

Kingston Training
Group



BTA Takeaway Packet

Table of Content

Recruitment Quota	3
What to Look for and Avoid Checklist	4
Recruitment Factsheet	5
Steps to Take When Creating Your Job Posting	6
A few Suggestions on Where You Can Post Your Dealerships Job Listing	7
How to embed video into LinkedIn	8
Inserting Video into Your LinkedIn	9
Status Update from Other Sites	9
How to upload videos to YouTube	10
Steps to Take After Reviewing a Submitted Resume	13
Providing veterans opportunities to transition their military training to gainful employment	15
Talk Tracks	16
Interview Questions	17
Google Questions	18
Create your dealership Unique Sale Sheet	19
Evaluating Past Sales Executive Success	22
First week of HIIT	22
Your Dealership's New Hire Mentoring	23
Onboarding Plan	23
After the First Month of Employment	25
Contact Info	26

Recruitment Quota

A sales rep can quantify how many prospecting touches are needed to close a deal and use that info to determine how much money they make per touch.

TOUCHES	MEETINGS	PROPOSALS	CLOSES
100	5	3	1

A sales manager can apply a similar ratio to determine how many phone interview's it will require to hire a new rep.

Request Phone Interview	Phone Interview	In-person Dealership Tour	Ride Along	Second Interview	Offer	Acceptance
10	8	6	5	3	3	1

Canidate Name:	Date
Request for phone interview	
Phone interview	
Including the sales team in the process will keep competition up, and help.	
Ride along	
Final interview	
Offers out	
Accepted offer	

What to Look for and Avoid Checklist

Must Haves

Must Avoid

Courage	
Conscientiousness: <i>Achievement Oriented</i> vs. Dependable	
Long-Term Goals and Endurance: Follow Through.	
Resilience = Optimism, Confidence, and Creativity.	
Excellence (not perfection)	

Recruitment Factsheet

Set of Outcome Job Requirements

1. Market share territory growth for net new and with monthly sales forecast that are 90% accurate.
2. What percent on current customer engagement and upgrades?
3. CRM content development.

Institute a Referral Program

- President Club Requirements: One candidate that makes it through to a dealership tour.
- Current Customer Meetings:
 - “Do you know any great salespeople I should hire?”
 - “Who is the best salesperson other than _____ at our dealership that you deal with?”

What Is the Current Workforce Looking for in a Company?

- ✓ Core company values.
- ✓ Testimonials of how your employees are living your values.
- ✓ Success stories of personal growth, promotion, or role expansion.
- ✓ Stories of how your employees are active in their local communities.
- ✓ Employee awards and recognition.
- ✓ Blogs written by employees about their professional engagement.

Steps to Take When Creating Your Job Posting

Step 1: Add your company description

Step 2: Add job description

We are looking for a Sales Account Executives. This is a lucrative growth opportunity for someone with a superior work ethic and an outgoing personality.

Step 3: Add job responsibilities

What you will be doing:

- Developing new business by identifying and qualifying potential accounts including prospecting and selling to competitive prospective clients,
- Building ongoing customer relationship development including expanding sales in existing accounts by introducing new products and services
- Maintaining sales contact database
- Remains knowledgeable and up to date on changes and developments in our product lines and industry.

Step 3: Add desired job applicant characteristics and qualifications

What we are looking for in a candidate:

- Self-Direction/- Accountability Initiative / self-motivated - self-confident - not fazed by objection - creative - persuasive - and competitive and able to self-manage your day
- Take Pride In What You Do: Provide individual service with a personal touch to customers; make them LOVE you!

Experience and Qualifications

- High School Diploma, BA/BS degree in Business Administration, Sales or relevant field; or 2-5 years of related experience and/or training; or equivalent combination of education and experience.

Step 4: Add job benefit package / salary (potential salary for commission-based positions)

- _____ **Benefits**
- After _____ days, accrue paid time off
- After _____ days, eligible for 401K, health benefits (Medical, Dental, Vision & Life)
- Supplemental Insurance Options Available
- Paid holidays
- Uncapped commissions

Step 5: Add closing statement

(Insert company name) is an equal opportunity employer and does not discriminate or allow discrimination based on race, color, religion, gender, age, national origin, citizenship, disability, veteran status or any other classification protected by federal, state, or local law. (Insert company name) promotes affirmative action for minorities, women, disabled persons, and veterans.

