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Hiring And Retaining Salespeople

In a Tough Hiring Market



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The New Reality



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the successful salesperson of the next 20 years will not look, sound, or act like the one of the past two decades. prepare.



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Why Do Sales Hires Fail?

POOL OF ONE HIRES

GUT INSTINCT HIRES

FRIEND REFERRALS

INDUSTRY EXPERIENCE REQUIRED

POOR ONBOARDING

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REMEMBER THIS STATISTIC

63% of all Sales Hiring Decisions are made within the first 5 minutes of meeting the candidate!

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WHY DOES THIS HAPPEN?

YOU DON'T SPOT THE RED FLAGS!

People will show you or tell you how they will fail – are you paying attention?

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Marketing Your Position

DO create a marketing focused ad explaining WHY someone should be dying to sell for you!

DO put MONEY in the ad!

DON'T just grab the job description from HR and slap it up on the board.



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Onboarding: Winning the Hire after Winning the Candidate



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Onboarding is a 90 day process – DO NOT shortcut it!

- 0-30 days: Knowledge. Teach what they need to know. NO responsibility for activity or results.
- 31-60 days: Activity. Get them out in the field and get them making sales calls. NO responsibility for sales numbers yet.
- 61-90 days: Results. Now they should sell something.


REMEMBER: Even experienced salespeople must ramp up. Have measurements for each phase.

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Engagement is the key to retention.

An “engaged” salesperson sells for you because that’s what they do – they believe in YOU, the COMPANY, and the PRODUCT.

The REALITY:
 30% of salespeople are “engaged.”
 50% are “disengaged.”
 20% are “actively disengaged.”



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The Engaged Salesperson

Seldom has to be “motivated.”

Has better sales calls and customer relationships

Is not vulnerable to the competition!



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Engaging your Salespeople

- Engagement begins with **RESPECT**.
- Continue to train and develop.
- Manage the relationship with them like you would with a customer.
- Regular business reviews to assess job satisfaction.
- Continually re-sell them on their job.
- Engagement is vital to **RETENTION**.



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Summing it Up

- Watch the hiring pitfalls – remember the number 63
- Use good marketing techniques to build the proper candidate pool
- Use a quality hiring process
- Take 90 days to Onboard
- Engage your salespeople through relationship management techniques

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QUESTIONS



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THE SALES STRATEGY REVIEW

One hour conversation. Two to three tangible take aways.



GOALS &
STRATEGY



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Helping you Navigate the Elements of Sales on your Journey to Success







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A BTA webinar series designed to improve your bottom line

The March 17 webinar will be:

Four Keys to Future-Proofing Your Business

4 p.m. Eastern, Thursday, March 17



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