

**14**  
applications  
on average per  
Sales job



Jobs in the **Sales & Purchasing** category are **viewed 306 times** on average

**20%** of the visitors on StepStone are Sales profiles

**16.576** Sales jobs were posted on StepStone.be in 2017



Did you know we offer online training to ensure the best results?

As representatives of our innovative brand & strategy your Success Consultant and dedicated Account Manager will help you in every step of your recruitment campaign.

On top of the personal support you will find the latest trends in recruiting and useful advice for your recruitment campaigns on [www.stepstone.be/recruiters](http://www.stepstone.be/recruiters).

Your StepStone team

## More visibility for your Sales jobs

We do everything we can to bring Sales talents to your jobs. This is why we are collaborating with generic and specialized websites.



## Sales Job titles searched by candidates vs used by recruiters

Used by FR candidates	Used by FR recruiters	Used by NL candidates	Used by NL recruiters
Vendeur/vendeuse	Vendeur (H/F)	Vertegenwoordiger	Account Manager
Account manager	Collaborateur commercial	Administratie bediende	Verkoopmedewerker
Commercial	Commerciaux terrains	Account manager	Winkelbediende
Sales manager	Délégués commerciaux (h/f)	Sales manager	Vertegenwoordiger
Employé/e administratif/ve	Account Manager	Verkoopster	Sales Manager
Délégué Commercial	Assistant Commercial		

## Tips for recruiting Sales profiles

- 1 Sales is a broad term so you should **specify the function**: are you looking for an Inside Sales or an Account Manager? What's your product and do they need technical skills?
- 2 Mention the **remuneration model** in your ad as this is particularly interesting for these profiles.
- 3 For the copywriting of your job ad, opt for a **short text** and avoid your **internal jargon**.
- 4 You want to boost the results of your Sales job? Our **Facebook Ad** is an efficient product to attract these specific profiles.
- 5 When recruiting an Inside Sales organize one phone interview to **check the tone of voice**.

**16**  
**applications**  
on average per  
Marketing job



Jobs in the **Marketing**  
category are **viewed**  
**388 times** on average

**6%** of the visitors on  
StepStone are Marketing  
profiles

**4.667** Marketing  
jobs were posted on  
StepStone.be in 2017

The leading job site connecting you with top talent!

- ✓ More visibility via our network of +100 partners
- ✓ Highest number of job alerts subscribers on the market

 **Job Agent subscribers** 447.078

That's **10%** of the working population in Belgium!

## More visibility for your Marketing jobs

We do everything we can to bring Marketing talents to your jobs. This is why we are collaborating with generic and specialized websites.



## Job titles searched by candidates vs used by recruiters

### Used by candidates

Event Assistant  
Communication Expert  
Copywriter  
Marketing Manager  
Project Manager

### Used by recruiters

Marketing Manager  
Product Manager  
Digital Communication Specialist  
Project Coordinator  
Brand Manager

Are you ready to boost your recruitments?



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