A few Suggestions on Where You Can Post Your Dealerships Job Listing

SimplyHired: <https://www.simplyhired.com>

LinkedIn: <https://www.linkedin.com/talent/post-a-job>

Indeed: <https://www.indeed.com>

]Glassdoor: <https://www.glassdoor.com/index.htm>

Recruiter: <https://www.recruiter.com>

Google for Jobs: <https://jobs.google.com/about/>

ZipRecruiter: <https://www.ziprecruiter.com>

Ladders: <https://www.theladders.com>

How to embed video into LinkedIn

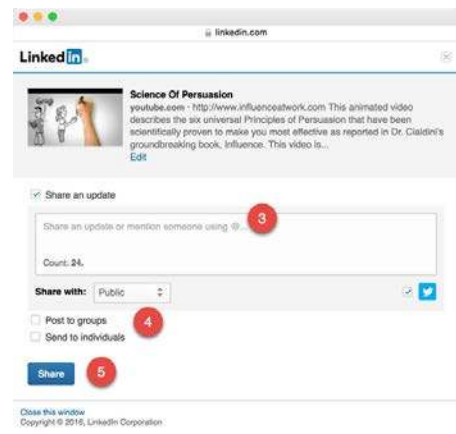
<https://www.linkedin.com/pulse/how-embed-video-linkedin-scott-skibell/>

Inserting Video into Your LinkedIn Status Update From YouTube

1. Click the share button.
2. Click the LinkedIn icon. A new pop-up window appears.
3. Craft your update in the new window.
4. Click any options.
5. Click Share.

The video will be embedded in your timeline. It'll AutoPlay but be muted unless the viewer clicks the speaker icon to un-mute it.

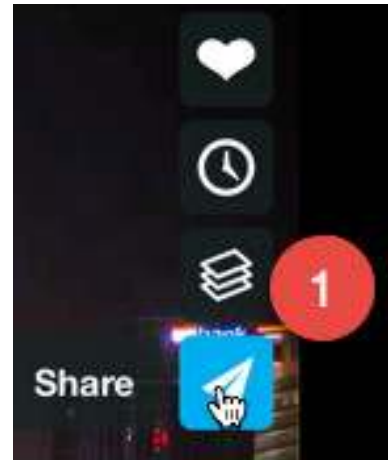
Here's what it'll look like in your timeline.



Inserting Video into Your LinkedIn Status Update from Other Sites

Now sometimes you'll be on other sites that may not have a LinkedIn share icon. This is what happens on Vimeo for example. Don't worry, it's still easy to share videos from these services.

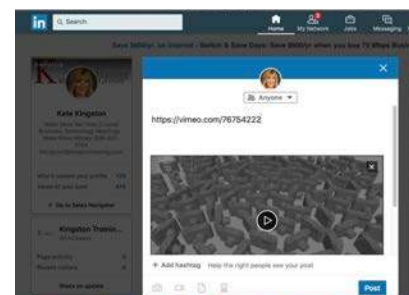
1. On Vimeo for example, find the video, and click Share.



2. Copy URL link.



3. Return to LinkedIn and craft an update.
4. Paste the URL into your update.
5. Click Share.

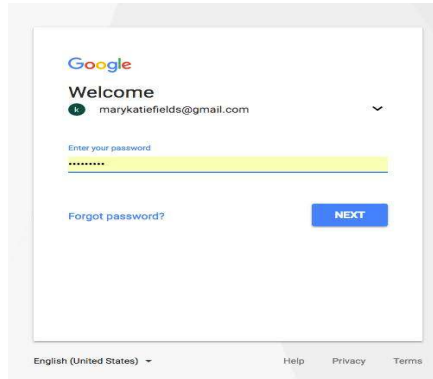


Just like the YouTube embed, the video will appear in your timeline, auto-play, and be muted. Your video will load and now appear in your post.

