

WEBINAR

How to Hire Top Performers and Drive More Revenue



About Workwolf®

Workwolf® specializes in addressing hiring challenges, particularly in finding top performers for results-based settings.

Born from the Xerox dealer environment, our platform aims to save you time and effort wasted on candidates not suited for performance-based sales.

Can you imagine a world where you can assess your top performers' traits and then use their combined personality as a filter for all future applicants?



Solving the #1 problem in business today

1.

Find

Difficulties with
applicant
sourcing

2.

Filter

Time consuming
and ineffective
screening

3.

Verify

Important
background and
reference checks



Workwolf

Speakers



Stephen Brennan

CRO & CoFounder

Workwolf®



Madhav Mehta

VP of Growth & Partnerships

Workwolf®



Mark Hirte

President

The AOS Group



Posting a job

The screenshot displays the 'Job Details' step of a job posting process. A progress bar at the top shows three stages: 'Job Details' (in progress), 'Set Criteria (Optional)' (pending), and 'Publish' (pending). The main content area is titled 'Almost done...' and contains a 'Job Description' section. Below this is a rich text editor with a toolbar including bold, italic, list, and link icons, along with 'Upload File' and 'Generate using AI' buttons. The editor contains a job description for a Sales Development Representative in Toronto, including a list of responsibilities. At the bottom of the editor area are 'Preview' and 'Next' buttons. A video player interface is visible at the bottom right of the screen, showing a play button, a progress bar at 00:05, and a download icon.

Job Details
in Progress

Set Criteria (Optional)
Pending

Publish
Pending

Almost done...

Job Description

Specify requirements and details of the job

B *I* [List Icon] [Link Icon] Upload File Generate using AI

Workwolf is looking for a Sales Development Representative to join our team in Toronto, ON, CAN. The Sales Development Representative will be responsible for developing and executing sales strategies to increase revenue and market share. The ideal candidate will have a strong understanding of the sales process and be able to identify and capitalize on opportunities to increase sales.

Responsibilities:

- Develop and execute sales strategies to increase revenue and market share
- Identify and capitalize on opportunities to increase sales
- Develop relationships with potential customers and partners
- Provide customer service and support
- Analyze customer data to identify trends and opportunities

Preview Next

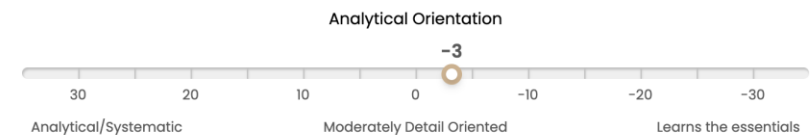
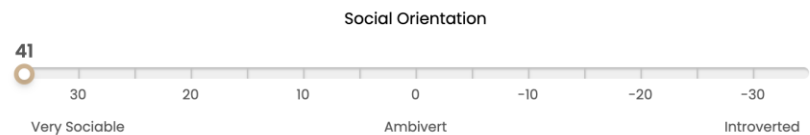
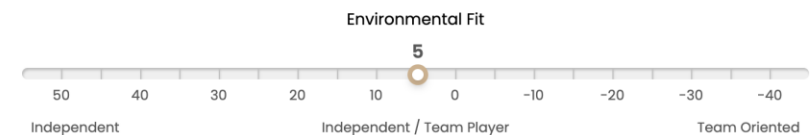
00:05



Packfinder™

Packfinder™

[View full report](#)



Packfinder™ is Workwolf®'s psychometric assessment used to clone your top performers by benchmarking your new applicants against them.



Creating a benchmark

Colleagues

Include Colleagues in your Benchmark to use as markers.
Need to edit or add colleagues? [Manage Colleagues](#)

- Stephen Brennan Sales
- Madhav Mehta sales
- Mark Hirte
- Lara Kremer
- Lara Cohen
- Khaled Ayad
- Gabriel Borges
- Mike Nguyen
- Agustín Jeannot
- Jarraa Waday
- Austin Trout
- Mark Ferencvari
- Michaela Choudury
- Paul Hamam
- Robert Olsen
- Oni Prisecaru
- Yms Reyes
- christine prentice

Your Ideal Candidate

[View Reference Guide](#) Edit

Trait	Scale	Marker Value
Self Management	75 to -15	80
Motivational Profile	50 to -40	27
Environmental Fit	50 to -40	13
Comfort with Conflict	40 to -40	42
Social Orientation	40 to -30	40
Analytical Orientation	30 to -30	11

Organizations have the ability to measure their current top performers and establish benchmarks that a high-ranking candidate should meet.



