



**True Colours PEOPLE Solutions**

Benchmark Success - Recruit to Match and Exceed

## RECRUITMENT REINVENTED!

*DO YOU OFTEN THINK, 'THERE MUST BE A BETTER WAY TO HIRE THE RIGHT PEOPLE?'*

### GUARANTEE

Understand the value with no obligation experience a complimentary Team Strengths Audit (Limited number available)

### INSIDE STORIES

*"MetLife then changed its hiring practices to include screening candidates for optimism. In less than two years, the company had more success hiring agents, expanded its sales force to more than 12,000, and increased its market share of the personal insurance market by 50%".*

*(HR Magazine)*

*"Applicants who were optimists, but failed to meet MetLife's other standard test criteria, were hired anyway. This group outsold its pessimistic counterparts by 21% its first year and by 57% the next."*

*(Fortune)*

*"This test could save insurance companies millions of dollars in training costs alone."*

*(Psychology Today)*

The World Economic Forum reports on job skills that are trending up vs down.

'Hard skills' are becoming less important, largely due to technology.

**'Soft skills' to include communication, self-initiative, optimism and problem-solving are being recognized as essential. No matter the industry or place on the organisational chart, these high-level skills have a positive impact on business productivity and profitability.**



DENIS PRESTION B.Comm (Acctcy & Mktng) Dip. Pos.Psych. completed a double Degree in Accounting and Economics and a Marketing Degree at the University of New South Wales.

A professional Rugby League player, playing 69 first grade games and over 200 grade games with St George Rugby League Football Club; his first business UNAC, was marketing Tax Saving packages to professional sporting players in partnership with retired Assistant Commissioner of Tax, Ken Crannage. UNAC soon moved into Association plans for Rugby League. Soccer, Golf, Tennis and Aussie Rules players, including Touch Football, with over 100,000 thousand members.

UNAC's incredible growth was realised after Denis attended a financial conference, discovered the MetLife success formula and implemented into UNAC.

***From commencing with just 5 employees UNAC created a world's best practice full services Marketing Company in Financial Services. This included over 40 Associations, 180 Consultants, 12 Partner and Offices and 60 Employees, 30 Client Services Managers spread through 12 CBD and Country centres. UNAC managed Associations including Surgeons, General Practitioners, Physiotherapists, Master Builders Association, Plumbers, ARL, Electricians and many more. UNAC built their own Central Database that grew to over 12,000 clients and 120,000 members as prospects.***

*The Sales Consultants, all experts in their field of service were specifically employed because of their sub-conscious "Signature Strengths" such as high optimism, high attention to detail, high productivity. They had high self-initiative and were problem solvers. All staff, including sales consultants, telemarketers/client service operators, were only employed because they had the right sub-conscious strengths for the role.*

Consultants averaged 10 to 16 appointments a week, with high completion rates, when the Industry average was 3-4 appointments and only one sale per week.

For 30 years, UNAC and Denis Preston coached over 3000 Consultants and 2000 Client Services Managers. UNAC turnover grew to over \$50 million by 1995, and the business was eventually sold to the AXA Group.

Following UNAC's sale, Denis continued coaching until an emerging pattern of client requests to 'help us find the right people', meant a hiring consultancy business was formed.

True Colours PEOPLE Solutions was created from client requests to help to find 'A' class Salespeople. The process also revealed why certain types of people created frustration and how to avoid hiring ever again.

With a process that had reinvented recruitment strategy, clients could now have a "People Benchmark" for every role and only employ people whose strengths either matched or exceeded their very best people.

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