



2004 – the year of the IT career



The IT recruitment market is back with a vengeance. The long awaited recovery is here and its foundations are strengthening. Great news you might think? If you are one of the

many IT sales or pre-sales professionals considering your next career move at the moment, it certainly is a great time to look for that next step – but beware! Competition has never been so strong between candidates looking for the top jobs with the traditional and emerging top IT companies. The chasm between the average and the excellent is widening and only the well prepared and well trained will win.

It's not the buyers market of three years ago but the top salespeople, who do their research and perform on the day are getting back some of their power and can make demands on their potential new employers that were laughable only a few months ago, but what separates these top flight individuals – the people that secure that new job with the £20k basic salary rise, in only two days? Well, from the third

party perspective its simple – preparation, research and training.

If you want to be separated from the crowd now is the time to shout about your formal structured sales training. If you are a Blue Sheet wizard make sure your Miller Heiman courses are listed in bold type on your CV, if you are TAS or SPIN trained – make sure its right at the top of your CV and if you are ex IBM or Xerox – so much the better! If it's between you and the other guy with the same experience, this will win the day. Secondly, you might be the most successful sales person in your company, well trained, parking space by the front door, qualified for the achievers club so often you need a new passport, but all this means nothing if you don't prepare for the interview as if it's the final 'do or die' presentation to the board of that multinational you have spent 18 months pitching to. The IT Sales recruitment world is littered with tales of successful salesmen approaching job interviews with all the skill of a used car salesman - as if the result is already a foregone conclusion. As an ex-software salesman, I can say with absolute certainty that 2004 is the year of the IT career. If you are looking for a move, now is the time to do it – but don't follow the mistakes of the masses, shout about your training credentials and prepare like this is the tender of your life and you'll stand out from the crowd.

Mark Edgeworth is Managing Director IT Recruitment Consultancy, Proem IT Recruitment.

(www.proem-it.com). They specialise in permanent vacancies for IT sales, IT pre sales, project management/consultancy positions and senior management/executive. They provide clients with a focused, specifically tailored executive search service plus a successful headhunting division.

CD Remix

After 6 years as a consultant on their IT Sales Division, Steve Barnhurst moves over to become Business Development Manager and is replaced by new recruit Gemma Verazzo. Gemma joins CD having spent over 5 years in software sales roles and brings a wealth of knowledge to the Company's largest division. "We have just enjoyed our best quarter for over 2 years and business is absolutely booming", said Divisional Manager Brad Luton. "There are a lot of companies out there who are not just looking for "a salesman", but for someone who can bring something extra to their company. I think that our reputation in the market for dealing with the very best in the market definitely helps us attract the better candidates and in turn, helps us to maintain our reputation with our clients. I'm sure Gemma will be able to give us an extra dimension and we're all looking forward to a great summer."



GYM & TONIC: NO MORE EXCUSES by Jeff Archer

- Focus on precisely what you want to achieve and write down 3 fitness goals.
- Examine your current excuses that could prevent you from reaching your goals.
- Decide which is more important to you – goals and the satisfaction that goes with achieving them, or the comfort of excuses.
- Highlight one new approach and change in your behaviour that will move you towards each goal.
- Put your new approaches into action as soon as possible.

We're all very familiar with the benefits of regular exercise – increased energy, improved ability to focus and concentrate, enhanced confidence and a greater sense of well being. Ask anyone if they'd like to be fitter, slimmer or more toned and they'll probably say yes, of course they would. Ask them what's stopping them and the reasons can be very revealing.

'I don't have time', 'I travel a lot', 'I've got a bad knee/shoulder/back' and so it goes on. All very valid reasons we assume. Or are they?

Often we trot out the same old reasons for not being able to exercise, without giving much thought to what we are saying. Perhaps, if we really want to shed those extra pounds or run that extra mile, it's time to update our thinking around fitness.

A powerful way to do this is to examine your good reasons for not exercising and see if they really are still true. Is it really a question of time or simply a question of priorities? Most people can find time for new activities if they really put their mind to it. And what about those injuries? Do you really have a bad knee or is that an ancient notion stemming from your former glory days on the football field?

Instead of thinking of your reasons not to exercise, try calling them excuses and see how you feel about them. Are these excuses really strong enough to stop you from reaching your goals and are you willing to let these excuses keep you in your current state and prevent you from getting the best out of yourself?

If you have good excuses for not exercising and would like some help in overcoming them, email author Jeff Archer, at info@the-tonic.com

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