Filtering by Packfinder™ score

Sales Development Representative (SDR) Enhanced

Workwolf Last refreshed Jan 24, 2024

Buenos Aires, Argentina | Full-time

[Invite](#) [Copy Invite Link](#) [Customize](#)

[Candidates](#) [Job Details](#) [Insights](#) [Activity](#) [Automated Actions](#) 0 [Checklist](#) [Notifications](#)

832 **All** 150 Awaiting Review 13 Reviewed 3 Contacted 4 Interviewed 0 Finalist 2 Hired 660 Archived

Search Candidate Top performers Choose Personality Traits

[All](#) [lead](#) [Licensed](#) [Hubspot](#) [Ideal Candidate](#) [85% and up](#) [Proactive SAAS](#)

Match %: >95%, 85-94% [Add filter](#) Clear all Save

<input type="checkbox"/>	Candidate	Date Added	Match	Tags	Rating	User Assigned	Stage
<input type="checkbox"/>	Agustin Speicys	4 months ago	>95%				× Archived
<input type="checkbox"/>	Agustina Currado	5 months ago	>95%		★★★★	MM	⊙ Hired
<input type="checkbox"/>	Courtney Moriarty	2 months ago	>95%				× Archived
<input type="checkbox"/>	Evelina Martinez	5 months ago	>95%				× Archived
<input type="checkbox"/>	Hernan Gimenez	2 months ago	>95%				⊙ Reviewed
<input type="checkbox"/>	Ignacio Soengas	10 days ago	>95%				⊙ Awaiting Review
<input type="checkbox"/>	Ioaquin Romero	4 months ago	>95%		★★★★	MM	⊙ Hired
<input type="checkbox"/>	Josefina Goni	3 months ago	>95%				× Archived
<input type="checkbox"/>	Julieta Carcamo	19 days ago	>95%			AJ	⊙ Reviewed
<input type="checkbox"/>	Miguel A. Heiland	2 months ago	>95%				× Archived

1 - 10 of 56 Candidates 10 / page



Filtering by screener questions

Sales Development Representative (SDR) Enhanced

Workwolf Last refreshed Jan 24, 2024

Buenos Aires, Argentina | Full-time

Invite Copy Invite Link Customize

Candidates Job Details Insights Activity Automated Actions 0 Checklist Notifications

832 All 150 Awaiting Review 13 Reviewed 3 Contacted 4 Interviewed 0 Finalist 2 Hired 660 Archived

Search Candidate Top performers Choose Personality Traits

All lead Licensed Hubspot Ideal Candidate 85% and up Proactive SAAS

Match %: >95%, 85-94% Screener Questions: 1 Add filter Clear all Save

Candidate	1. How many years of technology-related selling and/or B2B sales experience do you have? Ideal Answer: At least 2-4,4-6,6+ years	Rating	User Assigned	Stage
<input type="checkbox"/> Hernan Gimenez	<input checked="" type="checkbox"/>			Reviewed
<input type="checkbox"/> Ignacio Soengas	<input type="checkbox"/>			Awaiting Review
<input type="checkbox"/> Julieta Carcamo	<input type="checkbox"/>		AJ	Reviewed
<input type="checkbox"/> Ariel Kloster	<input type="checkbox"/>			Archived
<input type="checkbox"/> Ezequiel Carrie	<input type="checkbox"/>			Archived
<input type="checkbox"/> FELIPE GREGO	<input type="checkbox"/>	85-94%		Reviewed
<input type="checkbox"/> Florencia Alejandra	<input type="checkbox"/>	85-94%		Archived
<input type="checkbox"/> FRANCISCO PULIDO	<input type="checkbox"/>	85-94%	SB	Interviewed
<input type="checkbox"/> GUSTAVO CANAVATE	<input type="checkbox"/>	85-94%		Archived
<input type="checkbox"/> Joaquin Centeno	<input type="checkbox"/>	85-94%	SB	Contacted