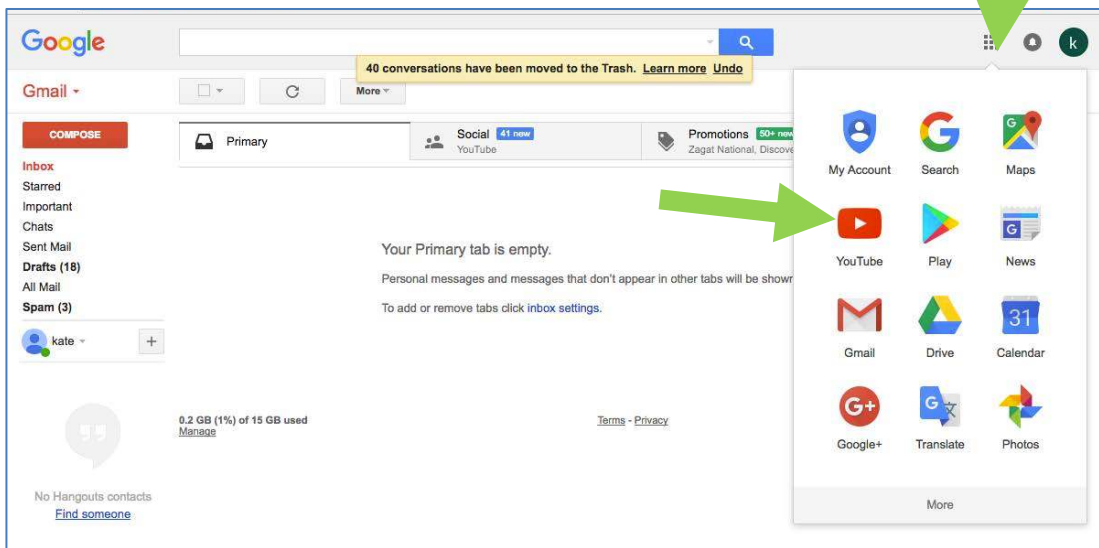
Conclusion: Now I hope you share more of your own video, so your connections get to know, like, and trust you more. But even if you want to share other people's videos, now you know, it's easy.

How to upload videos to YouTube

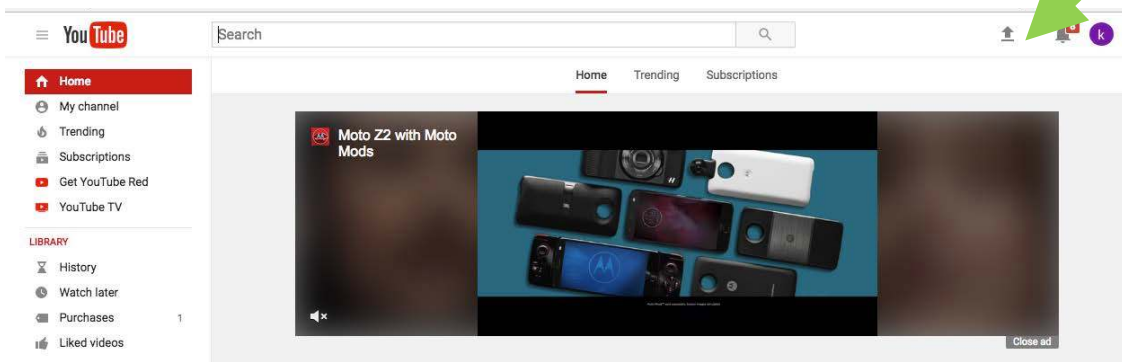
1. Sign in to your Google account.



