

PROJECT: You Decide! → Who Gets the Job?

Congratulations! You are the hiring manager at MusicBeat, a company that produces high-quality headphones. The company wants to hire a new sales representative to meet growing demand, and you are in charge of reviewing resumes and cover letters to decide who should get an interview for the job. However, your schedule is very packed so you only have time to interview one candidate from the following resumes and cover letters.

Within your company, the sales representative's job is to find retailers (Amazon, Best Buy, Target, Walmart, etc.) and convince them to stock MusicBeat headphones on their shelves. The sales representative works with those retailers to help them figure out how many pairs of headphones to stock based on their projected sales and makes recommendations on how those retailers could improve the number of MusicBeat headphones they sell.

Here is a copy of the *complete* job description:

Description: Sales representative

Sales Representative Job Purpose: Serves customers by selling products; meeting customer needs.

Sales Representative Job Duties:

- Services existing accounts, obtains orders, and establishes new accounts by planning and organizing daily work schedules to call on existing or potential sales outlets and other trade factors.
- Adjusts content of sales presentations by studying the type of sales outlet or trade factor.
- Focuses sales efforts by studying existing and potential volume of dealers.
- Submits orders by referring to price lists and product literature.
- Keeps management informed by submitting activity and results reports, such as daily call reports, weekly work plans, and monthly and annual territory analyses.
- Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
- Recommends changes in products, service, and policy by evaluating results and competitive developments.
- Resolves customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; and participating in professional societies.
- Provides historical records by maintaining records on area and customer sales.
- Contributes to team effort by accomplishing related results as needed.

Skills/Qualifications: Customer Service, Meeting Sales Goals, Closing Skills, Territory Management, Prospecting Skills, Negotiation, Self-Confidence, Product Knowledge, Presentation Skills, Client Relationships, Motivation for Sales.

Part I: Identify the most important job requirements

1. Highlight the 3-5 most important job duties in the job description above.
2. Highlight the 3 most important skills.
3. In your own words, what would make someone a good candidate for this job?

Part II: Review Candidates' Resumes and Cover Letters

Below are the resume and cover letter for three candidates applying for the Sales Representative position at MusicBeat.

4. Review the resume and cover letter for each candidate and make notes of specific PROS and CONS you see in each candidate.

Make sure to keep the following criteria in mind when you are evaluating potential candidates:

- Educational Background - (University attended? GPA? Honors?)
- Work Experience - (Previous jobs worked, duties required within those jobs, length of work experience)
- Other Skills/Awards/Interests - (Computer skills, knowledge of foreign languages, clubs/activities)
- Desire - (Why does the person want to work for your company?)
- Quality of writing - (Have they clearly described their experiences? How readable is their resume/cover letter? Are there any spelling/grammar mistakes?)

CANDIDATE	PROS	CONS
Candidate #1: Billy Business Resume Cover Letter		
Candidate #2: Andrea Audioloover Resume Cover Letter		
Candidate #3: Tommy Technical Resume Cover Letter		

Part III: Decide Who To Interview

Now, decide which candidate you will interview for the job opening.

5. Compose a quick email to that candidate explaining:
 - A. What you liked about their resume
 - B. Why you believe they have the potential to be a good fit at MusicBeat
 - C. Next steps for an interview (date/time/any preparation they should do)

To:
Subject:

Part IV: Notify the Other Candidates

Finally, it is a professional courtesy to inform applicants you decide will not get to interview for the position.

6. Compose a quick email to each candidate explaining:
 - A. What you liked about their resume
 - B. What areas they fell short in
 - C. What they could do to improve their resume if they want to apply in the future (*Note: not all employers will do this, but many will provide this information if an applicant asks in follow-up emails*)

To:
Subject:

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To:

Subject:

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