



## CAREERS MEDIA KIT 2021

[headofsales.com.au/careers](https://headofsales.com.au/careers)



## The largest pool of passive candidates in Australia

**headofsales.com.au (HOS)** is Australia's leading industry publication for news, opinion and advice on sales psychology, sales methodology, sales process, sales enablement and sales leadership.

Over 19,033 sales professionals (as of June 2021) receive the Head Of Sales newsletter to their inbox and in addition, 15,000 professionals from the sales community visit the website each month.

HOS Careers focuses solely on senior vacancies and career information and its purpose is to assist employers in attracting high calibre candidates without incurring recruiter fees.

Research indicated that passive candidates account for 75% of the talent pool and HOS Careers gives employers the opportunity to attract the best talent for their organisation.



Demographics > seniority

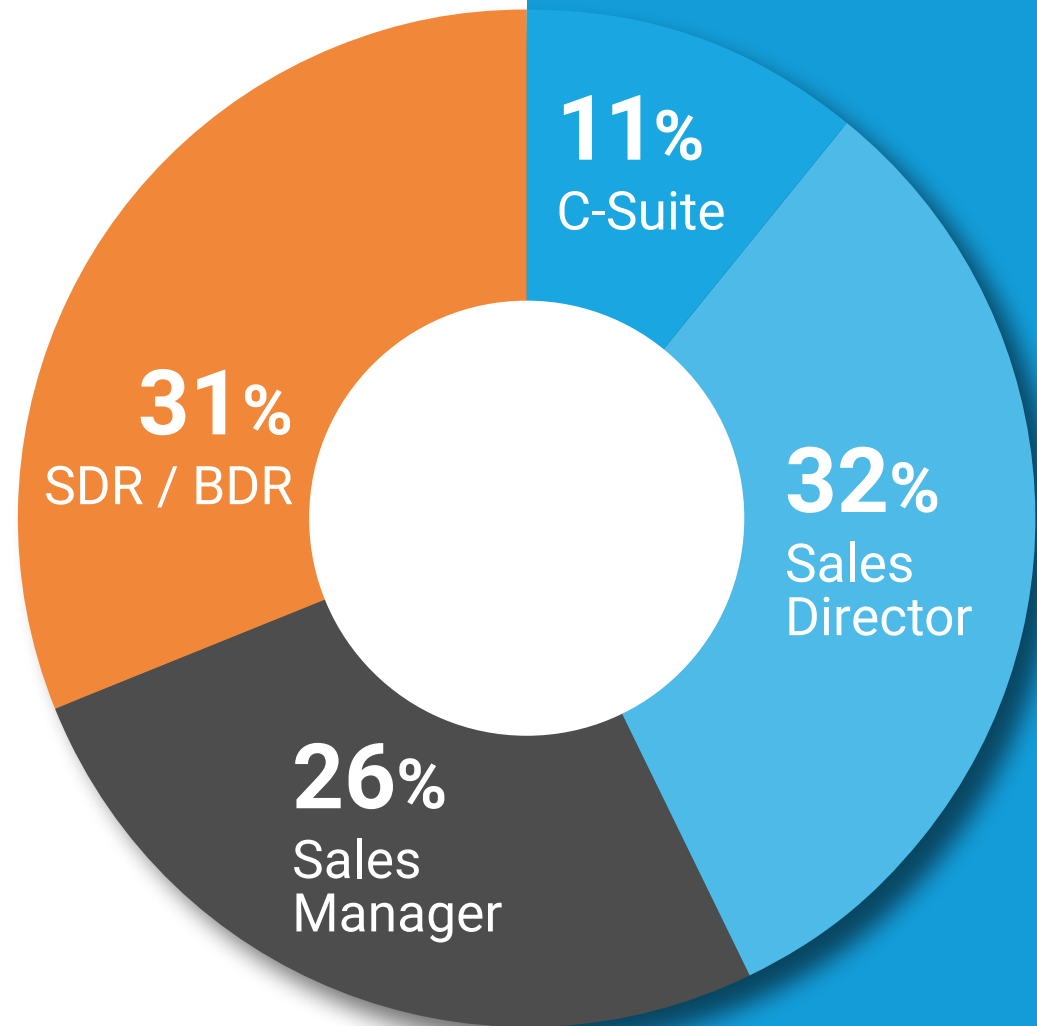
**Total Subscribers**

**19,033**

(June 2021)

