

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

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

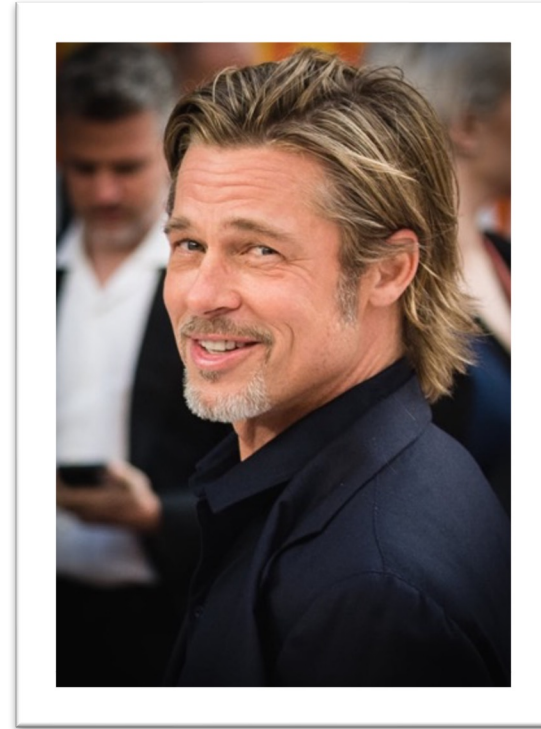
# Sales Hiring Quizzes: Round ONE

Team JOHN



91%

Team DAF

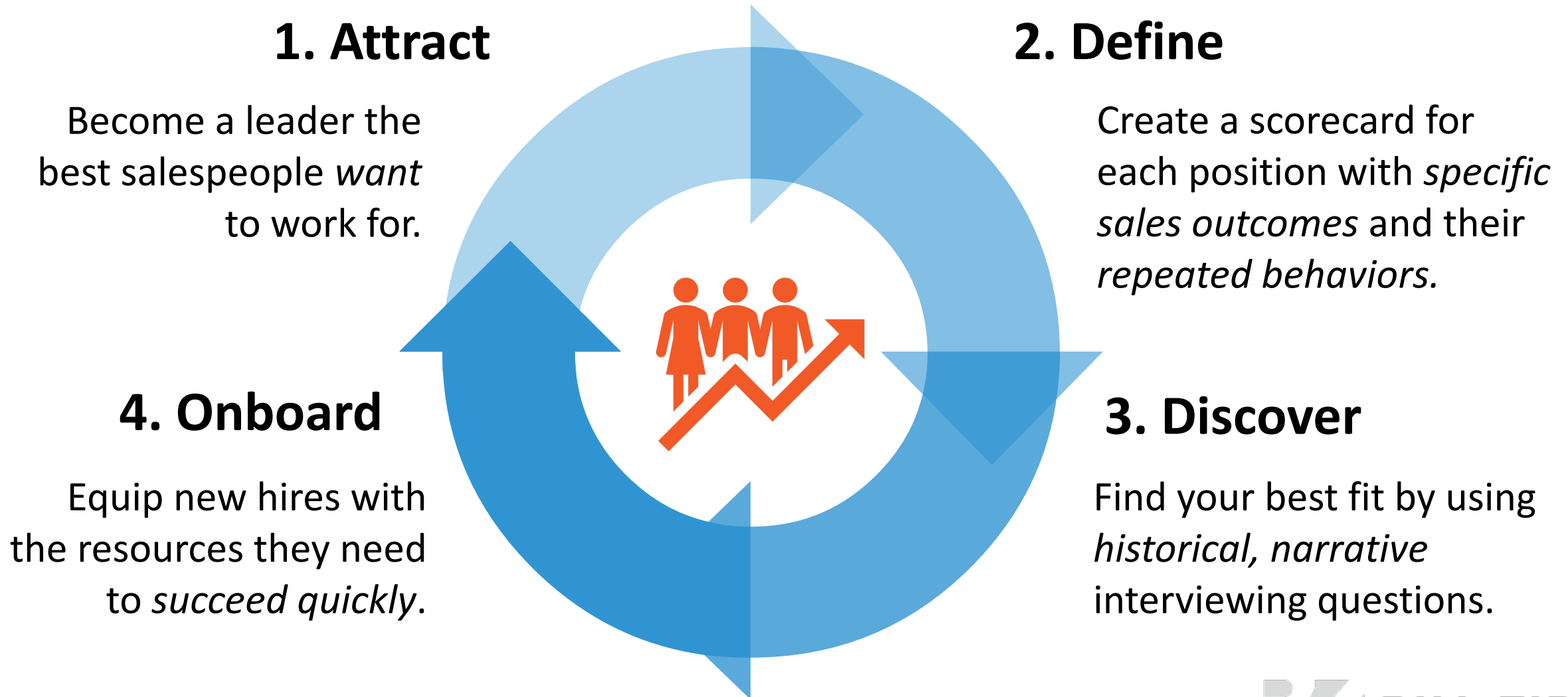


82%

# 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 Cycle of Sales Hiring Success



## 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			

BZ2023

\*Weight column must total 100

### Sales Position Scorecard

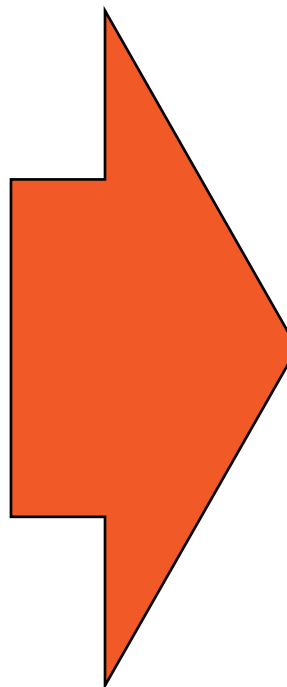
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SALES POSITION: \_\_\_\_\_ DATE: \_\_\_\_\_

	Specific Sales Outcomes	Repeated Behaviors	Weight*
1			
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BZ2023

\*Weight column must total 100



- Write recruiting content
- Score incoming resumes
- Conduct initial interviews
- Conduct finalist interviews
- Make final decisions
- Onboard the new hire
- Complete 30, 60, 90 day reviews

# The Cycle of Sales Hiring Success



## 3. Discover

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



# Hypothetical *versus* Historical *Interviewing*

Hypothetical	Historical



# Hypothetical *versus* Historical *Interviewing*

## Hypothetical

Asks about **theoretical events** that haven't actually taken place

## Historical

Asks about **actual events** that have really happened in the past

# Hypothetical *versus* Historical *Interviewing*

## Hypothetical

Asks about **theoretical events** that haven't actually taken place

*What is your approach to prospecting?*

## Historical

Asks about **actual events** that have really happened in the past

*When you worked for SAP in 2017, how did you set first appointments?*

# Hypothetical versus Historical Interviewing

Hypothetical	Historical
Asks about <b>theoretical events</b> that haven't actually taken place	Asks about <b>actual events</b> that have really happened in the past
