



# Attract, Train, Develop & Enable Top Talent

BTA Webinar 4.20.22



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## Shawn Peterson, CEO Quantum Business Solutions

### About Shawn

Shawn Peterson is the CEO of Quantum Business Solutions. He has over a decade of experience in the Office Technology Industry. As a leader of organizations, he has humbly felt the same frustrations your organization faces today:

- Hiring the Right People
- Training and Developing them
- Inefficiency in Sales
- Lack of Execution
- Missed Quotas
- Changes in Technology, etc.

With that in mind Shawn has brought Quantum Business Solutions to the market to consistently help you overcome these concerns.

***"Make the Leap"***



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# What to Expect



Learn how to:

- Implement a Formal Hire To Retire Program to Attract, Train, Develop & Enable Top Talent
- Build Your Process
- Overcome Talent Shortage Crippling the Industry with Better Processes and Technology



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# WHY WOULD YOU WORK FOR YOU; OVER EVERYONE ELSE?!



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## What Are 2 Things Every Business Needs?



&



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**RECRUIT  
RECRUIT  
RECRUIT**

**ALWAYS BE RECRUITING**

**Top Priority  
Sales Talent**

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## The Great Resignation

Source: SHRM

- Last year, 47.8 million workers quite their jobs
- 2021 holds the highest average on record
- Quitter's market

**Top reasons why U.S. workers left a job in 2021: Low pay, no advancement opportunities**

Among those who quit a job at any point in 2021, % saying each was a \_\_\_\_\_ why they did so

| Reason  | Major reason | Minor reason | Net |
|---|--------------|--------------|-----|
| Pay was too low                                       | 37           | 26           | 63  |
| No opportunities for advancement                      | 33           | 30           | 63  |
| Felt disrespected at work                             | 30           | 21           | 57  |
| Because of child care issues*                         | 24           | 24           | 48  |
| Not enough flexibility to choose when to put in hours | 24           | 21           | 45  |
| Benefits weren't good**                               | 23           | 20           | 43  |
| Wanted to relocate to a different area                | 22           | 13           | 35  |
| Working too many hours                                | 20           | 19           | 39  |
| Working too few hours                                 | 16           | 14           | 30  |
| Employer required a COVID-19 vaccine                  | 8            | 10           | 18  |

\*Among those with children younger than 18 living in the household.  
\*\*Options covered health insurance and paid time off as applicable.  
Note: Figures may not add to 100% due to rounding.  
Source: Survey of U.S. adults conducted Feb. 7-13, 2022.  
PEW RESEARCH CENTER



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If People Quit, They Really Left SIX MONTHS AGO.

Why did you let them sit in your organization and create toxicity?



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You had no one in the recruiting pipeline to replace them.

**\*\*\*Track this KPI, just like a sales funnel!**



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## How Do Small to Mid-Size Companies Compete?

The Givens:

- Competitive landscape demands higher salaries and maximum flexibility
- Build desirable company culture
- Attractive benefits
- Flexible work arrangements
- Recruit!


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**HELPING YOUR COMPANY MAKE THE LEAP!**

# HIRE TO RETIRE

**1 OBJECTIVE**

- Advertise
- Leverage Network & Social Recruiting
- Attract & Engage
- Evaluate Culture & Connection Fit
- Goal Setting & Drive Analysis
- Hiring Assessment
- Selection Team Interview
- Offer & Mutual Commitments

**2 RECRUITMENT & SELECTION**

- Right People
- Right Fit
- Right Seats

**3 ON-BOARDING**

- Orientation
- Workspace & Equipment
- Companywide Welcome
- Defined Goals
- Mutual Commitments Agreement
- Company Mission
- Functional Training
- Team Assimilation
- Mentoring

**4 DEVELOPMENT**

- Daily Goals
- Daily Training
- Daily Team Check-in
- Learning-First Culture
- Develop Interpersonal Relationships
- Assess & Identify Personal Needs
- Professional Development
- Manage Performance

**5 RECOGNITION & RETENTION**

- Succession Plan
- Transfer Knowledge
- Communicate Departure
- Complete Documentation
- Retrieve Assets & Revoke Access
- Exit Interview
- Say Proper Goodbye
- End On Good Note

**6 TRANSITION & OFF-BOARDING**

- Communicate
- Gain Insights
- Sustain Company Culture
- Show Sincere Appreciation
- Celebrate Wins
- Compensate
- Develop Career Path
- Retain


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# Quantum's Hire To Retire Process

Utilize & Implement Steps 1-3 of Quantum's Hire To Retire Process to Locate, Hire & Train Top Talent

1. **OBJECTIVE:** Find the Right People who are the Right Fit for the Right Seats
2. **RECRUITMENT & SELECTION:** Get Creative so you can be Selective
3. **ON-BOARDING:** Create a Welcoming Environment and set Clear Expectations

