

# **How to Hire the Very Best Salespeople**

**Building a World Class Sales Team  
One Person at a Time**

# Why Is It So Hard to Hire Good Salespeople?

1. Less than 10% of the adult population has the DNA for sales. **Any kind of sales.** *The war for talent is real!*
2. Resume writing services can make any candidate look like a winner. *That's what resume writing services do.*
3. Most every salesperson looking for a job presents well. *That's what salespeople do.*
4. Too aggressive a vetting process, however, and you may alienate a potential employee.
5. An open sales seat costs you money everyday, so you're tempted to fill it **FAST**.

# The Cost of One Bad Sales Hire

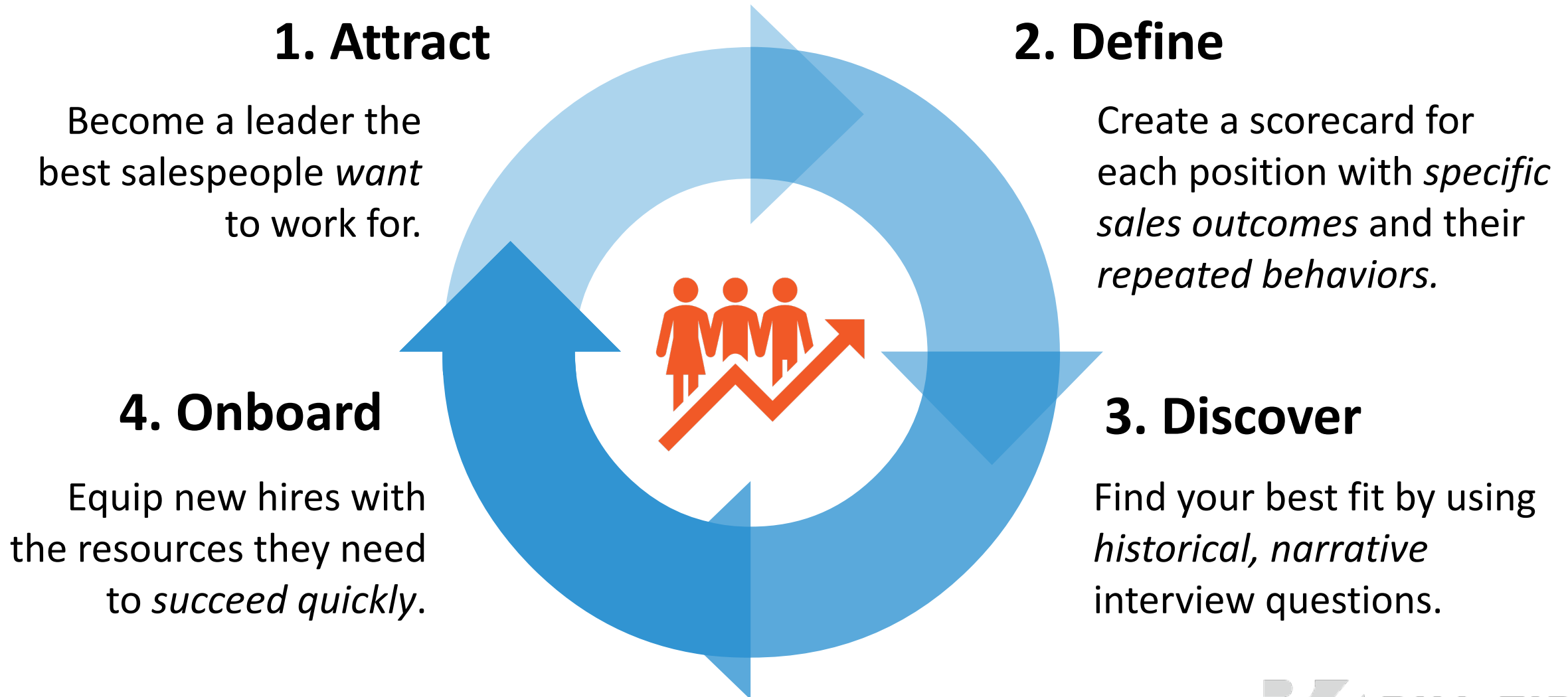
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*Topgrading* estimates the cost to be between one to one-and-a-half times annual compensation.