1 - 10 of 13 Candidates 10 / page



Assessing candidates: Screener questions

Sales Development Representative (SDR)

Workwolf
Buenos Aires, Argentina | Full-time

Enhanced ⌵
Last refreshed Jan 12, 2024

Invite Copy Invite Link 📄 Customize

Candidates Job Details Insights Activity Automated Actions 0 Checklist ● Notifications

827 All 148 Awaiting Review → 13 Reviewed → 3 Contacted → 4 Interviewed → 0 Finalist → 2 Hired → 657 Archived

Search Candidate Top performers ⌵ Choose Personality Traits

All lead Licensed Hubspot Ideal Candidate 85% and up Proactive SAAS

Match %: >95%, 85-94% ✕ Screener Questions: 1 ✕ Add filter + Clear all Save

<input type="checkbox"/>	Candidate ⌵	Date Added ⌵	Match ⌵	Tags	Rating ? ⌵	User Assigned ⌵	Stage ⌵
<input type="checkbox"/>	Karina Perez	2 months ago	85-94%				✕ Archived 📄
<input type="checkbox"/>	Martin Graffigna Kan	16 days ago	85-94%			MM	📄 Interviewed

11 - 12 of 12 Candidate < 1 2 > 10 / page ⌵

© Copyright 2024 Workwolf Inc. All rights reserved. Terms & Conditions Privacy Policy Contact Us



Assessing candidates: Resume

< Previous 12 of 12 Candidates Next >

Martin Graffigna Kan 85-94% ✓ ✕ 🔔


☆ ☆ ☆ ☆ ☆ + Add Tag 4 Comments 0/2 Complete

Verify

Application
Screener Questions
Resume
Packfinder™
Introduction Video
Credential Summary
Activity Log
Attachments
All Applications 1

Resume

Download Resume View Full Screen



MARTIN GRAFFIGNA KAN
Buenos Aires, Argentina · +54-9-11-3524-7920 · martink101@gmail.com

Education

UADE <i>Candidate for Bachelors of Global Business Management</i> Expected 2023	Argentina
<ul style="list-style-type: none">International Business Management Program in English and SpanishAverage of 90% across all courses	
St. Martin's College <i>High School Degree</i>	Malta 2018
<ul style="list-style-type: none">Graduated with A-Level diplomas in History, Marketing, Business, Geography, Environment Sciences, and Systems of Knowledge.	

Experience

LINKEDIN / COGNIZANT

Argentina
August 2022 – Present

01:02



Assessing candidates: Packfinder™

← Previous 12 of 12 Candidates Next →

Martin Graffigna Kan 85-94% ✓ ✕ 🔄

☆ ☆ ☆ ☆ ☆ + Add Tag

🔔 📧 📄 MM ✓ Verify

🗒️ 4 Comments 📅 0/2 Complete

- Application
- Screener Questions
- Resume
- Packfinder™**
- Introduction Video
- Credential Summary

- Activity Log
- Attachments
- All Applications 1

Packfinder™

Top performers Benchmark 85-94%

Self Management

35

75 65 55 45 35 25 15 5 -5 -15

Proactive Proactive/Responsive Responsive

Motivational Profile

20

50 40 30 20 10 0 -10 -20 -30 -40

Challenge Oriented Challenge Oriented/Relaxed Relaxed

Environmental Fit

10

50 40 30 20 10 0 -10 -20 -30 -40

Independent Independent / Team Player Team Oriented

Comfort with Conflict

17

40 30 20 10 0 -10 -20 -30 -40

Comfortable with Conflict Conflict Neutral Avoids Conflict

Social Orientation

🔍 📄 📊 🕒 01:13 🔄



Assessing candidates: Introduction video

The screenshot displays a candidate profile for Martin Graffigna Kan. At the top, there are navigation links for 'Previous' and 'Next', and a status indicator '13 of 13 Candidates'. The candidate's name is 'Martin Graffigna Kan' with a score of '85-94%' and icons for check, close, and refresh. To the right are icons for notifications, email, share, and a 'Verify' button. Below the name is a star rating (5 stars) and a '+ Add Tag' button. Further right are '4 Comments' and '0/2 Complete' indicators.