<i>What is your approach to prospecting?</i>	<i>When you worked for SAP in 2017, how did you set first appointments?</i>
Candidates <b>guess</b> what you want to hear and tell it to you	Candidates relate <b>concrete examples</b> of past performance

**Not Potential**

**Not Personality**

**Not Intuition**

**Not Reputation**

**Only Proven,**

**Past Performance**

**Predicts Success**

**in Sales**

# SCORECARD

## ITEM ONE:

*Set 3-5 net new appointments per week by completing 10-15 outbound contacts per day*

1. When you sold for XYZ Company, how did you set appointments with prospects? How many appointments did you set in a typical day? Typical week? Typical month?
2. How did you go about discovering the right people to call on at a target company?
3. When you made contact by email, what did a typical email look like? Subject line? First sentence? Body of email? Call to action?
4. When you made contact by phone, what did a typical conversation sound like? How did you deal with prospects who wanted to hang up on you? If you got voice mail, did you leave a message? Why? What was it?
5. How frequently do you think a salesperson should phone their prospects? How many dials do you like to make in a day?
6. What was your success rate at getting first appointments? What reasons did you give for a prospect to give up their time to meet with you?
7. This is hard, discouraging work, how did you stay motivated?
8. What other sales or marketing methods did you use to connect with your prospects and set appointments? What were your favorite? What were your least favorite? Why?
9. How should a rep decide when it was time to move on from a prospect and work on a better opportunities?
10. What did you love about making cold calls for XYZ Company? What did you hate about it?

## Historical Narrative Interviewing Worksheet

Write out the questions you will ask about **actual events** in a candidate's career experience related to the sales outcomes and repeated behaviors you have specified for this position.

