

# OUR SALES RECRUITMENT PROCESS



SALES PERFORMANCE TEAM



## DATA POINTS

- Most industries see growth and retention through:
  - a.Improvement of sales enablement and training
  - b.Improving use of tools and technology
- AI will be a game changer for those that use it correctly
- Sales positions sees the highest attrition rate over 35% of all positions especially in the first 90 days
- Top Reason for leaving in 2024 that can be controlled
  - a.Lack of clarity and direction
  - b.Unrealistic sales targets
  - c.Inadequate training and guidance

\* SALESFORCE STATE OF SALES 2024 AND OTHER SOURCES

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### Create your USPP Unique Sales Person Profile

- 1.This should be a deep dive into the type of sales person you want, what is their role, what pain points will they have
- 2.Taking the time to clearly define what you want and need will take our selection bias. Create a matrix to keep score.

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### Create a Direct Response Format Ad

It should attract the behaviours and personality you want and repel those that you do not want. This is a sales letter

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### Conduct deep dive in sales philosophy and process

- 1.What is their past experience and success - Keeping score - Send out our questionnaire to get results back
- 2.Conduct a mock sales presentation - Have them sell you something

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### Evaluate Personality and Sales Skills

DISC/TTI, OMG and GRIT skills

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### Create and share “What Winning Looks Like Program” You need to be selling them at all times

Doing this will set you apart from other offers, this will help them with their decision making

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### Reference Check Like a Pro

You need to focus on doing the tough part to make sure that they are who they say they are, what are they really like

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### On Board Like a Champion

You are one a 90 Day Sprint

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### Provide Constant Training and Role Playing

- 1.Continuous Feedback and Improvement
- 2.Help them maximize your tools and your sales process