A left-hand navigation menu includes: Application, Screener Questions, Resume, Packfinder™, Introduction Video (highlighted), Credential Summary, Activity Log, Attachments, and All Applications (1).

The main content area features an 'Introduction Video' player showing a man with glasses and a mustache. Below the video is a 'Credential Summary' section with a 'Digital Work Passport' header and a table:

0	0	1
Verifications Performed	Verifications In Progress	Documents Uploaded

At the bottom, there is a 'User uploaded documents' section and a video player control bar showing a timestamp of 00:36.



Collaboration

The screenshot displays the Workwolf recruitment platform interface. At the top, the Workwolf logo is on the left, and navigation links for Dashboard, Pipelines, Talent Pool, Benchmarks, and Verifications are in the center. On the right, there are notification icons for messages (1), alerts (12), and a shopping cart (6). Below the navigation bar, a breadcrumb trail shows '< Back' and the job title 'Sales Development Representative (SDR)' with location 'Workwolf | Buenos Aires, Argentina' and type 'Full-time'. The main content area shows a candidate profile for 'Martin Graffigna Kan' with a score of '85-94%' and a 'Verify' button. A sidebar on the left lists application-related items: Application, Screener Questions, Resume, Packfinder™, Introduction Video, Credential Summary, Activity Log, Attachments, and All Applications (1). The main profile area is divided into 'Application' and 'Screener Questions' sections. The 'Application' section includes 'Candidate Information' (Email Address: martinkg101@gmail.com, LinkedIn: /in/martin-graffigna-kan-4b95061ab/, Location: Buenos Aires, Argentina) and 'Application Source' (Submitted on: Jan 08, 2024, Submitted via: LinkedIn). The 'Screener Questions' section shows two questions with multiple-choice answers. Question 1 asks about years of technology-related selling experience, with '2-4' selected as an 'Ideal Response'. Question 3 asks about CRM tools, with 'HubSpot', 'LinkedIn Sales Navigator', and 'Other CRM(s)' selected as 'Ideal Responses'. A video player at the bottom right shows a timestamp of 01:33.



Benefits

- **No more wasted time filtering through hundreds of resumes to decide who you should be interviewing.**
- **Focus your efforts on interviewing candidates who are already pre-qualified for a good personality match, increasing the chances of being successful in your environment.**
- **Boost revenue / profitability with better performing hires out the gate.**
- **Allows business owners to focus more on selling and less on hiring.**
- **Dramatically reduces mis-hires and employee turnover.**
- **Take a vacation without worrying about "the office".**





Stephen Brennan

CRO & CoFounder

Workwolf®

Stephen is an entrepreneur with over 20 years of experience in both technology sales and managed services, driving revenue growth with a strong emphasis on profitability. Stephen's entrepreneurial background includes owning and running Xerox Canada's largest sales agency (Hub technology Group) for 15 years followed by a successful exit. He is the CRO and CoFounder of Workwolf® and the CEO of Magnus Recruitment Solutions.



Workwolf



Mark Hirte

President

The AOS Group

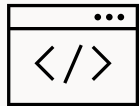
Mark Hirte joined The AOS Group in 2007, a leader in office optimization and Managed Print Services (MPS), telecom, internet and web hosting, as well as a supplies provider. He manages a team that is striving to build relationships and create sales opportunities within an existing customer base while working diligently to grow market share in competitive accounts within their geography. Since 2021, Mark is the president of The AOS Group.



Q&A



Book a free consultation



workwolf.com/BTA



madhav@workwolf.com



+1 (905) 808-8801