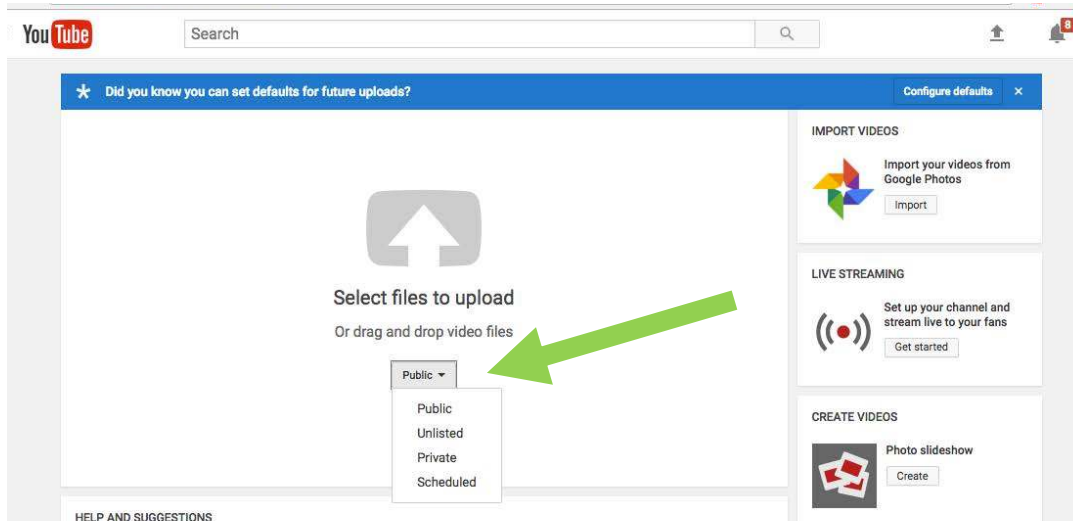
2. Go to YouTube



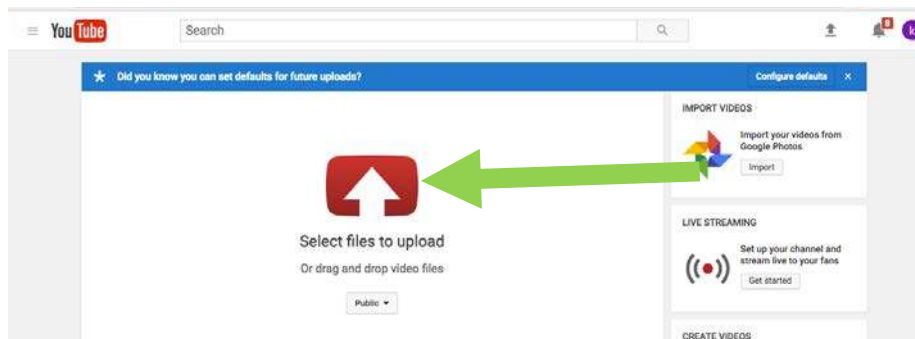
3. Click on **Upload** at the top of the page.



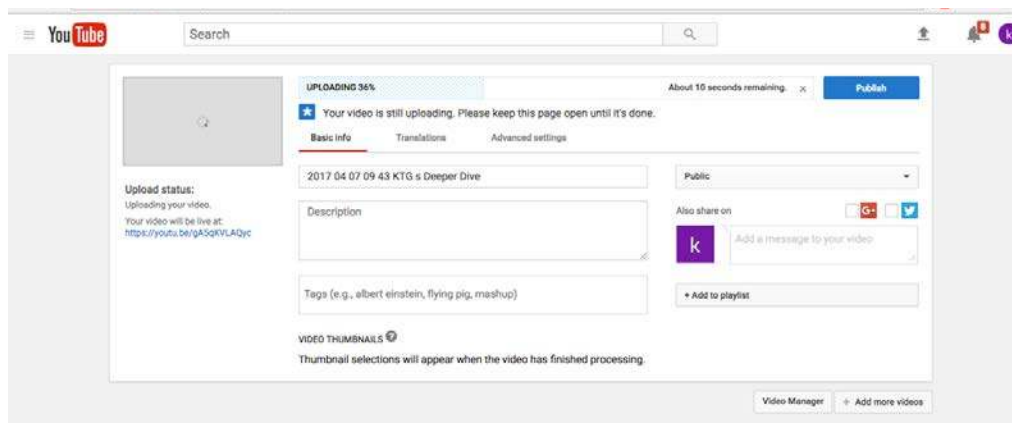
4. Before you start uploading the video you can choose the [video privacy settings](#).



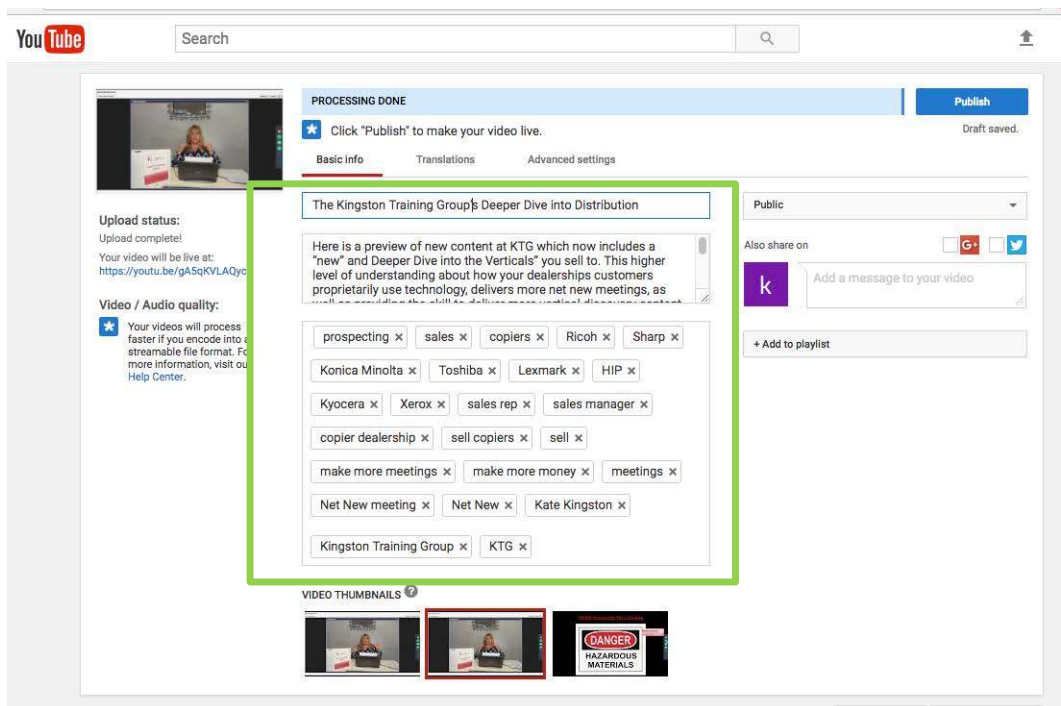
5. Select the video you'd like to upload from your computer.