For an entry level salesperson, that's \$125,000 to \$150,000. Four bad hires and you're up over a half a million dollars.



# The Cycle of Sales Hiring Success

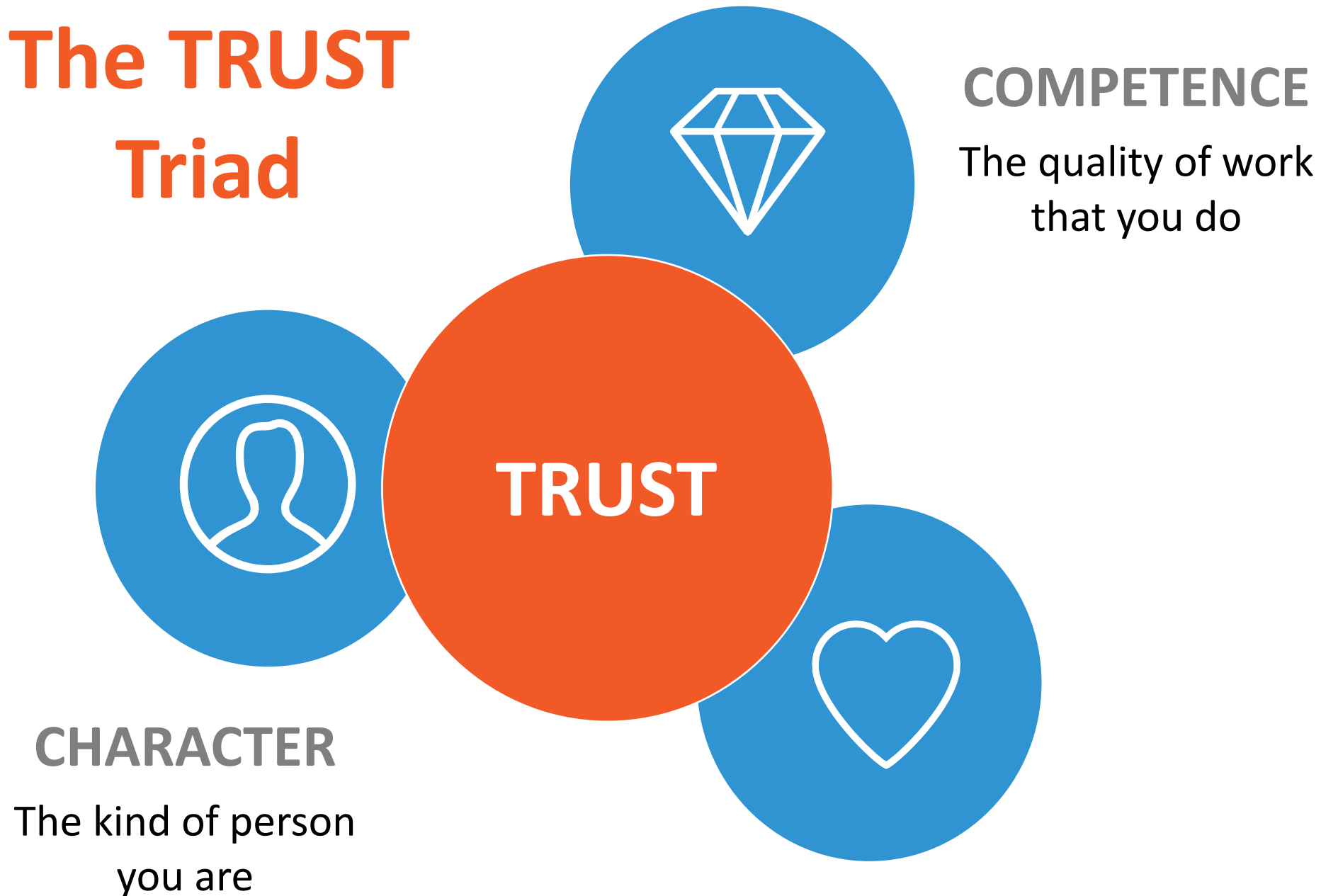








# The TRUST Triad



# Who would you rather have operating on you?

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An honest surgeon who would  
never conduct an unnecessary  
operation,

