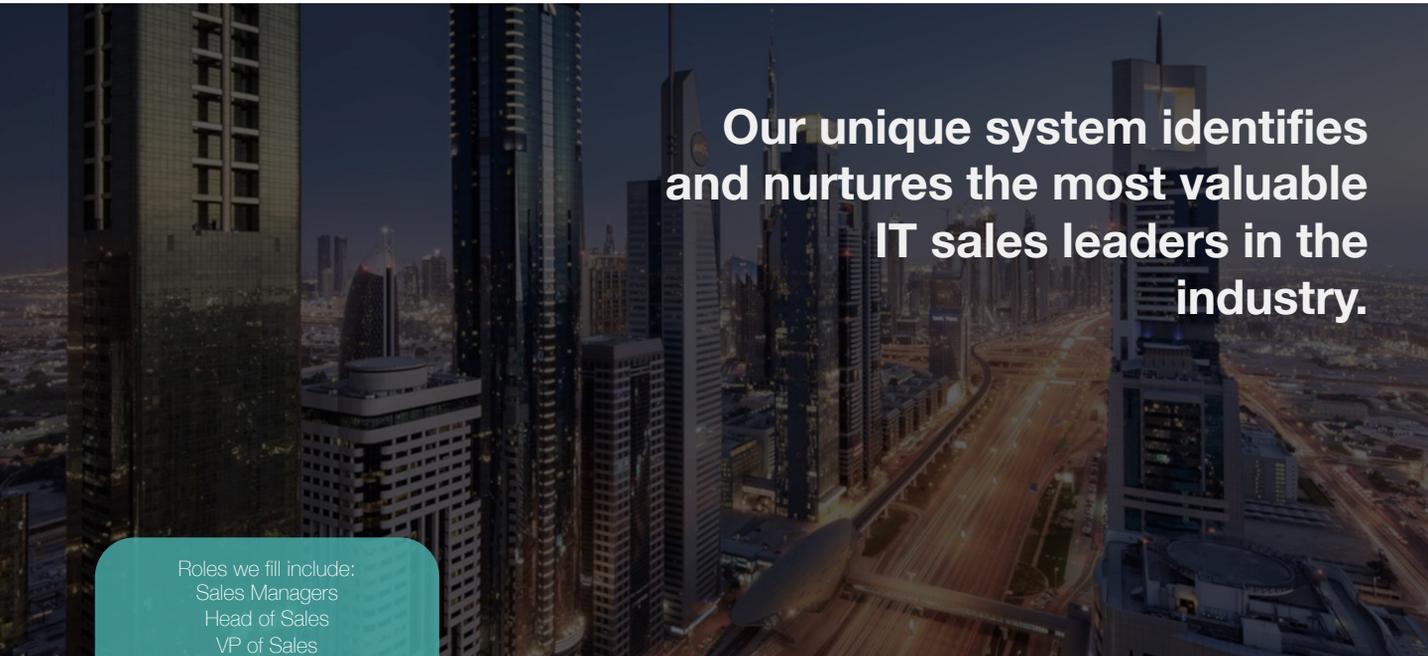


TALENT TARGETING SYSTEM

Our Talent Targeting System helps CEOs, Managing Directors and General Managers in the UAE's IT & Services, Computer Software, Computer & Network Security, Computer Networking, Internet and Telecommunications industries identify and attract the top 15% IT sales leaders with experience relevant to their business type be they vendors, distributors, resellers, system integrators, MSPs or consultancies.



**Our unique system identifies
and nurtures the most valuable
IT sales leaders in the
industry.**

Roles we fill include:

Sales Managers

Head of Sales

VP of Sales

Director of Sales

Channel Managers & Directors

Solutions Architects

Pre-Sales Professionals

We understand the impact of not being able to access top-tier IT sales leaders resulting in a wrong hire or even worse, a non-hire, ultimately effecting not only the growth of existing revenues and market penetration, but also how well you can protect revenue in times of crisis.

Partnering with Alcon Maddox gives you access to a proprietary system that identifies and nurtures the most valuable IT sales leaders in the IT channel industry, with the added assurance that when an IT sales leader is delivered to you they have been vetted by someone with a complete understanding of the IT channel industry. You can trust that your time will not be wasted on low-quality candidates who do not meet your requirements.

