



The Most Visited
Sales Content Website
On The Web.

Get a Better Sales Job™

An Overview of SalesGravy.com and the Reach Sales Advertising Network

**North America's #1 Source for Sales
Professionals and Leaders**

www.SalesGravy.com

www.ReachSales.com

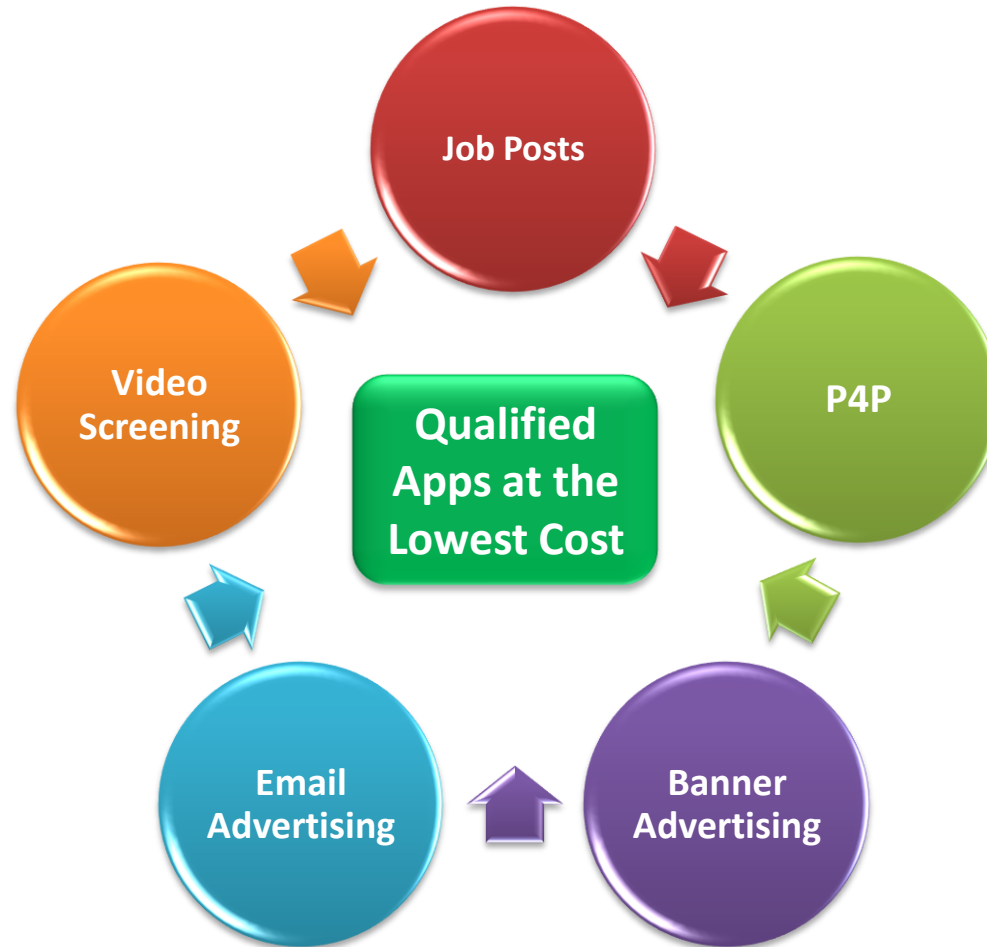


North America's #1
Source for Better
Salespeople.

Sales Gravy Recruiting Options

Branding

- Featured Employer
- Logos on Job Posts
- Text Ads
- Banners
- Job Alerts
- SalesGravy eMagazine



Engagement

- Sales Gravy Community
- Social Network Groups
- Social Network Feeds
- Podcasts
- Content Placement



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Sales Gravy Recruiting Options

**Sales One Source
True Pay for Performance
Sourcing**

Sales One Source™



Sales One Source™ is our revolutionary pay for **performance** sales sourcing tool designed for the rapid delivery of qualified applicants. Using a proprietary sourcing process we leverage a large network of publishers and social media to find the perfect candidates.

Cutting Edge Technology – Leverage a large network of publishers and social media to find the perfect candidate.

No Risk – Stop wasting money looking for a needle in a haystack. The perfect no-risk tool for hard-to-fill sales positions.

We do the work so you don't have to – Stop wasting time digging through piles of useless resumes.

Affordable – Post jobs free and pay as little as \$10 per qualified applicant. There is never an up front cost.

North America's #1 Source for Better Salespeople.

Sales Gravy One Source™



Employer provides specific Qualification Specs:

- Experience**
- Education**
- Skills**
- Proximity**
- Background/ Clearance**
- Misc**

SalesGravy.com leverages network of publishers and social media to engage candidates.

Candidates complete a short questionnaire to determine if they meet qualification specifications set by the employer.

Qualified candidates are delivered to online application basket.