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

### Sales Outcome ONE:

Repeated behaviors that produce this outcome:

Questions about **actual events** that have taken place **in the past** related to a candidate's completing a specific job responsibility:

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### Sales Outcome TWO:


Repeated behaviors that produce this outcome:

Questions about **actual events** that have taken place **in the past** related to a candidate's completing a specific job responsibility:

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### Sales Outcome THREE:

Repeated behaviors that produce this outcome:

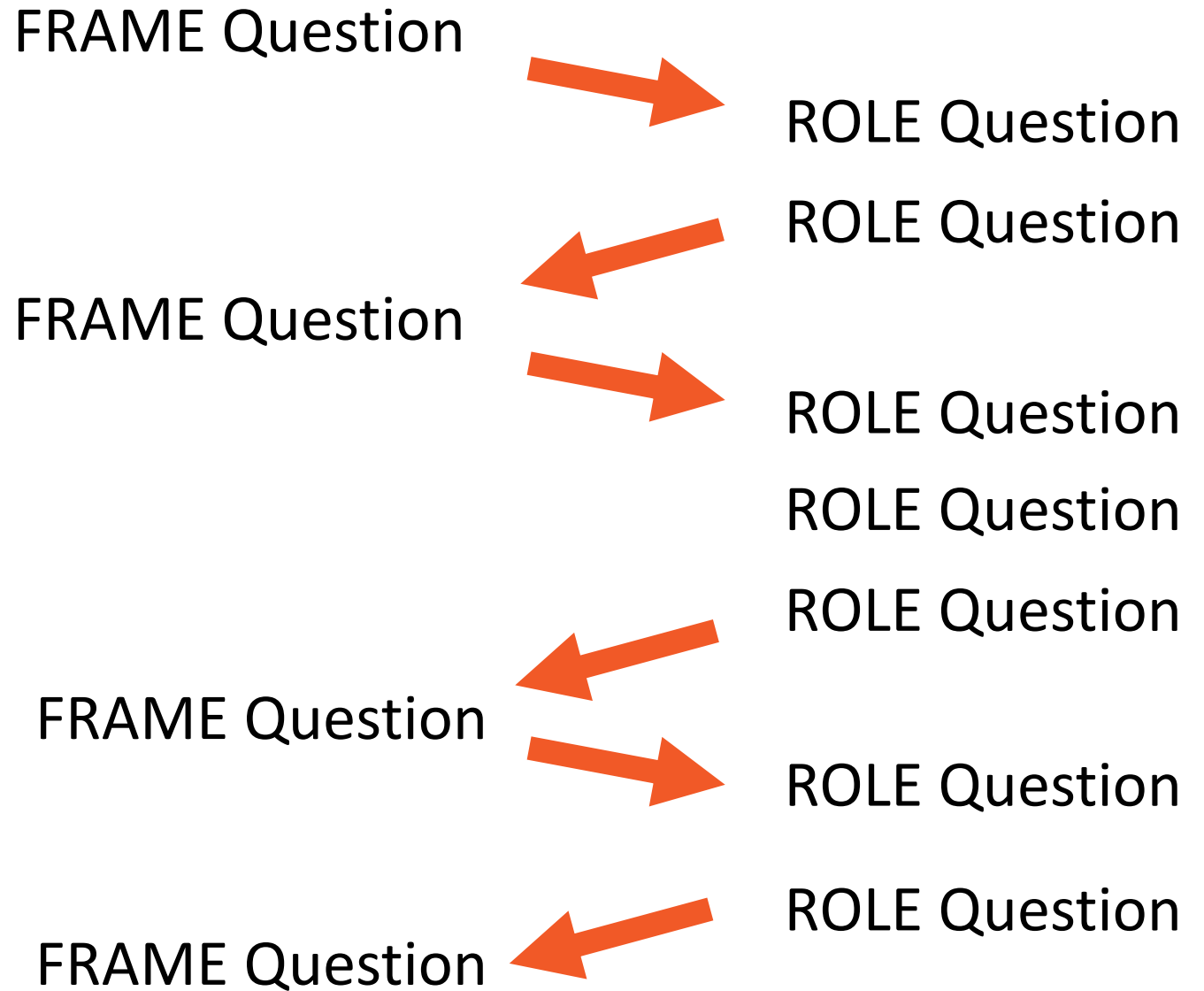


**Use these  
questions to  
FRAME each job  
on a person's  
resume**

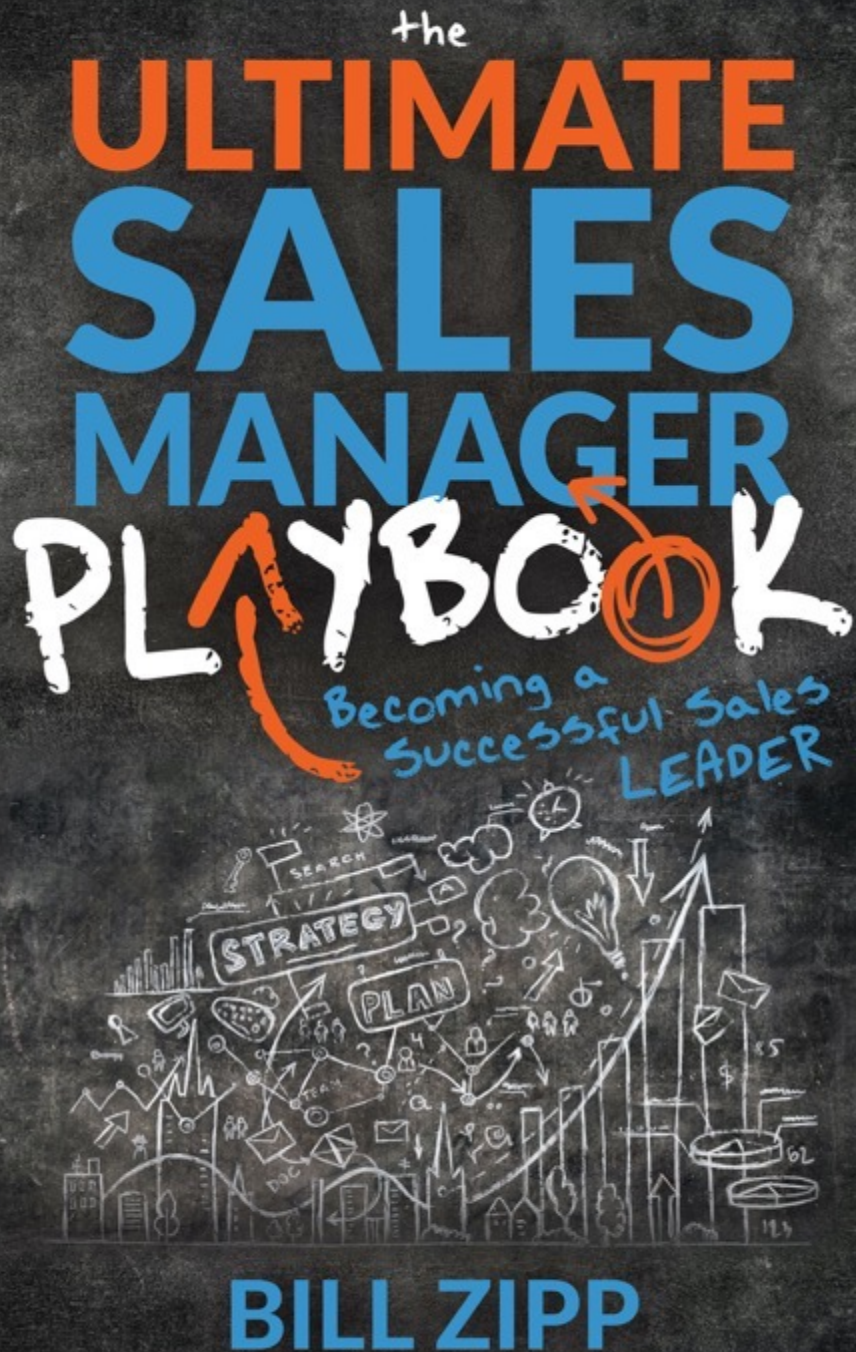
1. What were you hired to do?
2. What were your day-to day responsibilities?
3. What were your successes in this job and how did you achieve them?
4. What were your failures?
5. Who was your boss (How spell?) and what were his/her strengths and weaker points?
6. What's your best guess as to what your boss will tell me were your strengths and weaker points?
7. Why did you leave this job?

# The *Question Asking Process*

Weave back and forth from FRAME to ROLE, FRAME to ROLE for each job on a candidate's resume.







# Sales Hiring Cohort

Thursday, April 13, 27 and May 4

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

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## Do these three things:

1. Complete the quiz. Beat the competition!
2. Finish your Sales Position Scorecard
3. Work on the Historical Narrative Worksheet

## Your Dedicated Web Resource Page:

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