YOUR IT SALES LEADERSHIP RECRUITMENT CHALLENGE

THE PROBLEM

You want access to the best quality IT sales leaders in the UAE's IT channel industry, but **your existing recruitment process is not delivering** meaning you face unnecessary challenges hitting forecast budget, and are finding it harder to compete in a very crowded market.

Because you cannot find a reliable recruitment partner who you trust to deliver IT sales leaders with experience relevant to your business, you are spending too much time on something that is **not your core strength** and it is having a direct impact on your bottom line.

You do not have an up-to-date pipeline of pre-qualified IT sales leaders, not only hurting your ability to grow revenues, but meaning you are **not in control of your candidate acquisition process**.

THE SOLUTION

You need a **process of identifying top IT sales leaders** with experience relevant to your business giving you the competitive edge to build a strong and sustainable sales organisation.

You need a **specialist reliable recruitment partner** capable of delivering IT sales leaders with experience relevant to your business so you can free up time to focus on other business demands.

You need an **up-to-date pipeline of relevant pre-qualified IT sales leaders with experience relevant to your business, that match your specific requirements** giving you the ability to grow your revenues in-line with forecast budget.

Industries we cover:
IT & Services
Computer Software
Computer Networking
Computer & Network Security
Internet
Telecommunications

Roles we fill include:
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Head of Sales
VP of Sales
Director of Sales
Channel Managers & Directors
Solutions Architects
Pre-Sales Professionals

Companies we serve:
Vendors (Software & Hardware)
Distributors
System Integrators
Resellers
Managed Service Providers
IT Consultancies

TRADITIONAL RECRUITMENT METHODS

There are **7,630** IT sales leaders working within the IT & Services, Computer Software, Computer Networking, Computer & Network Security, Telecommunications and Internet industries based in the UAE.*

Yet traditional recruitment methods access ONLY 30% of these candidates.

With a traditional recruitment approach, you have no visibility over the market size for IT sales leaders, or how many match your exact requirements. You will likely not know how candidates are being assessed and filtered. Often you will get an influx of poor quality CVs, after which your recruiter seems to disappear, leaving you feeling out of control of the hiring process.

Job Board Searches

You only get access to active candidates. Only 30% of candidates are ever actively seeking new opportunities, meaning best-fit IT sales leaders are often not considered, increasing the risk a bad hire.



LinkedIn Messages

Not all IT sales leaders are on LinkedIn or keep their profile up-to-date - the best candidates are usually too busy. Once again you are limiting your access to only a small portion of the market.



Cold Calling

This annoys busy IT sales leaders and is seen as unprofessional. A company's brand is ranked as one of the top considerations for IT sales leaders when deciding who to work for. A tarnished brand will impact your ability to attract top talent.



Online Advertising

Only identifies active candidates who shout the loudest.



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YOU ARE MISSING 70% OF IT SALES LEADERS

Traditional recruitment methods only access 30% of the available talent pool making it impossible for you to hire the best IT sales leaders the channel industry has to offer. Our Talent Targeting System secures the **TOP 15%** of IT sales leaders in the UAE's IT channel industry.

We do things differently.

Role	Total Talent in the UAE Market*	Traditional Recruitment Database 30%	Alcon Maddox Talent Targeting Database 87%
Solutions Architect	724	217	630
Pre-sales Professional	965	290	840
Business Unit Head	1366	410	1188
Head of Sales	1138	341	990
Sales Manager	3437	1031	2990