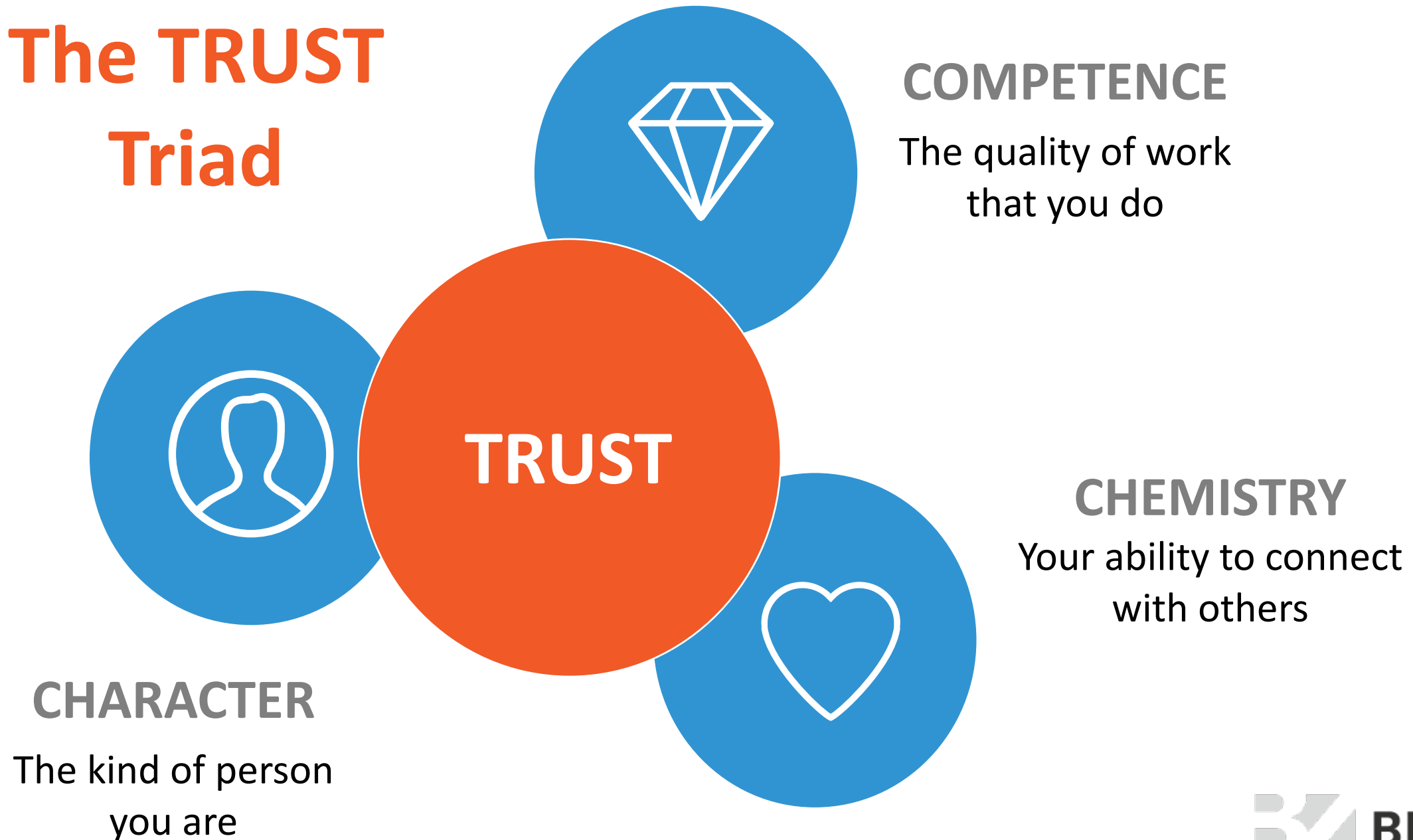
**OR**

A skilled surgeon who would  
never make a mistake while  
wielding the scalpel?