The employer's hiring team selects the best fit for the sales position.



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P4P

- **Puts you in front of top talent.** A revolutionary sourcing tool designed for the rapid delivery of qualified applicants. Using a proprietary sourcing process we leverage a large network of publishers and social media to find the perfect candidates.
- **Faster to Hire.** Because we focus on delivering qualified candidates we save employers hundreds of hours digging through resumes and pre-screening applicants. Instead, with Sales Gravy One Source™ interviews begin immediately.
- **Risk free.** We guarantee results. Employers only pay for *qualified* applicants delivered. If order is not filled we will either refund the balance or apply it to another search.
- **Employer Control.** Sales Gravy One Source™ puts the employer firmly in control.

Case

Client: Business.com
Position: Inside Sales – Advertising (2 Open Positions)

Problem: Business.com was having difficulty finding qualified salespeople for its inside sales team. Two inside sales positions had been open for over a month. Traditional advertising was generating resumes but not candidates who were a fit. The hiring team was wasting valuable time going through un-qualified resumes.

Solution: Business.com placed an advertisement using the Sales Gravy One Source™ tool and ordered six applications. They received all six qualified candidates in 24 hours. They placed subsequent orders and received 14 additional qualified candidates over the next week.

Result: Positions filled.

“It took only 23 resumes to make our hires. It usually takes 200 to fill just one position. You’ve hit a homerun. We love this tool!” – Kevin Gaither – Director of Sales, Business.com



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Sales Gravy Recruiting Options

Traditional Job
Advertising and Resume
Search



Sales Professionals are the Elite Athletes of the Business World™

The World's #1
Source for B2B
Salespeople

Packages	Single Post	Premium	Premium Professional	Corporate
Job Postings	Premium	Premium	Premium	Premium
Premium Job Posting	One	Unlimited	Unlimited	Unlimited
Posts Expire	30 Days	Never Expire	Never Expire	Never Expire
Resume Search		50	Unlimited	Unlimited
Auto Job Post Renew		Every 14 Days	Every 14 Days	Every 14 Days
Bump My Job™ (refresh)		Unlimited	Unlimited	Unlimited
Active Content/ HTML Editor	Yes	Yes	Yes	Yes
Video on Job Post	Yes	Yes	Yes	Yes
ATS or Application URL	Yes	Yes	Yes	Yes
Application Folders/ Tools	Yes	Yes	Yes	Yes
Logo on Posts	Yes	Yes	Yes	Yes
Job Matching	Yes	Yes	Yes	Yes
Custom Folders	Yes	Yes	Yes	Yes
XML Job Feed Import				Yes
Job Scraping				Yes
Featured Employer				Yes
Unlimited Recruiter Licenses				Yes
Price	\$99	\$199	\$399	Starting at \$599



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A Powerful Alternative To The Ordinary Job Board

The “Facebook of the Sales Profession”

SalesGravy.com is much more than a job board. We boast the largest community of B2B Sales Professionals and leaders outside of LinkedIn. It is this community that attracts our rich audience of *passive sales candidates*.

30,000 Pages of Free Sales Resources.

More than 100 of the world’s top sales experts provide thousands of free articles, videos, and podcasts which attract *passive job seekers*.

A Trusted Brand

Our relentless focus on community and high quality content attracts large numbers of highly sought after *passive job seekers*. And we extend our network through our presence on top social media sites:

- LinkedIn – six groups
- Twitter – three feeds
- Facebook - groups
- iTunes – 3 million podcast downloads
- My Way Interactive
- Sales Gravy Jobs Network





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Real Value Attracts Passive Candidates

While most job boards are just that – job boards, Sales Gravy takes a comprehensive approach to connecting job seekers and employers.

Value first is our motto and we are driven to provide real value to our community members, job seekers, employers and recruiters.

A Destination

SalesGravy.com is a destination and a true resource for B2B Sales Leaders and Sales Professionals and our visitors keep coming back for *more Gravy*.

The result is **more passive candidates** viewing and responding to job ads.

Sales Job Matching™

This targeted approach encourages passive job seekers to explore career possibilities yielding more responses from higher quality candidates.

Traditional Job Board

Designed for Active Job Seekers. Includes premium functionality for recruiters and candidates.

Sales Gravy Community

We match jobs to members of the Sales Gravy community based on behavioral profile. We encourage recruiters to join our community.

Resource Center

Comprehensive resource center including thousands of articles, blogs, videos and podcasts.



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Job Posts

- **Cost effective.** Sales Gravy premium packages are the most cost effective sales recruiting option on the market. With fewer restrictions and more options we make it easy for employers to find better salespeople.
- **Scalable.** From single post to national recruiting efforts to multiple recruiter needs Sales Gravy flexes with the needs of our clients.
- **Seamless.** We offer a variety of tools from job scraping, ATS integration, to bulk XML upload.
- **Social.** Sales Gravy jobs are fed throughout our social networks which engages qualified candidates.