*Figures accurate as of 26/09/2021

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THE IT SALES LEADERSHIP TALENT TARGETING MODEL

AUTHORITY

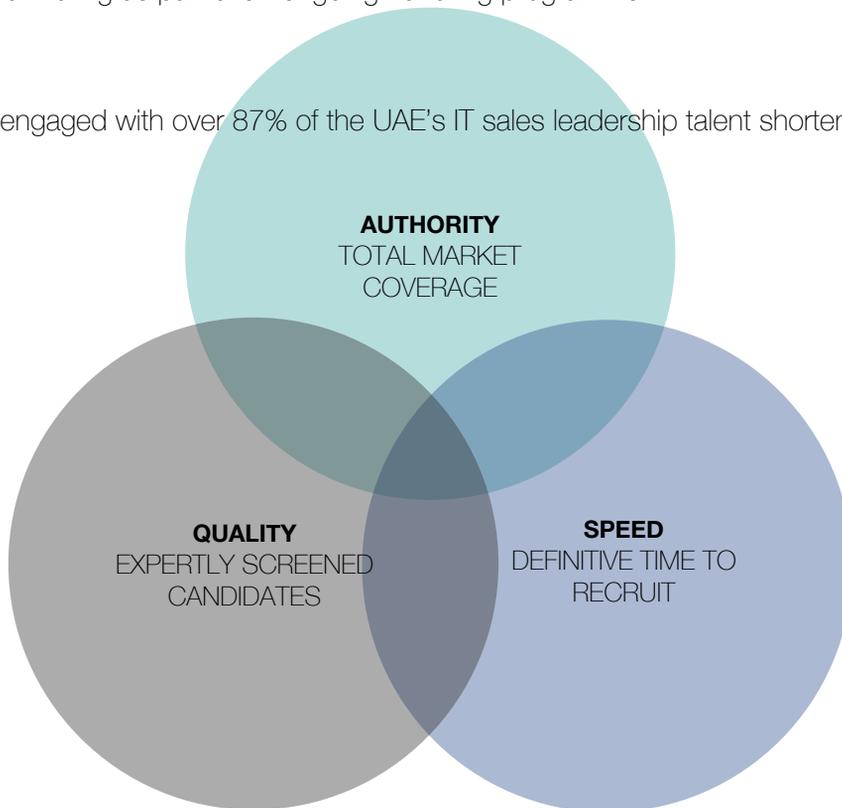
We attract the UAE's top IT sales leadership talent including Sales Managers, Head of Sales, Director of Sales, VP of Sales, Channel Managers and Solutions Architects in the IT & Services, Computer Software, Computer Networking, Computer & Network Security, Telecommunications and Internet industries.

QUALITY

Regular client engagement ensures we are kept up-to-date with in-demand superpower skills, enabling any necessary recalibration of the definition of the top15%. Our database offers discrete qualification and filtering as part of an ongoing nurturing programme.

SPEED

Being actively engaged with over 87% of the UAE's IT sales leadership talent shortens your time to hire.



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THE IT SALES LEADERSHIP TALENT TARGETING SYSTEM

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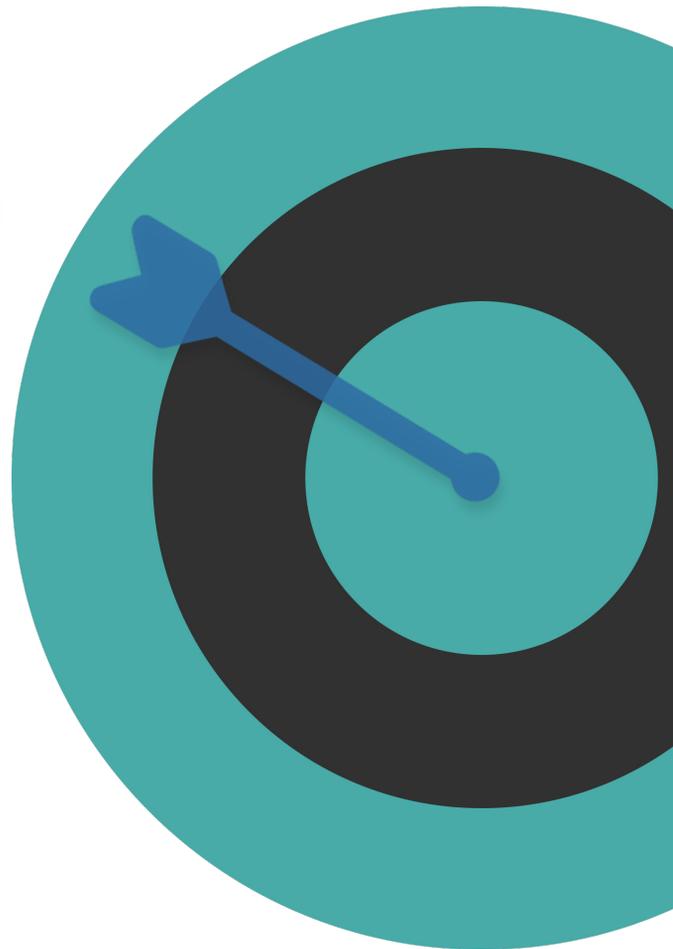
Attracting top IT sales leaders and getting your brand noticed, resulting in higher value contracts and clients.

QUALITY

The top 15% of IT sales leaders offer a competitive advantage - they are career driven and hungry for personal growth, thereby fueling your business, and hit the ground running.

