

# HIRING A TOP PERFORMING SALESPERSON

## PREPARATION

- Make sure your job description and requirements match the role.
- Create a compensation plan and calculator that rewards the salesperson for selling what you want them to sell and shows them how they will make money selling.
- Create a clear picture of your ideal new customer and qualifying questions.
- Define your sales process and map the process in your CRM.



## INTERVIEWING AND HIRING

- Screening Candidates:**
  - Prioritize accomplishments and selling skills over industry experience.
  - Grammar and following instructions matter.
  - Look for indications on their resume that they are a learner.
- Interviewing:**
  - Use interview questions that ask the candidate to tell you specifically about a time they....
  - Look for a passion for selling and winning deals. Can they articulate their sales process/approach? Can they tell you about their biggest win?
  - How the candidate interacts with you is likely how they will interact with prospects.
  - Conduct second round interviews with other key stakeholders in your company.
  - Ask these people to focus on determining the cultural fit of the candidate.
- Use a pre-hiring assessment on the finalists for the job. Example: Salesgenomix.
- Check references.
- Share comp plan and calculator.



## ON-BOARDING

- Depending on the complexity of the sale, use the first 30 - 90 days to focus on activities that will bring the new hire up to speed using a defined onboarding plan.
  - Sales on-boarding entails learning everything the new hire needs to know to be effective at positioning the company's products or services as a solution.
  - Generally, there are three stages to an onboarding plan: **1)** learning systems and tools, **2)** learning how to sell and position, **3)** filling the sales pipeline.
- Set weekly activities and desired outcomes (review sales materials, learn how to use the CRM, understand how to qualify opportunities, etc.)
- Review progress weekly to keep the new hire on track.
- Use role playing and shadowing sales calls and presentations for training.
- Ask the rep to develop their individual sales plan - "how" they will achieve their sales quota. Review it and adjust as needed.
- Set up weekly 1:1's and make them mandatory.