**It's a ridiculous question!**

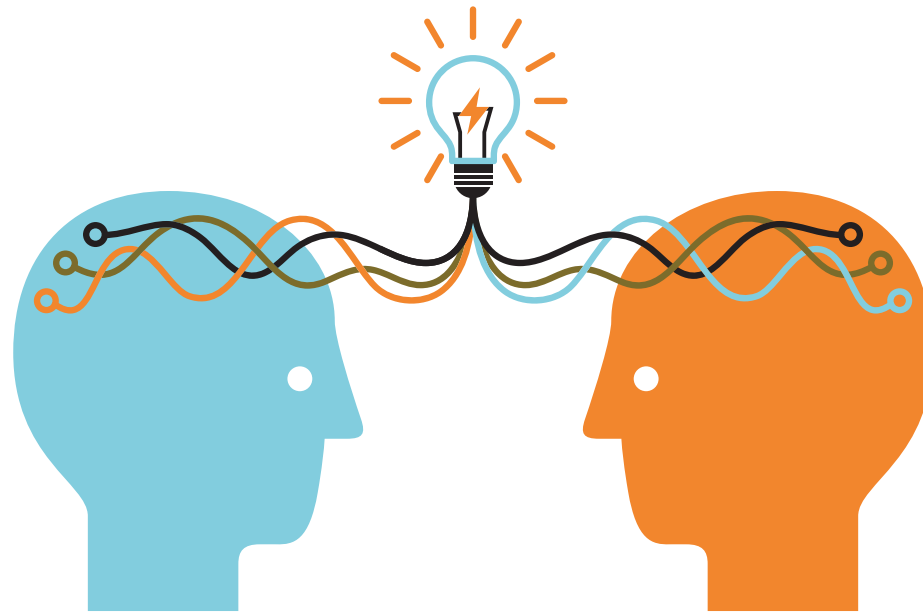


# The TRUST Triad





# Two *Dynamics* *of* Chemistry




## Connecting with People One-on-One

*Being present, asking open-ended questions, listening intently, praising and affirming*

## Connecting with People in Groups

*Being prepared, making meetings interactive, pausing to smile, praising and affirming*



We trust—and follow—people  
who are real, who are consistent,  
whose behavior, values, and  
beliefs are aligned. We trust  
people whom we do not  
constantly have to second-guess.

Richard Boyatzis and  
Annie McKee  
**Resonant Leadership**



# TRUST

## Triad

### Survey,

### *Character*

Question	Rating				
Do you practice what you preach? Are the actions you take as a leader fully aligned with words you say?	1	2	3	4	5
Do you honor your word? When you say you're going to do something, do you do it <i>without exception</i> ?	1	2	3	4	5
Are you genuine and real? Have you dropped the chest-thumping bravado and ego-driven head games that so many sales leaders play?	1	2	3	4	5
Do you say sorry when you're wrong? When you make a mistake, do you admit it—openly and honestly—and move on?	1	2	3	4	5
Are you a living example of the mission and values of your company? Do you ask people to do things you're not doing yourself on a consistent basis?	1	2	3	4	5