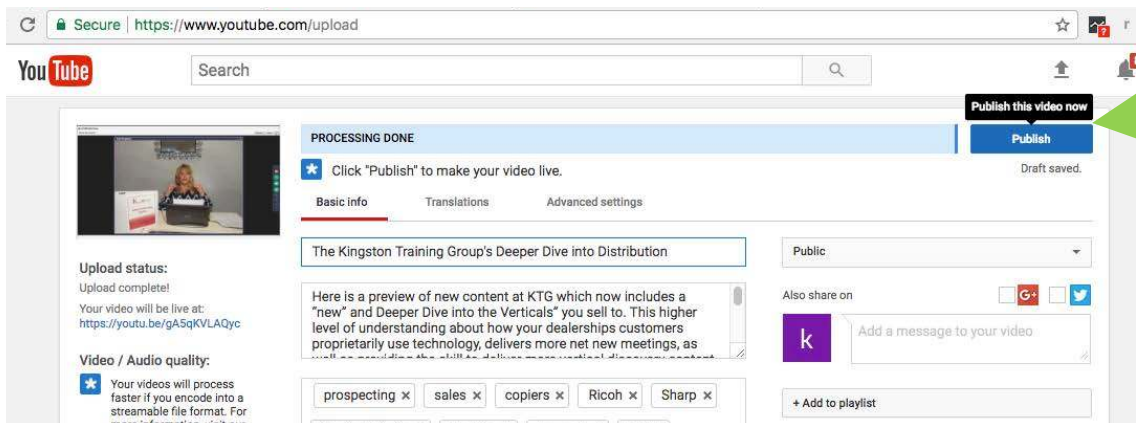
6. As the video is uploading you can edit both the basic information and the advanced settings of the video and decide if you want to notify subscribers (if you uncheck this option no communication will be shared with your subscribers).



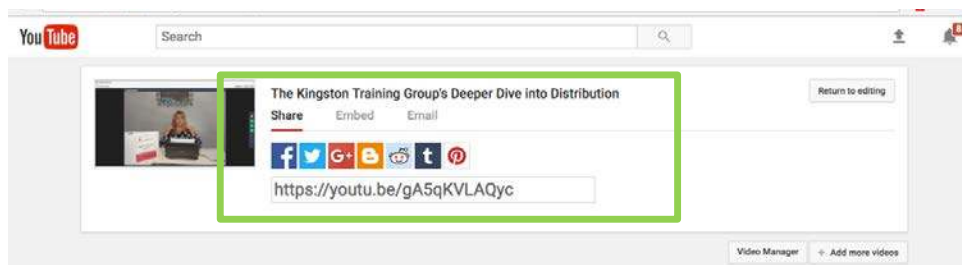
7. Make sure to utilize the Title Box, Description Box to add a pitch as well as the Tag section to drive more views to your page/video.



8. Click **Publish** to finish uploading a public video to YouTube.



9. Now you can copy the link and send it to your prospects, share it on LinkedIn, Facebook, Twitter or any other social media your dealership may use.



Steps to Take After Reviewing a Submitted Resume

1. Call the candidate via phone to introduce yourself and spend 4-5 minutes telling them about the job position. End the call by telling the candidate that you would like to set up a follow up phone interview and will email them to schedule a date and time.

Example of the email to send the candidate:

"Hi John, thank you for taking the time to speak with me today. I am eager to learn more about you. What I would like you to do is call me on Tuesday the 15th at 10:45am and tell me why you would like this job position while addressing the following questions:

1. *Why you would like a job in technology sales?*
2. *What are the two things about this dealership that intrigued you enough to apply for a position?*
3. *What will you bring to my sales team?*
4. *What time would you like to come in for a tour of the dealership. I am open on _____ (Insert date) date between _____ and _____ (Insert times).*

If I don't pick up live, please leave me a 2- 3 minutes detailed voicemail answering these questions. I am looking forward to hearing why you are the right candidate for the position! Please call me on my cell, the phone number is, _____ (Insert phone number)."

This will give the candidate a chance to exhibit the success traits you are looking for. Punctuality, ability to follow directions, demonstrate an ability to research a client, and you can learn more about them to aid in your decision about whether or not they are worth continuing the interview process; prior to inviting them in for a "in person" interview and dealership tour.

