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## 'In a recession, sales skills become sought after and crucial'

INVESTING in the recruitment of skilled sales people can help companies cope with the recession, according to a South Wales recruitment firm.

With many firms reining in activity, York Sales Recruitment says this is the time to take advantage of other businesses' missed custom and ramp up sales activity.

The British Chambers of Commerce backed up the point, advising that businesses should be focusing on customer service during the recession in order to boost profits and this can be done by recruiting skilled employees for sales jobs.

Dale Williams, director of York Sales Recruitment, said: "The challenging economic conditions mean it has suddenly

Western Mail reporter  
newsdesk@walesonline.co.uk

### Time to invest in selling your products and services

got harder to win new business, but if you think about it there are plenty of opportunities to capitalise on the missed custom of businesses that have shut up shop.

"A business that ceases trading would have had clients, and those clients are ripe for new suppliers to contact and to win a proportion of their business. Selling has not only become more important, but it has suddenly become more interesting."

The advice from York is that companies need to sell smarter and more intelligently, to win more with less, and in turn increase their market share so that, when the economic tide turns and growth begins again, it will end up with a far greater slice of the action.

Mr Williams said: "Combining hard work, with intelligent and organised sales techniques, while having a measured approach to sales and targeting

specific industry and sectors, businesses will be able to maintain sales and cut costs at the same time. The current economic environment can allow sales teams to stand out, to show themselves as recognised consistent achievers and to continue to attract new custom.

"In a boom economy, sales skills remain essential for survival, yet are not always recognised for their worth. In a recession, however, sales skills become sought after and crucial. Sales skills are not easily recognised when selling is about taking orders, but if the sale requires skill, diligence, negotiation, good relationship building and resilience, the salesperson becomes a business's most valuable asset."



ASSET: Sales skills are even more important in a recession than in other times



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If you are interested in applying please go to [www.hmparc.co.uk](http://www.hmparc.co.uk)  
Closing date: 15th May 2009.

Applicants will be required to declare whether they are a member of a group or organisation that the company considers to be racist. Successful candidates will be required to request an Enhanced Criminal Records Disclosure application. Further information about the Disclosure scheme can be found at [www.disclosure.gov.uk](http://www.disclosure.gov.uk)



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We are seeking an experienced secretary with a background of working in a similar position in a high profile organisation. You will be required to assist in organising and providing comprehensive administrative and secretarial duties associated with this busy, varied and sensitive role, supporting the work of the Archbishop and his office.

You will be able to demonstrate excellent organisational and IT skills. You will be a confident communicator who is able to show absolute discretion in all matters.

Whilst not essential, a working knowledge of the Church in Wales and its structure would be an advantage.

For an application form and further particulars contact: The Human Resources Department, The Representative Body of the Church in Wales, 39 Cathedral Road, Cardiff CF11 9XF. Telephone: 029 2034 8217 e-mail: [clairedoonan@churchinwales.org.uk](mailto:clairedoonan@churchinwales.org.uk)

Bydd gennych sgiliau trefnu a TG rhagorol. Byddych yn gallu cyfathrebu'n hyderus a gweithio gyda disgrisiwn llwyr bob amser.

Er nad yw'n hanfodol, byddai gwybodaeth ymarferol am yr Eglwys yng Nghymru a'i strwythur o fantais.

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Dyddiad cau ar gyfer derbyn ceisiadau: 15 Mai 2009.

Closing date for receipt of applications is 15 May 2009.

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