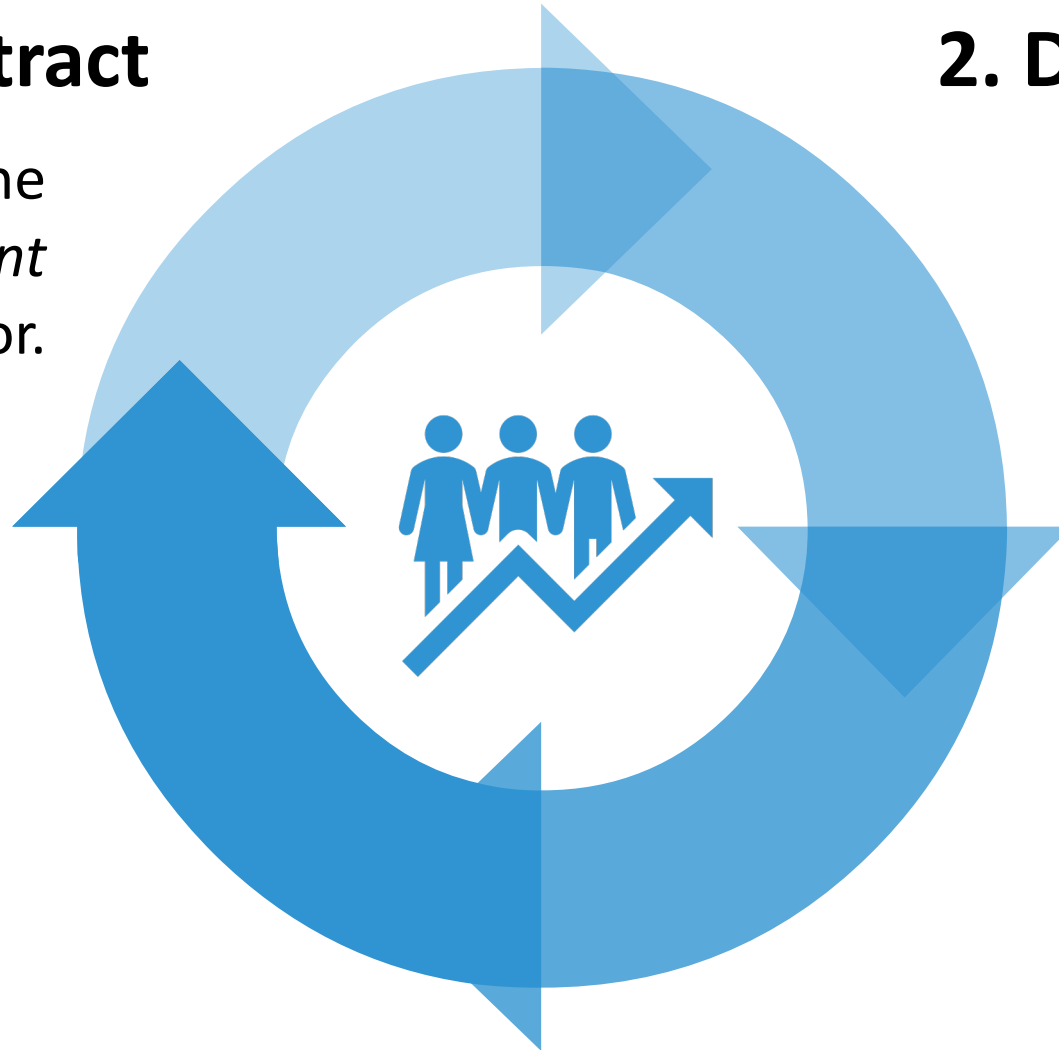
# The Cycle of Sales Hiring Success

## 1. Attract

Become a leader the best salespeople *want* to work for.

## 2. Define

Create a scorecard for each position with *specific sales outcomes* and their *repeated behaviors*.





# Sales Position Scorecard



Specific Sales Outcomes	Repeated Behaviors that Produce Them

# Sales Position Scorecard

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# Sales Position Scorecard



Specific Sales Outcomes	Repeated Behaviors that Produce Them
Set 3-5 net new appointments per week with qualified prospects in target companies.	Complete 10-15 outbound touches per day via the phone, email, LinkedIn, and live networking
Move 75% of net new appointments further in the sales process, closing 1 out of 4 pipeline opportunities.	Set an up-front agenda at the start of every meeting. Make a compelling business case. Request a reasonable next step at the start of every meeting.

# Sales Position Scorecard

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Specific Sales Outcomes	Repeated Behaviors that Produce Them
Set 3-5 net new appointments per week with qualified prospects in target companies.	Complete 10-15 outbound touches per day via the phone, email, LinkedIn, and live networking
Move 75% of net new appointments further in the sales process, closing 1 out of 4 pipeline opportunities.	Set an up-front agenda at the start of every meeting. Make a compelling business case. Request a reasonable next step at the start of every meeting.
Work with 4-6 decision makers within a target company, aligning all of them together in bringing a deal to close.	Identify the political map within an organization and understand multiple buying motives and buyer personalities.

# Sales Position Scorecard



Specific Sales Outcomes	Repeated Behaviors that Produce Them

## Sales Position Scorecard

Identify the 4-6 specific outcomes the sales position for which you are hiring is accountable for completing. Next to each outcome, list the repeated behaviors that contribute to producing these results. Finally, give each outcome a weighting of importance.