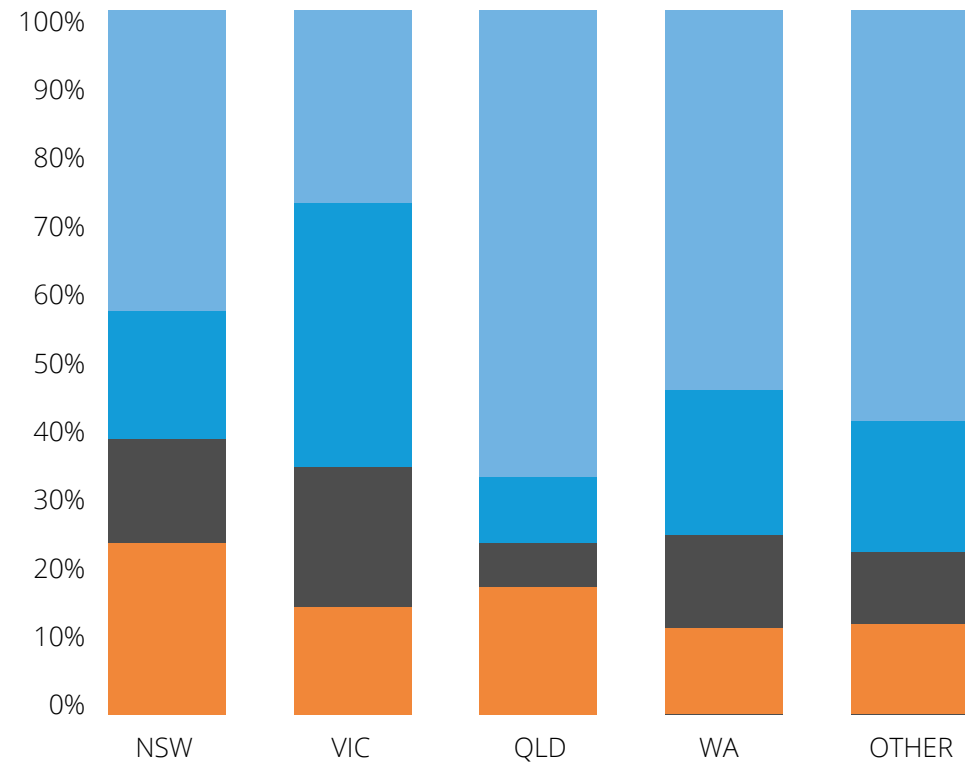
**Annual Income**

**\$139,000**



## Demographics > state and company size by number of employees

- Small** > 1-50
- Medium** > 51-500
- Large** > 501-5000
- Enterprise** > 5000+



## Content & audience focus



### AUDIENCE

Chief Sales Officers (CSO), Sales Directors, Sales Managers, Inside Sales, Sales Development Representatives (SDR), Business Development Representatives (BDR), Account & Relationship Managers, Sponsorship & Partnership Managers, Business Owners and Start-Ups.

### CONTENT

#### LEADERSHIP

#### PSYCHOLOGY

Buyer Behaviour, Communication, Emotional Intelligence, Motivation and Mindset

#### PROCESS & METHODOLOGY

Business Development, Methodology, Negotiation & Closing, Presenting & Objections, Prospecting & Leads

#### SALES ENABLEMENT & OPERATIONS

Attraction & Retention, Coaching & Training, People & Culture, Sales Management

#### CAREERS

Jobs, Leadership Q&A, Recruitment

#### INNOVATION & TECHNOLOGY

Tech Powered Sales, Social Selling, AI & Automation, Social/Network Intelligence, Data & Analytics

