

you are not already, get comfortable with phrases like “tech stack”). Discuss how your sales team members utilize technology to enhance productivity. Today, you should be comfortable discussing artificial intelligence (AI) as a sales tool. You want tech-savvy candidates to see you providing cutting-edge resources to drive results. By the way — if you are not using tech to drive sales results, start doing it. The sales profession isn't going to be backtracking to a low-tech environment anytime soon.

Compete for sales talent with the same intensity as you compete for customers and you'll have a great sales team — and you'll leave many of your competitors behind.

to expect quick likes, comments and attention. If you want to succeed in hiring, get used to doing the same. I used to recommend that managers collect résumés for a week, then sort through them, pick ones to call and call. Now, the best practice is to receive a résumé, do a quick scan on it and then call immediately. If your candidate doesn't answer, you should also email and text him (or her). You want the candidate to get that dopamine hit that comes with a quick response, and then give multiple

### Convey Company Mission & Impact

Younger people increasingly seek out purpose-driven work. When recruiting new team members, sales managers should communicate how their company mission makes a difference and highlight recent company impact metrics. For example, explain how your product or service tangibly helps customers. If you have community involvement programs, those should be part of your messaging. One fear I've heard is that sales managers are reluctant to get into politics with candidates. That's fine; you don't need to. Companies can be seen as positive without taking a particular political stance.

### Respond Quickly

Younger generations have been conditioned by social media

ways to get back with you.

You are competing for talent in a highly competitive environment. If some of the tactics above resemble ways that you would compete for customers, that's not an accident. Compete for sales talent with the same intensity as you compete for customers and you'll have a great sales team — and you'll leave many of your competitors behind. ■

*Troy Harrison is the author of “Sell Like You Mean It” and “The Pocket Sales Manager.”*

*He helps companies navigate the elements of sales on their journeys to success.*

*To schedule a free 45-minute Sales Strategy Review, call (913) 645-3603 or email troy@troyharrison.com.*

*Visit www.troyharrison.com.*



## ADVERTISER INDEX

#### 2-3 • 2024 BTA National Conference

(800) 843-5059 / [www.bta.org/BTAOrlando](http://www.bta.org/BTAOrlando)

#### 29 • ACIDI

(800) 990-2234 / [www.acd-inc.com](http://www.acd-inc.com)

#### 27 • AgentDealer

[www.agentdealer.com](http://www.agentdealer.com)

#### 20 • Boundless Design

[www.boundlessdesign.us](http://www.boundlessdesign.us)

#### 39 • BPO Media

[www.workflowotg.com](http://www.workflowotg.com) / [www.theimagingchannel.com](http://www.theimagingchannel.com)

#### 17 • Brother

[www.partnerwithbrother.com](http://www.partnerwithbrother.com)

#### 33 • BTA Scholarship Program

(800) 843-5059 / [www.bta.org/Scholarships](http://www.bta.org/Scholarships)

#### 39 • Capture the Magic 2024

(800) 843-5059 / [www.bta.org/BTAEvents](http://www.bta.org/BTAEvents)

#### 14 • DocuWare

<https://start.docuware.com>

#### 35 • ENX Magazine

(818) 505-0022 / [www.enxmag.com](http://www.enxmag.com)

#### 5 • Epson

<https://epson.com/business-inkjet-printers>

#### 13 • FP Mailing Systems

[www.fp-usa.com/postibase-vision-a120](http://www.fp-usa.com/postibase-vision-a120)

#### 40 • GreatAmerica Financial Services

[www.greatamerica.com/digital-app-entry](http://www.greatamerica.com/digital-app-entry)

#### 18 • Imaging Solutions Direct

(855) 473-3444 / [www.imagingsolutionsdirect.com](http://www.imagingsolutionsdirect.com)

#### 7 • Intermedia

(800) 300-1310 / [www.intermedia.com](http://www.intermedia.com)

#### 21 • MyQ

[www.myq-solution.com](http://www.myq-solution.com)

#### 31 • ProFinance 3.0

(800) 843-5059 / [www.bta.org/ProFinance](http://www.bta.org/ProFinance)

#### 23 • Quench

<https://quenchwater.com>

#### 25 • RISO

<https://us.riso.com>

#### 19 • Sharp

<https://business.sharppusa.com>

#### 11 • Toshiba

[www.business.toshiba.com](http://www.business.toshiba.com)

#### 35 • UPS

(800) 636-2377 / <https://1800members.com/bta>

#### 9 • Zultys

[www.zultys.com/partner](http://www.zultys.com/partner)