

Interview with: Carlos Maldonado

Date: July 11, 2023

WHY HR Support USA:

As part of the Sales division at HR Support USA it will offer you a multitude of stimulating advantages within a dynamic company. HR Support USA is an organization that specializes in proving human resources services to small and mid-size companies.

As a human-focused company driven by a desire to change the world, HR Support USA offers a unique and rewarding professional experience.

First of all, working in sales at HR Support USA allows you to be at the heart of the action. You will be constantly involved in exciting and varied projects, collaborating with a dynamic and creative team. The company encourages initiative and promotes autonomy, giving you the opportunity to put your skills into practice and actively contribute to the growth of the company.

At HR Support USA, each employee is considered an essential member of the team. You will be supported and encouraged to develop your skills and achieve your professional goals. The company offers regular training to help you continually improve your sales skills, while providing you with the tools to excel in your field.

QUESTIONS:

1. What are your KPIs in your current/previous role?

- a. Completed meetings: schedule, set up and attend meeting: show up is a win
- b. Win/Loses
- c. Pipeline generation

2. What does your outreach look like?

- a. Via phone, email cadences; leave voice message and email and put notes on CRM (SalesForce, HubSpot); if not responses, do up to 3-5 days

b. 50 activities per day is what I did

3. How many meetings do you run a week?

a. 10 meetings a week

4. What does your quota currently look like and what are your numbers?

a. Quota: \$4M > hit \$4.1M

5. What percentage of your business have you brought to the table once you were hired?

a. I've always been a hunter

6. MOCK Pitch call: Sell me our services

a. Did very well!

7. Do you have a current pipeline in the industry

a. No, solely health industry (17 years)

8. If you were hire, how would you prioritize your first month to gain clients?

a. Have a 90-day plan

i. Identify top 10 accounts I want to go after within territory doing own research and self-training opportunities

ii. Meet key people within the organization

iii. As new employee, would need to be more aggressive:

1. include 70 outreach a day: calls/emails – ie: have tools like zoom info and search software's which helped

2. LinkedIn navigator outreach

3. Research organizations similar to us and download lists with key contacts and do the prospecting

iv. Meetings (10 per week)

9. What did your compensation plan look like?

a. Last job: Base: \$120 + 80 on variable comp: OTE (on target earning) \$200

b. Open with us to base:\$75K + commission

10. Tell me about an experience with an unhappy/unsatisfied client?

a. Because we did not deliver; acknowledge first (nothing worse not to acknowledge), apology and make it right. Understand the situation and get the support team to get a possible solution in place.

11. Tell me about your most difficult deal you had to close and how did you overcome it?

a. At Jackson Memorial Hospital (Miami) dealt with a complex deal, not much revenue (3rd large health entity), had to deal with a lot of politics in Miami-Dade. Had to deal with a lot sign offs even to walk into the hospital which had a large campus trying to get into the lead with doctors so I can leverage the c-level who buy. Talked to supply chain, surgical tech, etc. dealing with unions and gained traction with doctors and had to present to the board and medical board and nurse board as well as option c-board

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1. 1999 started selling software in the aviation industry, for a few years and not noted on resume
2. 2004 – 2008 Went to Intercal Int'l – timeshares, not noted on resume
3. 2008 Stryker, medical devices – Ended: Laid off
4. Feb 2012 – Apr 2014 Manager, Business Development, CCS Medical, Inc., Dallas, Texas
 - a. Managing reps (3), knocking on doors, hospitals, etc. – Ended: Better opportunity

5. Academic Partnership “education technology” space – had to partner with medical facilities and had a staff, they only did education – End: Better opportunity
6. Last position END: Start up EdTech education tech company. Developed team: 10 reps. Organically grew as much as possible; unfortunately, the end up eliminating his division

How is your job search so far? Final stages with a few employers. Refused some offers as didn't like the culture/company.

What are you looking for as comp?

I'm okay with a director level base: \$65K - \$70 + commission

Has worked with commission structure such as:

- Assigned above KPIs and structure weight percentages: 35-35-30; or
- % per length of contract, between 2% to 7%, or
- % based on revenue

B2B: I have been extremely active in my outreach and what I would do with you guys is start looking at map of different businesses, I know in the area (lives in Boca), I would google and search, go to office building and knock on doors and give out cards and spend my days cold calling - it's a simple as that!