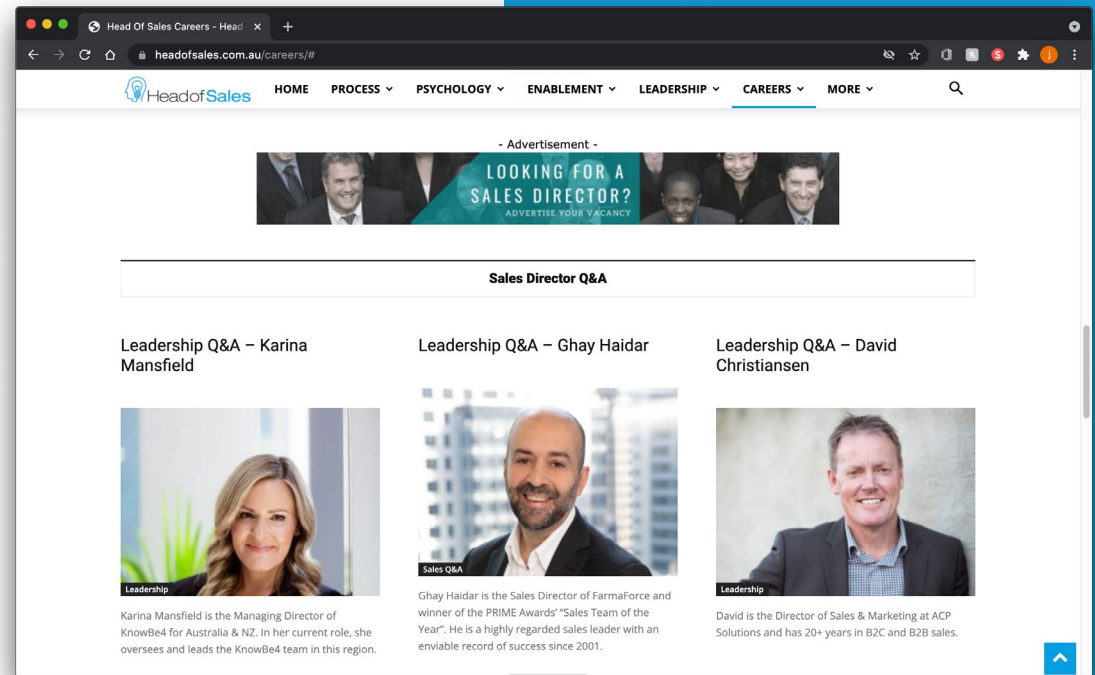


# Advertising options > >

Sponsored content is an intuitive way to reach prospective candidates to educate them on your company and vacancy. Job posting are designed as engaging editorials with the inclusion of the position description, company synopsis, imagery, videos and social media links.

## JOB POSTS ARE

- > Published on the website for 14, 21 or 28 days.
- > Positioned on the Careers landing page
- > Promoted on the homepage and the main menu under Careers.
- > Promoted on the 'latest jobs' widget included on editorial pages (commencing July)
- > Included on the email newsletter (reserved for difficult to fill roles)



