

# JobMatch

## REPORT



### *Report Details*

Reference: 33089

Job Title: Business Development Manager

Industry: Recruitment

Ideal Person: Driver Promoter

Date: 22 February 2013, 13:29

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## Who To Target

## Improve the quality of your candidates

Every job requires a specific personality style for it to be done successfully, and in response to the survey we've identified that you should be looking for a **Driver Promoter** as the ideal candidate for this position.

People who are **Driver Promoters** have these key attributes:

- Willing to take charge and make decisions
- Are task focused with strong people skills
- Decisive and confident
- Work activity moves at a fast pace
- Energetic and persuasive
- Have good communication skills

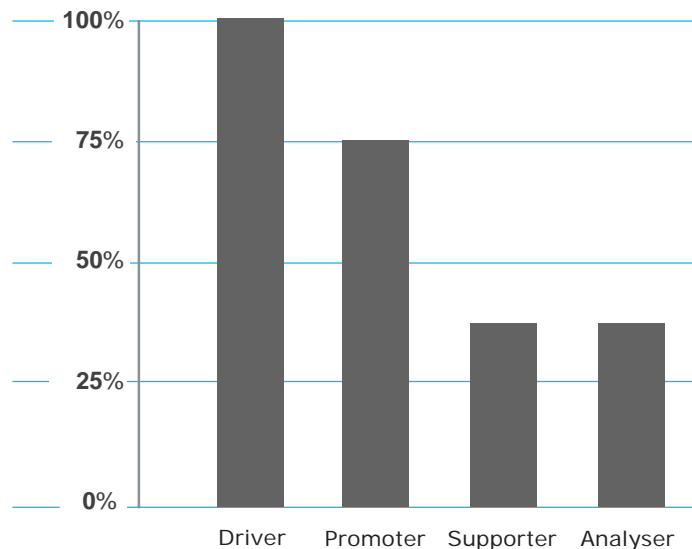
## Ideal candidate profile

This graph indicates the blend of styles and intensity levels best matched to this job.

Whilst an **Driver Promoter** is the preferred style, you could also consider

- **Promoter Driver**

as being suitable as they match the job for task oriented work that requires people and communication skills.



## What each style brings to the job

**Drivers** bring leadership, vision, problem solving skills, drive and ambition, confidence, strong work ethic, courage and drive to reach goals.

**Promoters** bring excellent communication and presentation skills, enthusiasm, ability to enlist cooperation of others, organisation skills, drive to see big picture.

**Supporters** bring strong work ethic, practical organisational skills, accurate with facts and attention to detail, enjoy being of service to others.

**Analysers** bring creative problem solving, determination, high standards, logical and analytical decision making, organisational skills, ability to absorb information and follow rules.

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## What To Write

**JobMatch gives you great advertising copy**

Now that you know who you're looking for you are better placed to write a job ad that will attract quality candidates. You want job seekers to see themselves in your job ad because it reflects who they are. You want them to read your ad and say "that sounds like me".

**To get your creative juices flowing, here's an example of a job ad to attract Driver Promoters.**

"Are you a decisive, pro-active person who thrives on challenges and the success that comes from winning. We are looking for a results oriented person who enjoys being in control. You share our vision of excellence, innovation and communicate these to customers and team members with flair and style. You are a determined and inspiring person. You have natural leadership quality. Your persuasive ability and the enthusiasm you bring to the job will help you achieve success".

**3 skill sets to attract a Driver Promoters applicant**

Here are three key skill sets to choose from. Simply select the most appropriate bullet points and sentences to suit the job requirements. You can cut & paste straight into your job ad or edit to suit.

**1. Work environment skills**

- There are challenges and rewards
- There is not too much detailed, compliant or technical work
- Activity moves at a quick pace
- They can make decisions and be in charge
- Results and achievement are rewarded
- Relationships and enthusiasm are important

**Example copy** "Looking for a job where you have authority and responsibility to get things done and be rewarded for your initiative and results, then we want to talk to you now!".

**2. Leadership skills**

- Strong leadership skills and able to lead and inspire
- Good at seeing the big-picture and focusing on results
- Able to adapt to change and direction
- Practicality and common-sense
- Able to be enthusiastic and motivational
- Process-oriented, creating a no-nonsense work atmosphere
- Flexibility and willingness to take risks and try new approaches

**Example copy** "You lead from the front. You're ready to delegate and manage your team to success. When decisions are needed you make them and expect others to follow. You want results and expect your colleagues to work tirelessly to achieve your goals".

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## What To Write (cont)

### 3. Problem solving and communication skills

- Overcoming obstacles
- Seeing the big picture
- Pushing the team ahead by being in control
- Accepting challenges and getting results
- Inspirational and enthusiastic
- In a crisis will dominate and demand action
- Direct and to the point communicator
- Communication is focused on business outcomes, not personalities

**Example copy** "Obstacles are only challenges to be overcome and you enjoy a good challenge because you're a good problem solver ready to take charge and lead a team to success. If this sounds like you then this job is a perfect fit".

## How To Engage

### Marketing the job to candidates

Once you have advertised the job and attracted the right style of candidates to apply, you don't want to lose them by saying the wrong things.

Knowing how to communicate with this style of person is vital to achieving a successful hire.

#### Here's how to present the job to **Driver Promoters**

- Appeal to their entrepreneurial instincts
- Describe the authority and control they'll have
- Talk about the challenges, the rewards and the satisfaction they'll get from solving problems
- Speak plainly without too much detail
- Give them the big picture
- Tell them how they are ideal for the job and the skills they bring will get results, drive new initiatives and add profits to the bottom line
- Be business like without the hype

Explain the job has challenges, that it needs a decisive, fast paced competitive individual. Offer choices. Ask them how they would like the salary package structured. Don't give opinions, give options. Let them decide. They will and quickly.