Purposefully let their call go to voicemail and use the following report card to score their responses.

2. What was the exact time they called you? _____
(The time shows on your cell phone, which is why you asked them to call your cell, so you can monitor this. Remember, how you do anything is how you do everything and if they can't be punctual with the first assignment with you, then what kind of sales team member will they be.)
3. Vocal Quality Score - 1 2 3 4 5
(Did they sound assertive, pleasant, decisive, was their good volume? Remember the candidate is going to spend a great deal of their time using that same voice to call prospects and will be your dealership's first impression.)

4. Did they answer each of your question requests? Write down their answers.

You may have to listen to the message a few times, but remember, this is someone you are interviewing that could possibly become a member of your sales team and tied to your income. A 2nd or 3rd listen to a voicemail is well worth the time investment.

a. Why you would like a job in technology sales? _____

b. What are the two things about your dealership that intrigued them enough to apply for a position? _____

c. What will they bring to your sales team? _____

d. What time would they like to come in for a tour of the dealership. You were open on _____ (Insert date) date between _____ and _____ (Insert times). Did they ask for a time within your openings?

**Providing veterans opportunities to transition their
military training to gainful employment**

www.bta.org/VETech



U.S. Veterans:

Visit the VETech page to post your résumé and review open positions. Please upload your DD214 when submitting your résumé.

Employers:

Visit the VETech page to post an open position, review open positions or review posted résumés.

Talk Tracks

Initial Contact Talk Track (1)

*“Hey (*Insert their name*),*

*This is (*Insert your name*) from (*Insert your dealership name*). I follow your company’s successes and admire (*Insert tidbit*) and I’m hoping you could help me out. Since you are part of an incredible sales team and we’re trying to hire high performing sales executives like you. Would you be willing to hop on a call with me this week and tell me what you were looking for when you joined your company?”*

Most reps will be flattered and take the call. Use that opportunity to explore whether or not they’d be a good fit. If it seems like a match, be upfront. Say:

“This might sound my hope but is there any chance you’d consider joining our company? You’re exactly what we’re looking for.”

Initial Contact Talk Track (2)

*Hi (*Insert their name*),*

*My name is (*Insert your name*), I am VP of Sales at (*Insert dealership name*) here in (*Insert location*). I was on your LinkedIn profile and was impressed to see that (*Insert an interesting tidbit from their profile*). I wanted your input because my dealership is ready to add additional successful outside sales executives that are for looking for a company culture of caring for the client and providing the best sales support and resources coupled with the highest commission structure in the industry.*

*I would value your insight on what factors helped you decide on working with your current company. Would (*Insert date and time*) work for a 5-minute call?*

Interview Questions

1. Tell me about a time in your sales career where you needed to start work on a territory. What did you do the first 30 days? What would you have done differently?
2. Give me an example of a time where you had to choose between what was morally right and the easy way out. What did you decide?
3. How would you engage me with your current company's offering?
4. Why did you choose to work in sales over another customer-facing role? (Or why are you interested in a sales position?)
5. Describe a time where you received difficult feedback. How did you change as a result?
6. What can you tell me about our company?
7. When a customer was upset with you in the past, how did you handle it?
8. Can you walk me through each step of your sales process?
9. How do you avoid "just checking in" syndrome and create value touch points?
10. How do you establish trust? Which tactics have worked for you, and which ones don't?
11. Can you show me how you prepared for this interview?
12. Tell me how you've incorporated storytelling into your sales process.
13. Tell me about your first year at your current organization. What were your three top priorities and how did you execute them?
14. How long are you willing to fail at this job before you succeed?
15. What would you need from the team you're joining to be successful in this sales role?

Google Questions

1. What is something you learned that made everything that came after easier?
2. Have more of your achievements come because of solitary effort or teamwork?
3. What do you enjoy more, solving problems or pushing the discussion forward?
4. What is the most rewarding job you've ever had? Why?
5. Describe the best team you ever worked with. What made that experience stand out?
6. Give me an example of a Challenging situation that you overcome and explain how you did that
7. Behavior questions are asking a candidate about a prior success and how it would relate to the current position and goals at this new job
8. Situational questions what would you do why did you do that what would you do after that why would you make that decision
9. Structured interview questions which are very easy to find by just googling them here's a couple examples keep the criteria all the same so that you can have standardization in your decision making?
10. Define the job description?
11. Define what good bad looks like at each Onboarding metric milestone?
12. At google roll related expertise and experience is that the fourth thing they look for not the first thing the fourth thing they look at is the résumé of actual work?
13. Look for intellectual humility the ability to admit that you're wrong when presented with new data?

