

Special Management Series

3 Ways to Hire Better Sales Talent

This is a series of Training for your
Management TEAM

Presented by J.W. Owens



A Management
Perspective 303 Series

Management – JWO 313



3 Ways to Hire Better Sales Talent

#1. Define your ideal candidate.

Study your best sales reps and determine the characteristics that differentiate them from the average ones. Find out what drives your best reps to be the best and to outperform the pack.

Discover what talents are crucial to success in your unique sales environment, such as the ability to quickly establish trust or dynamic relationship skills.

Then, **when interviewing a candidate**, ask questions that will reveal whether that candidate has what it takes to be successful in your organization.

3 Ways to Hire Better Sales Talent

#2. Get HR out of the loop quickly.

If you are too busy to meet with a candidate, **it says to the best candidates that you don't care whether you hire them or not.**

Chances are that top sales reps are interviewing more than one company.

If they're the kind of person you want to hire, they're going to get multiple job offers. **Why would they choose a company where top sales reps are "parked" in HR until the real sales manager can be bothered to give them an interview?**

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#3 Hire for attitude rather than experience.

Conventional wisdom says to hire reps with sales experience, preferably from your competitors. However, many years of experience can mean that the candidate has had one year of bad experience repeated many times over.

So don't focus on what your candidates have done in the past. Instead, **focus on their potential future as sales reps in your organization.**

3 Ways to Hire Better Sales Talent

1. Define and Build an Employer Brand

- Position the Company as a Market Leader
- Offer a Pro-Sales Culture
- Create a Strong Career Track

2. Offer Market Leading Compensation

3. Emphasize Job Meaning and Impact

Offer The Best to Get The Best

Talented salespeople are highly sought-after — they are used to receiving numerous job offers from a range of employers. Directly competing with other companies for a limited pool of **top-tier candidates requires that leaders emphasize their employee brand, offer above-average compensation and stress the potential** for each job candidate to impact their company in a meaningful way.

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Good Hunting!



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Good Selling !



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