

## Sales Hunters - Candidate Report

Name: María Luisa A.

| Skills                   | Low                      |                          | High                     |                                     |
|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------------|
|                          | 1                        | 2                        | 3                        | 4                                   |
| Effective communications | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Customer Orientation     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Creativity and Curiosity | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Interpersonal abilities  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Negotiation Skills       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Perseverance             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Team worker              | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Motivation               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |

María Luisa has a plenty of experience leading and developing commercial teams. Although she has a master degree on marketing, she said that she loves to be commercial because it gives her the opportunity to understand and converge necessities between companies and consumers.

She started on Wella as a Categories Marketing Manager and she was in charge not only to launch more than 100 hundred of references but also to build the compensation package for the commercials, setting up the commercial objective's and launching the marketing campaigns. After this experience, she decided to move to BNP Paribas as a Head of Retail Listed Products and she was in charge to increase the market share, she told us that it was a big challenge but at the end was grateful because she lunched this activity on Spain, she was one of the pioneer on those services.

After this experience she was called to joined Office Depot as Head of Sales and Marketing but it happened the same of Wella as she has to create his own team, she had

to train the direct and indirect team to sale in the better way, she had to offer the service to small and medium business, she did inbound marketing, launched marketing campaigns and set up commercial goals, too.

As she had an experience on fairs, she was called to Easyfair to made the first congress of B2B Professional Meeting Point of the REAL ESTATE on just ten months, it was a big challenge because she didn't have a team and she has to create it, trained them and evaluated them also to set up the goals.

After this short overview of Maria Luisa's resume we can confirm that she has a plenty of experience to open market, creating direct and indirect sales team, leading B2B and B2C channels, we believe she is a good candidate to be interviewed.