Create your dealership Unique Sale Sheet

Asking the candidate to tell you why they want to work for your dealership is just one side of the equation. Communicating the unique differentiators of your dealership as a way to sway them to continuing their investigation of why they should make a career switch, is part of good hiring practices. Remember they are interviewing you as well.

Defining what's unique about the job position and your dealership:

1. Describe the stability of your organization _____

2. How many years has your dealership been in business? _____

3. Is it family owned – multigeneration or Employee owned? _____

4. Tenure of your employees _____

5. Tenure of your technicians _____

6. What type of sales support are you offering? _____

7. How many different solutions does your dealership offer? _____

8. Customer retention rate _____

9. Turnaround on a service call _____

10. Dollar amount of products in the technician's truck _____

11. Dollar amount of product in the warehouse _____

12. Are calls picked up live by a customer service rep? _____

13. How does the dealership support your community? _____

14. What charities do you work with? _____

15. What is your dealership's management style? _____

16. What are the available territories open for this position? _____

17. Current client base expectations _____

18. Your competitors _____

19. Sample week schedule _____

20. Flexibility in work schedules _____

21. Salary offering _____

22. Bonus options _____

23. Health care benefits _____

24. Career growth Opportunity _____

25. Vacation (PTO) Package _____

Evaluating Past Sales Executive Success

- New hire that are still struggling 6–12 months into the job what does that look like? Why?
- What are the top performers in your current team doing? How? Why?
- What’s missing from the members of my team who are struggling? Why?
- Write down everything that comes to mind and separate the list into “must-haves” and “must-avoids.”

First week of HIIT (*high intensity interval training*)

	Monday	Tuesday	Wednesday	Thursday	Friday	
8:00	Human Resource Introduction	Meet with Snr. Sales Rep (planned objectives)	Attend Quarterly Business Review @ (Customer Name)	Intro Billing Manager (objectives & needs)	Intro Sales Training Coach (planned Sales training)	
8:30						
9:00	Manager Intro w/ business review and objectives. DELIVER 90 DAY ONBOARD	Attend Field Equipment Demo (Customer Name)	Complete Internal or Online MS Excel Course (proficiency)	Ride-along with CSR; meter collection and site audit		
9:30						
10:00						
10:30	Intro Sales Admin & Systems Review	Dedicated Reading (Sales): How to Win Friends				
11:00						
11:30						
12:00	LUNCH	LUNCH	LUNCH	LUNCH	LUNCH	
12:30						
1:00	CRM Demo Entry & Proficiency Activities	Intro: Admin Manager	Ridealong with Service Technician (planned objectives)	Dedicated Reading (Sales): How to Win Friends	Specific Social Media Activity; augment the pipeline	
1:30		Shadow Project Manager (planned Q/A)		Intro Contract & Lease Manager; review ppwrk & rep functions for opportunity ID		
2:00						Dedicated Reading: How to Win Friends
2:30						
3:00	Key Manager "meet & greet" with Config and Culture exercise	Attend CSR Supply Inventory @ (Customer Name)			Attend NEW Sales Meeting with key rep	Quiz: Systems Proficiency & How to
3:30						
4:00						
4:30						1st Elevator Pitch
5:00						

Your Dealership's New Hire Mentoring Onboarding Plan

To create a higher level of new hire success and reduce attrition, sales management may want to investigate a sales mentorship program. Millennial hires and sale reps new to our industry have quite a lot to learn in the first 100 days to ensure and prove they can be a valuable member of a sales team. As the new hire is onboarded, let them take the business development role in the beginning of your new sales hire program and assign them a mentor. Your dealership can build a constant new business development department every time you bring in a new hire that will not only benefit from experiencing that role, but they can simultaneously receive dealership and product training, as well as, build their sales stamina for the workload needed for success by witnessing and them emulating what they see their sales mentor accomplish.

Provide Point people to your new hire

Point Person:	Name	Email	Phone Number
Department/Role/Region:	_____	_____	_____
Manager/Reporting To:			
Department Head			
Coach/Mentor:			

Provide Clear Benchmarks that must be met

During your 1st **100 Days** these are the benchmarks that must be met, and we are all here to support you. You will be partnered with your sale mentor so that you can learn from the 'best' on our team. You will be experiencing; prospecting, meeting preparation, demo's, proposal writing, product training, and closing skills in real time with real customer's as part of your mentorship.