DATE: \_\_\_\_\_

SALES POSITION: \_\_\_\_\_

	Specific Sales Outcomes	Repeated Behaviors	Weight*
1			
2			
3			
4			
5			
6			

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\*Weight column must total 100



# The Cycle of Sales Hiring Success

## 1. Attract

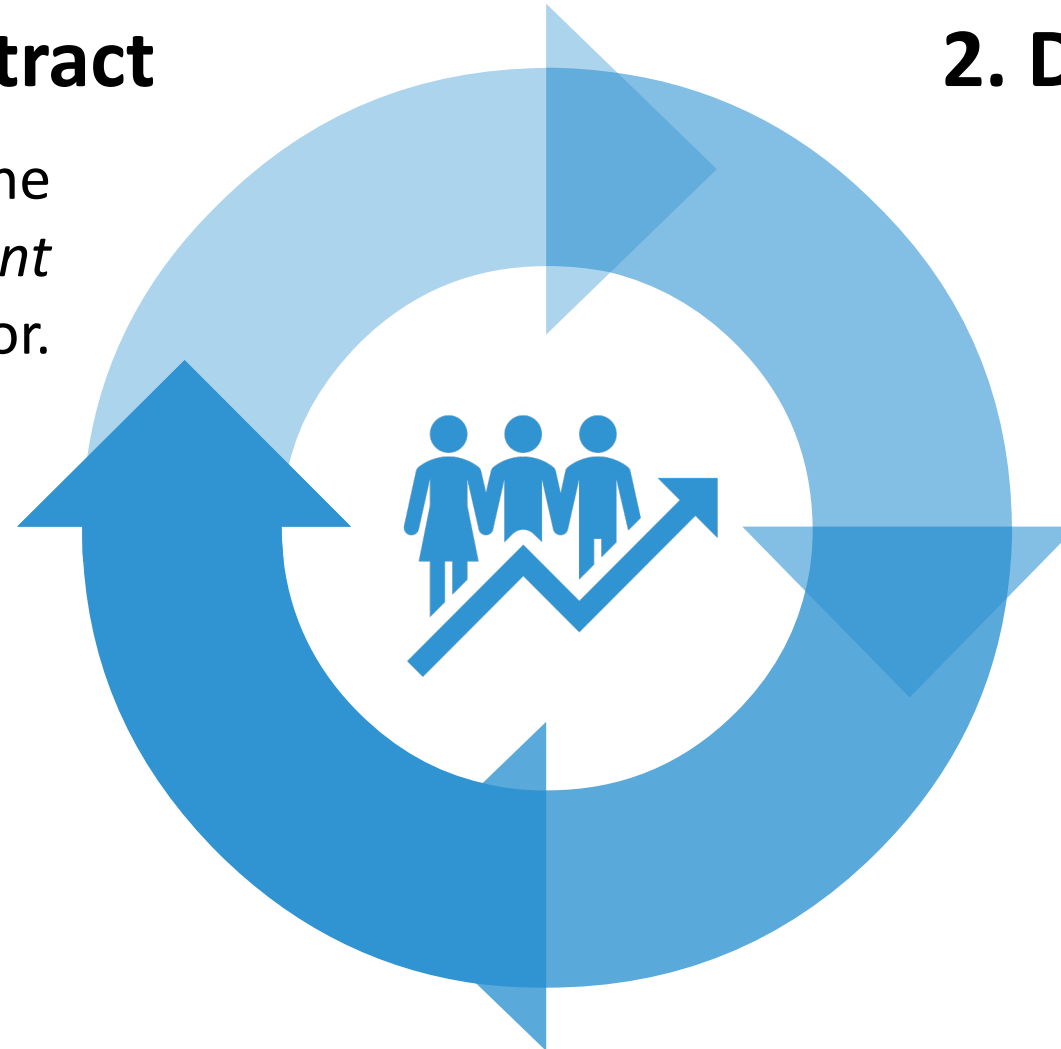
Become a leader the best salespeople *want* to work for.

