

5

REQUIREMENTS TO HIRE SALES SUPERSTARS

- THE 5 STEP PROCESS TO HIRE
BETTER THE FIRST TIME



SALES **HIRING** METRICS

WHY IS A SALES HIRING PROCESS IMPORTANT?

WE ARE SO OFTEN FOOLED BY SALES PEOPLE WHO SELL US ON AN ON AN INTERVIEW. WHY?

THERE ARE SEVERAL REASONS FOR THIS. LET'S EXPLORE SOME.

SALES PEOPLE OFTEN HAVE THE 'GIFT OF GAB' AND HAVE THE ABILITY TO PERSUADE. THOUGH PERSUASION MAY BE AN ASPECT OF THE ABILITY TO SELL, ALONE IT WILL NOT HELP IN ACTUALLY CLOSING THE SALE.

WE HIRE WHEN WE HAVE A NEED. THIS SEEMS AS AN OBVIOUS AND NECESSARY PART OF THE PROCESS BUT IT IS A BIG MISTAKE. THE BEST SALESPEOPLE ARE NOT LOOKING FOR A JOB. THEY HAVE ONE AND IF THEY DECIDE TO LEAVE, THEY HAVE ANOTHER LINED UP. THE QUESTION IS, IF YOU FOUND SOMEONE BETTER THAN YOUR BEST SALESPERSON WOULD YOU FIND A PLACE FOR THEM? OF COURSE, YOU WOULD.

"A GOOD SALESPERSON IS AN ASSET NOT A LIABILITY, THEREFORE ONLY LOOKING FOR

ASSETS WHEN YOU LOSE ONE IS A DISASTROUS BUSINESS DECISION".

OFTEN, WE HIRE IN OUR OWN IMAGE, "YOU KNOW HE REMINDS ME OF MYSELF AT THAT AGE...". GUT ALONE IS A DANGEROUS DECISION MAKER.

HIRING FROM A RESUME OF SOMEONE WITH INDUSTRY EXPERIENCE. IT SOUNDS LIKE A GOOD IDEA. TRUTH? MOST EXPERIENCE CAN BE TAUGHT. ADDITIONALLY, IT CAN BE TAUGHT YOUR WAY! MUCH SMARTER.

HIRING SOMEONE WITH SALES EXPERIENCE. JUST AS BAD IF NOT WORSE. THEIR POTENTIALLY POOR SALES EXPERIENCE WILL BE BROUGHT TO YOUR ORGANIZATION.

USING A RECRUITER IS A HIT OR MISS GAME. DOES IT WORK? SOMETIMES. IF IT DOESN'T, THEY WILL 'REPLACE' THAT PERSON WITHIN A GUARANTEED TIME-FRAME. WILL YOU BE THE PRIORITY TO REPLACE YOUR PERSON WITH A SUPERSTAR THEY CAN GET NEW MONEY FOR? YOU DECIDE.

WITHOUT A TRUE PROCESS YOU WILL MAKE POOR DECISIONS ALMOST 80% OF THE TIME. IS THAT A BET YOU'RE WILLING TO MAKE? **HOW DO YOU PREVENT THIS?**



Benchmark

The first step in understanding how to hire the person that best fits YOUR organization is based on criteria that matter to only you. The ability to create a base that each candidate is measured by is the first step in hiring properly.



2

Benchmatching

The ability to hire that *correct match* for your organization is based on creating the Benchmark that best fits your sales organization then “match” that candidate with the criteria you have created. This can and should be done for different sales of positions.



3

The Short Phone Interview

Having a phone interview will give you a good feel for how they interact. The reason this is done only *after* the bench-matching is we often hear something we like and minimize the importance of the actual match to your organization. There are 2 ways to conduct the phone interview;




Having a specific roleplay with the candidate that you will prepare for them ahead of time by giving them a bit of background to see how they handle a sales situation. You are looking for the observation of information based on any 'homework' they may have done, the ability to ask questions and not just 'pitch' and finally and most importantly the confidence that comes across in the conversation.


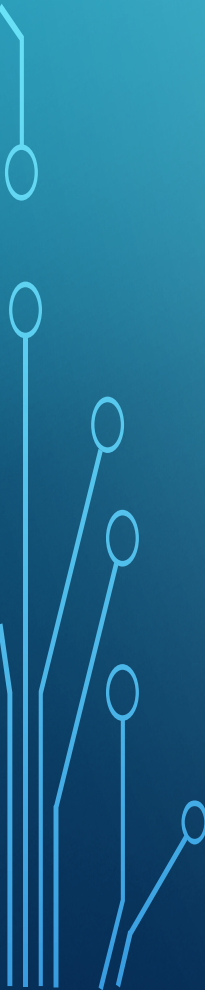


3

Continued



Using a very specific list of questions that create a similar initial phone conversation that they will encounter in your organization when it comes to the first call they will make to a prospect. You will be given a list of questions and a framework in which to ask them. You are looking for an ability to handle quick, often negative reaction coming to them from a prospect and how they handle the prospect while not being 'agreeable' as most will not be. You are looking for confidence and a quick recovery of a sometimes-uncomfortable conversation.



4

Sales Talent Assessment

Understanding their actual skills and more importantly their beliefs when it comes to selling is what the sales assessment addresses. Not only will this assessment give you information on how they sell but more importantly will they sell and what will hold them back. You will also be given a list of appropriate questions based on their results to ask if necessary to help make your decision.



5

The In-Person Interview

The last interview of course is the in-person meeting. At this point you are looking for things like; eye-contact, physical stance and any other body-language that will help you make your final decision. It is also recommended to have a few people, at least 2, in the organization interview.



What now?

Go to –
www.SalesHiringMetrics.com



SALES HIRING METRICS

The best way to hire without expensive recruiters

Who we are.

After years in the sales training and coaching business, the #1 question that came up was, “where can I find great salespeople?” “Who is the best recruiter?”

Over the years there have been a few truths;

- 1) We have not truly found a great recruiter that was consistently successful.
- 2) Looking for successful sales people without help has been a shot in the dark.
- 3) Organizations don't have the tools to find and hire the right people upfront.

So we came up with them.

This recruiting tool is custom to you and your needs. It takes out the guessing game and the resume reading that is so often just fluff.

Sales Hiring Metrics gives YOU the tools and the help to find the best salesperson for YOUR organization!

Want to know more?

Go to

www.SalesHiringMetrics.com