At the end of your first 100 days, you should be able to:

1. *Prospect effectively to secure 5-7 net new meetings a week and how to schedule customer partnership reviews*
2. *Understand how to source, connect with, demo the product for, negotiate with, and close new contacts into deals.*
3. *Have a full understanding of product offerings from the full suite of solutions at the dealership*
4. *Understand how to create and execute on a proposal, schedule installs, prepare for net new, discovery, and closing meetings*
5. *Build a territory plan.*

Month 1: First 30 days

The new hire will spend a great deal of the first 30 days at a dealership with acquiring knowledge of the product, pricing, competition, and existing collateral. They should witness prospecting done by the mentor on phone, foot, and email. They should attend all meetings types with mentor- from 1st net new to closing meetings and installs. They will also attend internal or manufacture new hire training and by week 3-4 they will commence with a responsibility of making net new meetings for their mentor. They should also be able to present a demo pitch to sales management by month end and demonstrate how to input all content types into CRM including proposal writing. Sales Mentors can be given a report card to deliver their impression of the new hire.

Month 2: 30-60 days

The new hires will make phone calls, send emails, and use social media to ramp up to scheduling 4-5 net new meetings a week average by the 60-day mark for their mentor, regardless of how much of the workweek it takes to secure these meetings. This builds the skill base and prospecting endurance. Additionally, the new hire will be invited to attend more meetings with the mentor to watch the sales process unfold to the close. The new hire will also be given their own territory and in the last week of Month 2 they will start to also make 2-3 current customer partnership review meetings for themselves. Sales Mentors can be given a report card to deliver their impression of the new hire.

Month 3: 60-90 days

At the 60-day mark, the new hire sales rep will commence in making meetings for themselves, with the know-how on prospecting, emailing and foot canvassing. Now their manager will step in and go on these net new meetings with the sales rep, so that they can watch the manager conduct discovery with their prospects. They will work with the manager through the process, whether it's creating all the necessary paperwork, or witnessing first-hand how the manager closes those deals for themselves. Soon enough they will be making their commission and a permanent place in your company because if a new hire is making meetings- they are making money, and you can bet your dealership is making money too.

They have no excuse not to, understand fully and execute on, what is expected to be successful, you've given them a fountain of experience and know-how through their mentor, and if you do use an outside recruiter you will know before the 90 day mark whether or not to continue with this new hire before any money is due to a head hunter. Potentially you've just saved your dealership thousands of dollars in head hunter fees and internal time wasted on a new hire that isn't going to make you money. The mentoring rep will get meetings scheduled for them in exchange letting the new hire ride along; the scenario creates an environment where everyone wins including the dealership.

After the First Month of Employment

During your first month in a company, take time to ask your boss these questions:

1. How do you prefer to give and receive feedback and be kept informed?
2. What are your most important goals for the year, and how do they fit into the company's strategic objectives?
3. What are the two to three most critical accomplishments I need to achieve within a year, and how will they be measured?
4. What should I accomplish in the next six months?
5. In what specific ways can I help you succeed?

Interesting facts:

- New hires, in partnership with their manager, should identify 7-10 people — superiors, peers, direct reports, and internal and external customers — whose success they will contribute to, or who will contribute to their success.
- The new hire should then craft plans to connect with each stakeholder, one-on-one, during their first year. This can be a short meeting over coffee or lunch — an opportunity to learn and ask for guidance.
- In addition to stakeholder cultivation, building social capital with teammates daily helps build camaraderie and trust. When new hires feel accepted and welcomed, they are less likely to feel like the new kid on the block.

Contact Info



Meet Kate Kingston

Kate Kingston, President & Founder of the Kingston Training Group has been exclusively educating business technology sales executives on every type of prospect across 60+ industries and how they proprietarily use technology for the last 18 years. This knowledge is the cornerstone of KTG's prospecting training and empowers the sales executive to schedule more net new meetings at the C-Level with a vertical focus through foot, phone, email, and social media to (money - back) guarantee at least a sustainable 50% increase in net new meetings so they can sell more Hardware, Software, Document Management, Managed IT, MPS, MS, ECM, 3D, Supplies, Telecom, and Mailing solutions across your entire salesforce. This results in a sales force that can recommend the right technology infrastructure solutions by enhancing their understanding of their prospect's business creating more robust proposals and sales.

Kate is a recognized as an authority on lead generation, recruiting new hires from a prospecting skill base prospective, and new business development. Kate is a sales-driven, energized communicator. She uses humor, audience participation, proven techniques, handouts and real time phone calls in her training sessions.

646.831.5184

Kkingston@Kingstontraining.com

Kingstontraining.net

Diane Waltemath
founder/CEO



diane@performancenow.us

www.performancenow.us



**If adding to your delivery team is not an option,
Mars International can help you outsource
your delivery needs.**



<https://www.copierremarketer.com>