## RATES

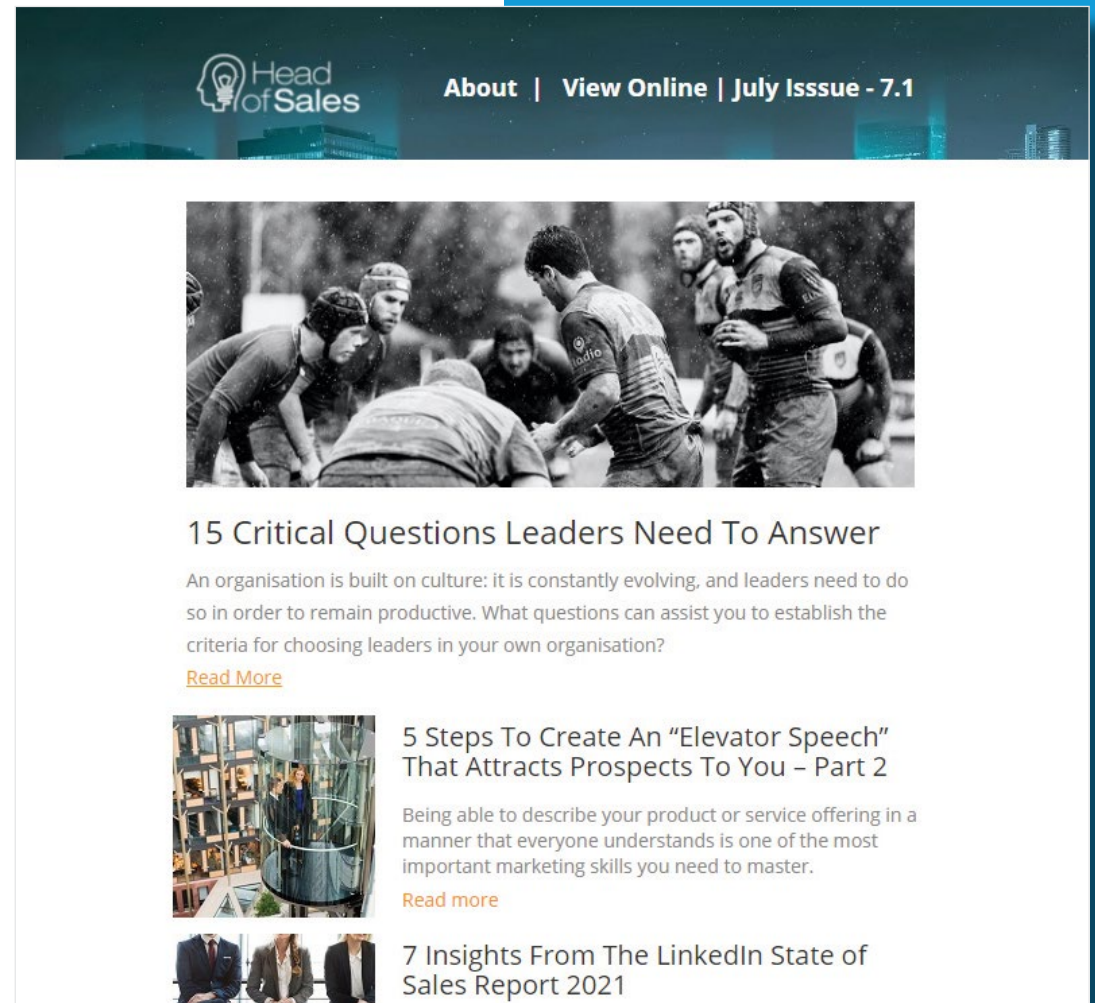
14 days \$210 + GST

21 days \$275 + GST

28 days \$325 + GST

## Difficult roles to fill > >

Head Of Sales publishes a fortnightly email newsletter in which six spaces has been reserved for difficult to fill roles. The cost to place an advertisement is \$250 (plus GST) per edition.



The screenshot shows the top of a newsletter page. At the top left is the 'Head of Sales' logo. To its right are navigation links: 'About | View Online | July Issue - 7.1'. Below the navigation is a large black and white photograph of a group of people in a meeting or workshop setting. Underneath the photo is the article title '15 Critical Questions Leaders Need To Answer', followed by a short introductory paragraph and a 'Read More' link. Below this is another article preview with a small image of a woman in an elevator, the title '5 Steps To Create An "Elevator Speech" That Attracts Prospects To You - Part 2', a short paragraph, and a 'Read more' link. At the bottom, there is a third article preview with a small image of three people sitting at a table, the title '7 Insights From The LinkedIn State of Sales Report 2021', and no introductory text or link is visible for this one.



### 15 Critical Questions Leaders Need To Answer

An organisation is built on culture: it is constantly evolving, and leaders need to do so in order to remain productive. What questions can assist you to establish the criteria for choosing leaders in your own organisation?

[Read More](#)



### 5 Steps To Create An "Elevator Speech" That Attracts Prospects To You - Part 2

Being able to describe your product or service offering in a manner that everyone understands is one of the most important marketing skills you need to master.

[Read more](#)



