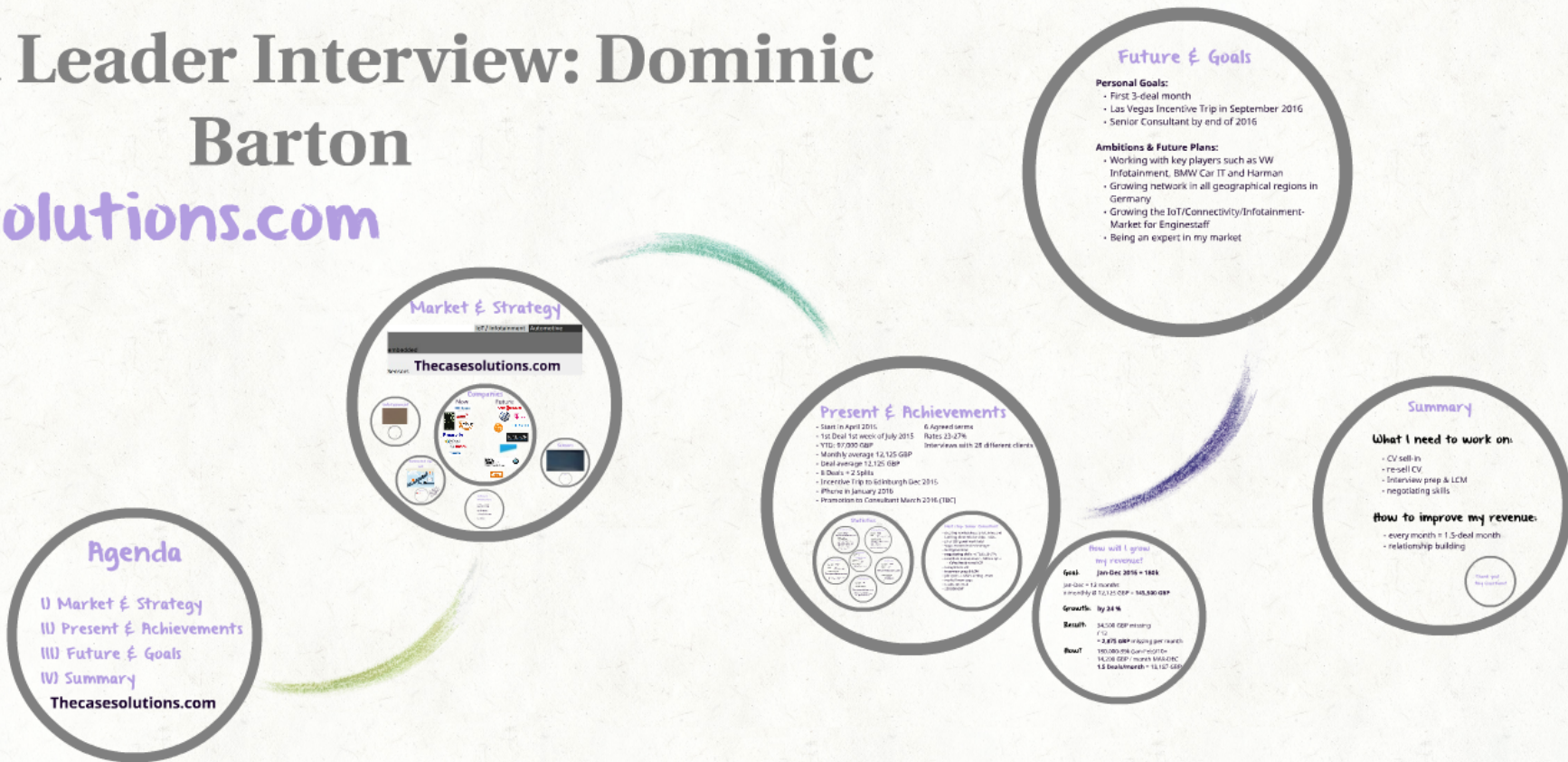




Thought Leader Interview: Dominic Barton

Thecasesolutions.com





ENGINESTAFF

Thought Leader Interview: Dominic Barton

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Agenda

- I) Market & Strategy
- II) Present & Achievements
- III) Future & Goals
- IV) Summary

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Market & Strategy

by Performance Automation

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Present & Achievements

- Start in Apr 7 2015
- 1st Deal 1st week of July 2015
- VTD: 97,000 GBP
- Monthly average 12,125 GBP
- Deal average 12,125 GBP
- 8 Deals = 2 Softs
- Introduced 1st Q3 Edinburgh Dec 2015
- iPhone in January 2016
- Promotion to Consultant March 2016 (FBC)

6 Agreed to sign
Rates 25-27%

Interviews with 28 different clients

Future & Goals

Personal Goals:

- First 3-deal month
- Las Vegas Incentive Trip in September 2016
- Senior Consultant by end of 2016

Ambitions & Future Plans:

- Working with key players such as VW Infotainment, BMW Car IT and Harman
- Growing network in all geographical regions in Germany
- Growing the IoT/Connectivity/Infotainment-Market for EngineStaff
- Being an expert in my market

How will I grow my revenue?

Goal Jan-Dec 2016 = 185k

Jan-Dec = 12 months

• 15,417 GBP / month

Growth: by 34%

Result: 34,300 GBP revenue / 11

Profit = 2,075 GBP revenue per month

110,000 GBP Jan-Mar 2016

14,300 GBP / month MAR-DEC

1.5 Deals/month = 14,167 GBP

Summary

What I need to work on:

- CV sell-in
- re-sell CV
- Interview prep & LCM
- negotiating skills

How to improve my revenue:

- every month = 1.5-deal month
- relationship building

Thank you! My business!

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Market & Strategy

IoT / Infotainment Automotive

embedded

Sensors

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Companies

Now

Future

Baumer
Passion for Sensors

VIESSMANN



SMI



T...



FESTO

Panasonic



cinema

HARMAN

BOSCH

Autoliv

BMW GROUP
BMW Car IT GmbH



Infotainment



Connected Car IoT



Sensors



Software Architecture

across all sectors
no specific focus
no placement
few interviews
very low candidates
NO FOCUS

CV Sent/Interview

Current: 4.45/1

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Goal: 3/1

How to improve:

- understand quality CVs
- understand job - take proper specs
- XTM helps finding good candidates
- gaining more referrals by asking
- networking e.g. conferences, meetings
- send fewer but better CVs

First Int/Final

Current: 4/1

Interview/Offer

Current: 14.5/1

Goal: 10/1

(when an average of 2 INT/CAND)

How to improve:

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- improve reselling candidate again
- better interview prep

Cur

Goal

How

- be
- be
- pu

gain

Offer/Placement

Current: 1/1

= Perfect number

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- keep on doing proper LCMs
- make sure candidate can not only DO the job but WANTS the job

Jobs/Interview

Current: 1.18/1

Goal: <1/1

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How to improve:

- sell-in CVs better
- take proper job-specs
- understand job-spec

Interviews/Placements

Current: 14.5/1

Goal: <12/1
(when an average of 2 INT/CAND)

How to improve:

- push more for other opportunities with company
- better interview prep
- better CV re-sell

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