



OCTOBER 2022

MONTHLY NEWS & UPDATES

The Official Newsletter of SnapDragon Associates



Don't Overlook Your Backbone.

By: Recruiters James Darcy & Jacob Campbell

At SnapDragon Associates, LLC. we have been quizzing our network to gain a better understanding of what industry experts are experiencing. Most recently we ran a poll asking, "What is the hardest working, most overlooked group?" Throughout our over 18 years in the industry, we have created an extensive network including a variety of different industry experts, and seniority levels. We know everything and everyone from CDL to CEO.

We allowed our extensive network to vote on the following three options, Inside Sales, Outside Sales, and General Managers. The results were clear in determining that Inside Sales was the most widely agreed upon answer with 51% of the votes. Outside Sales followed with 31% of the voting and General Managers with 18% of the votes. Why are Inside Sales the most overlooked group in the industry?

We related this to football and the comparison of the offensive lineman vs the quarterback. They are the backbone of the industry and work in the trenches but don't see the same type of publicity and widespread recognition that General Managers and Outside Salespeople may receive. Again, like the offensive line, the Inside Sales team protects and supports the Outside Sales team and General Managers by handling everything from fielding calls from customers and Outside Sales Reps to performing estimates and completing quotes. Inside Sales spend much of their day doing tasks that aren't noticed and are just part of the expected everyday operations of the company. This isn't to say that Outside Sales and General Managers are not helpful or under-appreciated in certain situations, but more so to gain widespread results in three specific positions in the industry.

It's tough for anyone not to think they're in the most under-appreciated position when most of the time only you know how hard you're working. This just goes on to show even more why the results we found are so staggering. We spoke with an industry expert and got his input on the poll. "...absolutely, Inside Sales is without a doubt the answer.

"What we ask of those folks day in and day out is more than we ask of anyone else."

The expert we spoke with has over 25 years in the industry. He answered without hesitation, and this cemented it for us. For more information visit our LinkedIn page to participate in our upcoming polls and view results!

COMPANY UPDATES World Millwork Alliance 2022 Annual Convention



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