Case

Client: Enable Pay
Position: Outside Sales – National Sales Force Ramp-up

Problem: Enable Pay needed to ramp up an entire national sales force quickly. As a start up company managing cost and efficiency was critical. Because the sales job was commission only it was difficult to fill and other sources were not working.

Solution: After an initial pilot Enable Pay chose a Professional Premium package. Job ads were posted in every state using multiple headlines and keywords.

Result: National sales force ramp-up was successful and cost effective.

“The results with Sales Gravy far exceeded my expectations. Unlike other sources the applicants we receive from Sales Gravy are actually qualified. Sales Gravy is now our sole recruiting method for our sales team. Salesgravy.com is definitely the best recruiting value out there.” – **Kyle Johnson, National Development Director, Enable Pay**



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Sales Gravy Recruiting Options

Banner and Email
Advertising



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in North America.

Banner – Email – Content A Powerful Way To Reach The Sales Niche

Reach Sales is the largest vertical advertising network designed specifically to connect advertisers to the sales and sales management niche.

Reach Sales aggregates the web's top sales content sites offering advertisers targeted access to the sales vertical, increasing their return on advertising investments.

- IAB Certified Servers
- Account management and personalized attention
- Transparency: Real time reporting suite
- The control of buying sites directly
- Targeted and effective
- High ROI for brand advertising that supports talent acquisition
- Flexible, *beyond the box*, solutions: email, podcasts, whitepapers, eBooks, social network penetration
- Cost effective lead generation





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Reach Sales Websites and Blogs

Advertisers may place ads on a single site, multiple sites, or run of network. Some of our publishers include:

- SalesGravy.com
- CanDoGo.com
- SalesJournal.com
- QuickandDirtyTips.com
- SalesBlogcast.com
- BusinessExpertWebinars.com
- Sales Trainers
- SalesTrainingAdvice.com
- SalesRecruitingToday.com
- BusinessNetworkingAdvice.com
- GetMotivation.com
- SalesRoundup.com
- Sales2.0
- GoalSuccess.com
- Startup Mentor Blog
- The Sales Bloggers Union
- SalesChump.com
- NewSalesEconomy.com
- The Sales Corner
- CloserQ.com
- Win!
- Dr. Drew Stevens Blog
- SalesandMarketingLoudMouth.com
- Sales Excellence
- Star Results
- Sales Tools and Technology
- 800 Pound Gorilla
- Sales Hangout



SALESJOURNAL
PRACTICAL ADVICE FOR
MAXIMIZING YOUR SALES PERFORMANCE



Campaign Optimization

We take a flexible approach and work with you to develop the most effective campaign based on your business goals.

- **Demographic**
- **Job Function**
- **Geographic**
- **Behavioral**
- **Frequency**
- **Daypart**



Beyond the Box

We not only get out of the box, we go beyond traditional web ad placements and optimize your banner campaigns using:

- **eMagazine and Newsletter placement**
- **100,000 opt-in emails sent weekly**
- **Podcast placements**
- **eMail auto responder placements**
- **White papers**
- **ebooks**
- **Placement in traditional books**
- **Article marketing**
- **Custom editorial**
- **Sponsorships**
- **Free webinars**
- **Content syndication widgets**



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Sales Gravy Recruiting Options

Video Screening



**Sales
Gravy.com**

The #1 Interview-Ready Job Board

Save time, save money, hire the best candidate fast.

- Post a job as usual; we will enable video interviewing for you
- Save time on phone calls; candidates' unrehearsed videos are collected automatically
- Or, perform a search and invite potential hires to video interview proactively
- Review and select candidates without the travel costs; save money and hire the best





How it Works

Post job, interview automatically, and select candidates.



- Post the job as usual, video interview will be enabled.
- Choose expert questions or enter your own questions.

- Candidates will record virtual interviews from your job post. Or you can search proactively and invite candidates of your choice to interview.
- See candidates' unrehearsed video answers, or forward candidates to hiring team for review.

- Quickly screen out unqualified candidates.
- Select the best fit with your hiring team.



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Our Mission

We will provide an effective, economical, easy to use platform to connect advertisers with sales professionals, sales leaders, business owners and entrepreneurs. By offering uncompromised value and service to our advertisers, consistent income for our publishers, and highly relevant content for our patrons we will become the largest, most respected sales content media organization in the world.

Our Core Values

We work tirelessly to enhance the lives and careers of Sales Professionals

We go the extra mile in everything we do

We give value first

We treat everyone with kindness and respect in all situations and circumstances

We listen to our advertisers and publishers and value all feedback - good and bad

We are laser focused on helping our advertisers achieve their goals and provide absolute transparency in all transactions

We are the media company advertisers rave about

We are relentless in our drive to create wealth for our publishers

We are passionate about constant improvement, innovation, and new ideas

We put people before profits



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