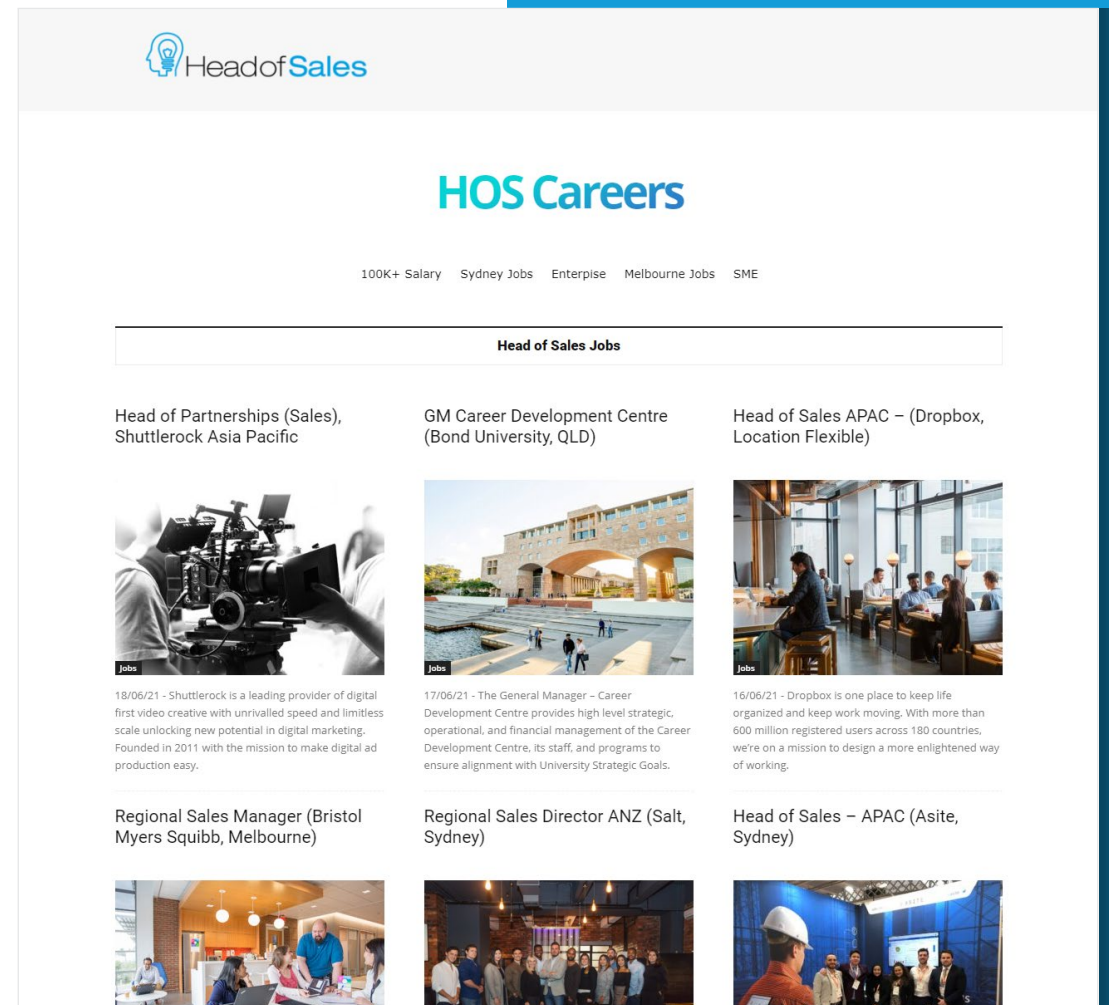
### 7 Insights From The LinkedIn State of Sales Report 2021

# Passive versus active candidates









Active job seekers represent only 25% of the workforce comprising of the unemployed (8%) and the employed and actively seeking' (17%).

Passive candidates make up about 75% of the workforce of which 60% are open to move. Passive candidates find new career opportunities through referrals, their network and through industry associations.



**Head of Sales Jobs**

- Head of Partnerships (Sales), Shuttlerock Asia Pacific**  
  
Jobs  
 18/06/21 - Shuttlerock is a leading provider of digital first video creative with unrivalled speed and limitless scale unlocking new potential in digital marketing. Founded in 2011 with the mission to make digital ad production easy.
- GM Career Development Centre (Bond University, QLD)**  
  
Jobs  
 17/06/21 - The General Manager – Career Development Centre provides high level strategic, operational, and financial management of the Career Development Centre, its staff, and programs to ensure alignment with University Strategic Goals.
- Head of Sales APAC – (Dropbox, Location Flexible)**  
  
Jobs  
 16/06/21 - Dropbox is one place to keep life organized and keep work moving. With more than 600 million registered users across 180 countries, we're on a mission to design a more enlightened way of working.
- Regional Sales Manager (Bristol Myers Squibb, Melbourne)**  

- Regional Sales Director ANZ (Salt, Sydney)**  

- Head of Sales – APAC (Asite, Sydney)**  




## Bad sales hires' negatively impact employee morale and client relations

Hiring the wrong salesperson who performs poorly and decreases your team's productivity and is estimated to cost from 30% – 150% of their annual salary.



# The true cost of hiring the wrong person

## REHIRING COSTS\*

It takes 39.8 days to re-hire and the average cost of rehiring executives is \$34,440, senior managers \$23,059, mid-level positions \$17,841 and \$9,772 for entry-level.

## RECRUITMENT & ONBOARDING

For small businesses who do not have an internal HR team, the hiring and onboarding process is time consuming and costly.

## REMUNERATION, EDUCATION AND TRAINING

Probation periods of six months result in salary and superannuation being paid out along with costs to fund training and education.

## LEGAL COSTS AND TERMINATION

Bad hires can result in unfair dismissal claims, unlawful activity and litigation which can damage a company's reputation resulting in financial loss.

\*based survey research of 1,500 HR professionals across Australia conducted by Human Capital Australia ([www.hcamag.com](http://www.hcamag.com))





Get in touch > > >

### FOR GENERAL ENQUIRES

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### TO SPEAK WITH THE TEAM

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