



Marketing Hire Assessment

April 2019



sales for
startups ⁺ _x

Congratulations you've made it to the next stage of the process. Here's what the next steps look like:



For this stage of the process, these are the three tasks that you'll need to complete:

Task 1

Submit a 500-750 piece of creative written content for Sales for Startups website that describes the problems and challenges of our perfect client.

Task 2A:

Sales for Startups wants to put on an event in 6 weeks for prospective clients who either know a little or nothing about us at all - please put together a plan with a timeline for the creation and execution of this event. A few things to start you off that you may need to think about:

How are you going to make sure our target audience is aware of this event and make them attend?

There are already a number of platforms that Sales for Startups are established on with an active and engaged audience

Budget is £500 for event materials and advertising, this excludes venue cost.

OR

Task 2B:

Sales for Startups has created multiple written and video assets for its clients but wants to collate this information into a more meaningful and impactful schedule of content.

Create a video script for a 90-second video that you believe is missing from the existing content bank that would improve conversion of new prospects into customers.



Task 3:

Please submit a video of yourself, no longer than 3 minutes, to explain the tasks you have completed as well as what you feel you could bring to Sales for Startups

Some sources that may help you with your submissions are:

[Co-Founders Corner YouTube](#)

[Sales for Startups YouTube](#)

[7 Fatal Mistakes Startups Make When Scaling](#)

[Old Sales for Startups Brochure](#)

[James's LinkedIn Profile Including His Articles](#)

These are ONLY a guide and are not the exhaustive or full list but should give you a head start.

For the recording of the video you could use [SoapBox](#), [Loom](#) or [Vidyard](#).

We'd like to receive your submissions via email to jobs@salesforstartups.co.uk and send through the written piece as a pdf or word doc.

→ Submission deadline: 5:00pm on 15th April

→ Face to face interviews will be held w/c 15th April.

I look forward to speaking with you soon.

James Ker-Reid



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