



Hiring the Right Sales Person

The key role of a manager is to manage successful teams. 95% of your success as a manager is going to be determined by the quality of your team selection – or talent. So how do you select talent? Start by defining the performances your organization needs, then look for skills that will deliver those performances.

Remember: You get what you focus on! When you focus on the right talent, you will recruit the right sales staff!

You need a Recruitment Plan that helps you stay focused on:

1. The right talent
2. The right performances
3. The right recruitment channels

The Right Talent

Start with defining your overall company goals, such as sales, profits, revenues, vertical markets, market share and net new customers focus. Then ask yourself: how will your teams accomplish that?

If you have existing talent in your organization that can achieve these goals, you may optimize performance by making staff transfers between teams. If you need net new talent, that's when you need to decipher how to attract them to your company.

Top people accept jobs for five primary reasons:

1. Quality of the job based on what the person will learn, do and become
2. Quality of the hiring / supervision manager
3. Compensation Package
4. Quality of the company
5. Quality of the recruiter and recruiting process

Let's do a quick health check on your job-branding.

- Is your website appealing to top talent? Statistics show that 60% of candidates looking for jobs check your website out prior to applying.
- Do you Google well? What is your Search Engine Ranking?
- Do you issue press releases on your company's success stories? You want top salespeople to aspire to work for you.

- Have you won industry awards or are you perceived as a leader in the industry or community?
- Are you actively involved in trade associations?

If you want talent, you must brand your job well!

The Right Performances

It is not enough to know the positions you want to fill. You need to focus on your specific performance needs. There are as many types of salespeople as there are snowflakes.

Which key skills do you need for your organization? Your new hires should have those skills, or at least the talent to develop those skills. Some positions may require specific, unique experience, while others do not. For example, selling into specific verticals (government, healthcare, financial, etc.) may require related experience. Decide what qualifies as a “must-have” and what falls under the “nice-to-have” experience. This specification is helpful because you do not want to overpay for experiences that are “nice-to-have.”

Where will you look for candidates that have the “must-have” skills you need?

The Right Recruitment Channel

The first channel you should consider is your own staff. Market positions within your organization. Make it easy for them to refer someone for the job. Have an incentive for referrals for your staff; make it like a sales incentive program. Create a theme to make it more exciting and offer cash rewards.

If you don't have the resources to launch a full-scale referral program, do something as simple as adding the line “do you know someone who is interested in a career in...” to all communications – and you may get the best referrals!

When you advertise your jobs, in addition to using conventional job sites such as monster.com, consider these:

- People with military can be great salespeople as they have the discipline and drive. Try recruitmilitary.com.
- Looking for telemarketers or other talent who can work from home? Consider National Work at Home Mothers Association.
- Recruiting and training college graduates can be a cost-effective alternative to hiring expensive, experienced sales professionals. Check out monstertrak.com.
- To reach out to Techie Sales Talent and Management, go to their favorite site craigslist.com.
- Other great sites for Sales Engineers include Dice.com, Techies.com, and BrainBuzz.com, which calls itself "The Mother of All Tech Sites" and "The IT Career Vortal."

If you focus on the right talent, the right performance, and the right recruitment channels you improve your chances of hiring the right sales person.