



5 STEPS TO HIRING THE RIGHT SALESPERSON



DEVELOP A STRUCTURED HIRING PROCESS

Before you start looking for the ideal sales candidate, you must define the job requirements, develop structured interview questions, decide on assessment tools, and clearly define the rest of the interview process until an offer is made.

HIRE SOMEONE WHO CAN "SELL STUFF"



The most common mistake companies make is hiring only those salespeople that have experience with their products and/or industry. It takes a lot longer for someone to learn how to be a good salesperson than it does to learn a product.



USE ASSESSMENT TOOLS

An EEOC validated pre-employment personality assessment test is a great way to verify that a sales candidate you are considering for hire has the behaviors, motivation, and skills needed for success in the sales position.

VALIDATE THEIR TRACK RECORD



Look for sales candidates that have a sustained track record of success, such as exceeding quotas. Find out how they measure success to ensure that aligns with your view of what sales success looks like in your organization.



DON'T SETTLE

Understand that a key to successful hiring is objectivity. Hiring salespeople on gut feel, the old-fashioned way, doesn't work. You want to fill the position quickly, but hiring the wrong person will cost you time and money, and in the end you'll find yourself sitting in the interviewer's chair all over again.

FOLLOW THESE 5 STEPS AND YOU WILL SOON FIND THAT YOU ARE HIRING THE BEST SALESPERSONS AND INCREASED SALES WON'T BE FAR BEHIND.