

## WHAT ARE THE BENEFITS?

Many people, when attending an interview have seen the vacancy as an annual salary plus benefits. The benefits for some can be more important than the actual salary. Let's look at the various benefits that could be available and the ones that a sales position could offer you.



## MOST POPULAR BENEFITS

The most popular one is the company car. As we recruit for external sales roles within the building industry it is likely a company car is non-negotiable as you can spend most of the time on the road and it would be something automatically included. It is therefore mostly an expected benefit, and there is always a discussion on what car you will have as this could show a level of seniority within the company.

Many organisations also offer a car allowance scheme, so when attending an interview ensure that if this benefit is on offer, it is clearly laid out.

They may also provide you with a higher specification car if you hit specific targets within a sales period. We all crave recognition for hard work which gives excellent results and more so in a sales capacity as many of the goals are tangible with orders being achieved.





## MORE GREAT BENEFITS!

Incentives currently being undertaken within a company could be offered to you. To launch a sales competition between all employees over a period encourages teamwork and an increased turnover as all are engaged in promoting and selling to their customers.

Companies who recognise their employees have a usually higher turnover than a company with little recognition. Remember that salespeople crave recognition, so it must be given to them. It will make the employee feel more valued and create a strong team within the business.

To keep everyone up to date with the sales competition success should be celebrated and it could be done in a meeting where other employees see and share how well particular members of staff are succeeding and in turn become inspired by them.

Training is another significant benefit which could be offered to you. It is human nature to learn and understand new technologies or skills which help you to ensure that you improve in your role. A clear training structure is an attractive attribute to any company and showing investment in an employee is an essential part of your career path.



There's another way a benefit can play a part in your new job, and for an employer, the offer of various health benefits can be something that attracts a person to a vacancy. Many companies offer discounts on gym membership, holidays and much more including private health insurance and vouchers for various retailers. This will again promote your brand internally, and the perception is that it will give an extra boost to positivity within the workplace.