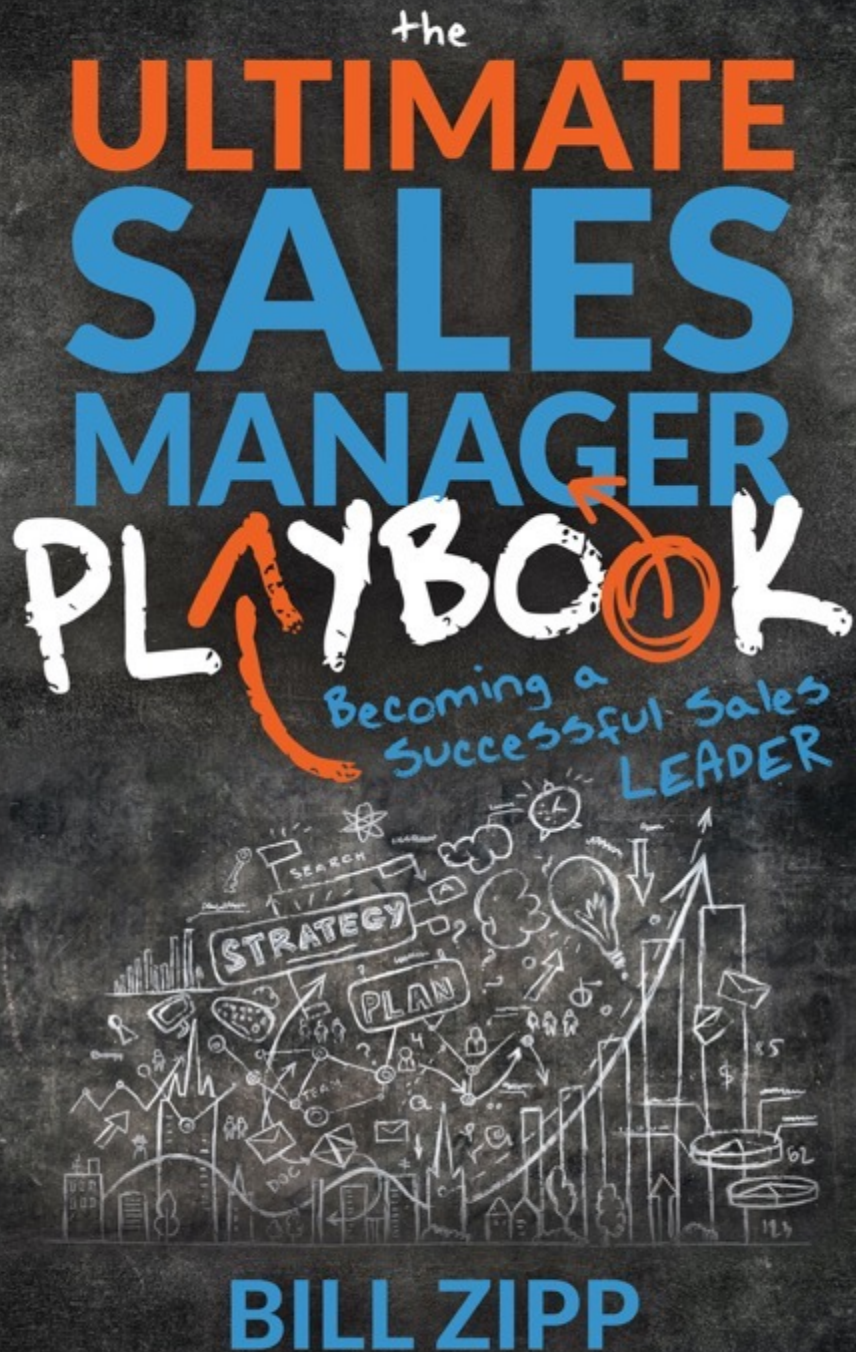
## 2. Define

Create a scorecard for each position with *specific sales outcomes* and their *repeated behaviors*.

## 3. Discover

Find your best fit by using *historical, narrative* interview questions.





# Sales Hiring Cohort

Thursday, March 23 and April 6, 13, 20

*3:00 PM and 4:00 PM GMT*

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**Do these two things:**

1. Complete the quiz. Beat the competition!
2. Finish your Sales Position Scorecard

**Your Dedicated Web Resource Page:**

<https://billzipp.com/ISWsaleshiringresources/>

