

TOP COMPANIES TO SELL FOR FIDELITY



All about sales

Fidelity offer a total integrated security solution that encompasses amongst others :- guarding services – all sectors of the market, asset management - cash in transit, parking management, specialised services and technology – tactical air support, armed reaction services, CCTV installations and intruder alarms.

How would you describe the type of sale made by your sales team?

Our sales process is without a doubt solution and service orientated and is an essential sale that is often driven by emotion.

What is the average length of a sales cycle in your business?

Security is both an essential and emotional buy and can range from a domestic alarm to a total turn- key security set up encompassing all aspects of a total security solution and this takes anything from an hour to one year to convert.

Sales support

Describe your company's ongoing sales training methods.

Once employed a sales executive is exposed to a full months' induction to the Fidelity Group which includes every aspect of the business i.e. legal, billing, tenders, technical, payroll, human resources and an internal sales training induction which includes all aspects of our sales process. There-after each sales executive has training twice a year as part of our sales conferences and they are encouraged to study further i.e. public speaking, toastmasters etc.

Describe your company's sales culture.

Fidelity unquestionably encourages an aggressive sales orientated culture within a service dominated industry. Our philosophy is based on both a structured team culture, as well as a culture of ambitious new business hunters. Our philosophy is structured and directed towards protecting existing clients as well

as new client markets, as well as upselling to our existing client base and sustaining our relationship with our valued clients.

Describe the sales management style and culture.

We believe that we employ mature sales people who need to be self- motivated and target orientated. We manage each sales person in quarterly sales cycles over the year.

Undoubtedly sales people differ in how they need to be managed and we adopt an approach that is appropriate per individual.

We are extremely sales focused and driven as a business and the support to the sales team is readily available from the Group CEO to all that need to play a role in the sales process.

joining our organisation

What can newly-recruited junior salespeople in your organisation expect as remuneration?

Fidelity believe that we are exceptionally competitive in the manner in which we remunerate our sales team. They are employed on a full cost to company which includes all benefits applicable to our industry. On top of the cost to company a very exciting commission structure is offered where the sales person earns commission from the first rand sold if they make target.

What are the minimum requirements for a new sales candidate wanting to apply for a vacancy?

We are looking for people who are hungry and ambitious and have an appetite to make money and are looking for a long term career in our industry. Previous experience in sales and preferably in a service industry is advantageous but not a necessity

What is the potential career path for top sales performers in your business?

There a number of opportunities that exist within the Group not only in Sales but in all departments that make our business tick. Fidelity has a culture to promote from within and every vacancy



MALCOLM STEPHENS: GROUP NEW BUSINESS DEVELOPMENT EXECUTIVE

available in the business throughout South Africa and Africa is offered to each and every employee and is advertised on our intranet.

What is the best piece of advice you would give to a new salesperson joining your organisation?

Fidelity have been in the market place for the past 53 years and have developed a very successful recipe for success. Take time to understand the ingredients that go into putting this recipe together and once you've tried it a few times, add a few of your own ingredients to enhance the recipe.

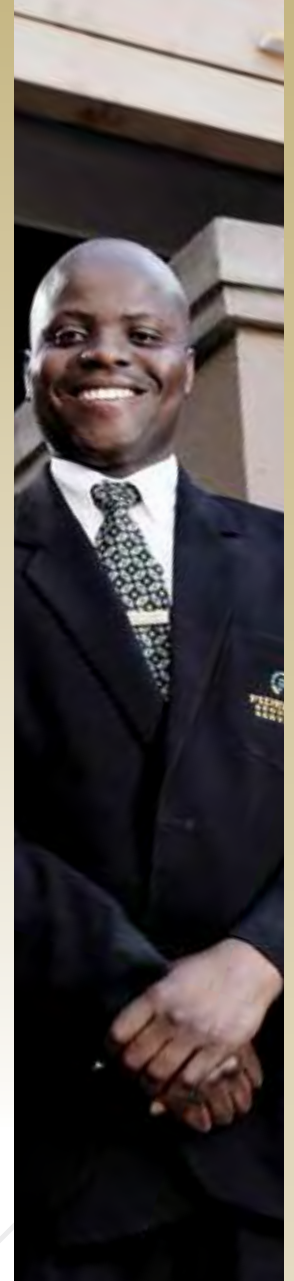
sales incentives

What sort of sales incentives are in place for your sales team? (i.e. annual travel incentive, weekly spot prizes, quarterly bonus, etc.)

There is an annual sales award for each division which is the cherry on the cake for each and every sales person to aspire to. A very prestigious evening is held where Fidelity reward top achievers in the business. There are also targets set twice a year that if reached by the whole team, then the team is rewarded accordingly.

Who is the primary contact at your organisation for a salesperson wishing to apply for a position?

Candidates who wish to apply, can visit www.fidelitysecurity.co.zato view a full list of vacancies and apply.



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