SPEED

The role is filled quickly making your forecast budget more likely.



Whereas with traditional recruitment methods you get the bottom 85% of candidates who are lower skilled and less likely to deliver on expectations. There is the increased risk of a bad hire, in addition to increased training needs. With a long lag time to see impact, the traditional approach is slow and laboured.

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4-STEP PROCESS TO HIRING YOUR NEXT IT SALES LEADER

Day 1: Project Discovery

We will conduct an in-depth interview where we will gain a thorough understanding of your business, the roles you need to fill and why they are vacant, and discuss your current recruitment strategy. To minimise unnecessary back and forth, we leave no stone unturned, allowing you to get on with your job, safe in the knowledge that we are doing ours.

Day 3: Assessment Criteria Sign-off

Any amendments to your existing JD will be proposed, along with assessment criteria for IT sales leader sourcing. This will detail the key skills and experience required, along with best case super skills which put an IT sales leader in the top 15%. You will also be given visibility on total candidate pool size and the top 15% we will be targeting.

Day 4-20: Search & Screen

Our database covers 87% of IT sales leaders in the IT channel industry. We segment them following our bespoke, methodical, process driven search techniques, backed by intelligent 24/7 automated systems to build a shortlist. This list is pre-screened and qualified ahead of submission, ensuring you only ever review the top 15% of relevant IT sales leaders, saving you both time and money.

Day 21: Candidate Shortlist

Shortlisted IT sales leaders, typically a maximum of five, are presented within 14 days of assessment criteria sign-off, with recommended probing techniques for interviews. This gives you and the candidate the best opportunity to have an interview worthy of your time. To accelerate the process we can sit-in on the first round of interviews if required.

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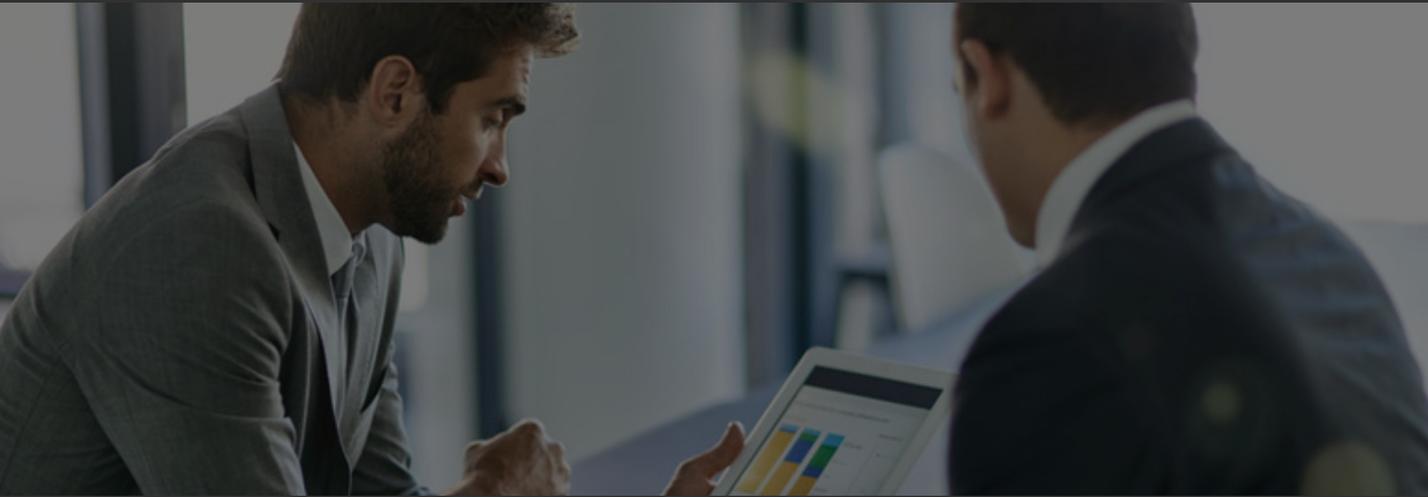
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ALCON MADDOX

Commercial Recruitment Specialists



NEXT STEPS

If you are looking for your next IT sales leader then schedule a 15-minute strategy call:

Richard Richie
Managing Director

 +971 (0)55 954 8709

 richard@alconmaddox.com

 Book directly <https://calendly.com/richardrichie/discovery>

 www.alconmaddox.com