Utilize & Implement Steps 4-6 of Quantum's Hire To Retire Process to Develop & Retain Top Talent AND Establish Your Company Culture

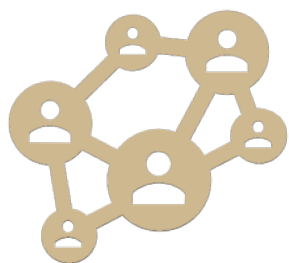
1. **DEVELOPMENT:** Development is Ongoing and a Daily Practice
2. **RECOGNITION & RETENTION:** Company Culture is the Key to Employee Retention
3. **TRANSITION & OFF-BOARDING:** Make Transition a Smooth and Positive Experience



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# Locate Top Talent



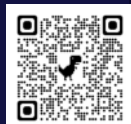
Source: LinkedIn Recruiting

## Where are candidates looking?

- 60% Online Job Boards
- 56% Professional Networks
- 50% Word of Mouth LinkedIn Recruitment Statistics



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## Job Board Recruitment Option

**Features:**

- Digital Optimization
- Jobs Distribution
- Efficient Hiring Platform
- All applicants flow into one centralized database

**Cost:**

- Unlimited Postings
- Small Business (up to 49 employees) = \$99/Month Annual Subscription
- Standard/Large Business (50+ employees) = \$199/Month Annual Subscription

**HIRECLICK**

indeed

facebook

Google

ZipRecruiter

MONSTER




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## Professional Networks & Social Media

Source: hirehive.com

70% of recruiters say they've successfully used social media to hire new employees


Maximize your presence on social media, especially LinkedIn, to connect with passive job seekers

Increase connections and followers


Daily posts (individuals & company pages)

Posts should deliver meaningful content

Utilize video, customer testimonials, and real people in your posts



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## The Laws of Attraction

- Build a Reputation as Fun & Happy Place to Work
- Share Your Culture
- Highlight Your Team
- Celebrate Learning & Collaboration
- Get Your Team Involved in the Local Community
- Talent Attracts Talent

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## LinkedIn Automation Tool

Lead generation for today utilizing AI to speed up the process of sourcing candidates




**Customize Messaging & Nurture Relationships:**

- I saw you work for Company XYZ, I'm always looking to connect with individuals with your skill set and experience and would like to add you to my network.
- I was looking over your profile and what you're doing over at XYZ is impressive. We are looking for talent like yours within our organization. Let me know if you would be interested in making an initial connection and learning a bit more about the opportunity to work with us here at [\(your company name\)](#).
- If you are hiring locally, invite the candidate to meet you for coffee to discuss the opportunity in person.
- If you are hiring for another location, send the candidate the opportunity to enjoy a cup of coffee on you for when you talk through the opportunity [www.reachdesk.com](http://www.reachdesk.com).



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# Company Culture

Define it  
Live it  
Promote it

## Word of Mouth

**Build a Strong Culture**

- 75% of candidates will research a company's reputation before applying to a job opening. Source: LinkedIn
- After finding a job opening, 64% of candidates said they research a company online and 37% said they will move on to another job opening if they can't find information on the company. Source: CareerBuilder
- Modern candidates rank company culture as one of the most important factors when considering career opportunities, and they can spot a bad company culture from a mile away. Company culture is a set of attitudes, values, beliefs, goals, and other characteristics a company or organization follows to create a gratifying working environment. Source: BuiltIn.com
- Define and promote your company culture

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## Our Core Values

### QUANTUM'S CORE VALUES

- Growth
- Extra Mile
- Happy & Present
- Leap
- Win-Win

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## Interview Process

1. Core Value & Culture Fit
2. Goal Setting
3. Aptitude Assessment
4. Selection Team Interview



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## What Do Candidates See When They Walk Into Your Office?



## First Impressions Matter

- Treat candidates like customers
- Maintain timely follow-up at every step in the process
- Create a welcoming environment for interviews
- Ask for feedback

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# Onboarding

On-Boarding includes everything from welcoming the new employee to providing role specific training to easing the new employee into the transition to their new role. It is the full process.

- Set your new hire up for **SUCCESS!!!**
- Integrate the new employee into your workplace
- Do not confuse on-boarding with employee orientation



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## Make Your New Employee Feel Like A Superstar

- BIG Welcome
- Make it Special
  - Welcome Signs
  - Signing Day
  - Don't Be Ordinary



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## Mutual Commitments Agreement



- Provide in writing
- Company's Commitments to Employee
- Job Performance Expectations
- Signed & Dated by Both Parties
- Signed Copy Provided to Employee
- Signed Original Retained for Employee Records



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## Post Behavioral Expectations

|   |
|---|
| <b>Daily:</b>   |
| Write & Send Goals                                    |
| Train   |
| Role-Play   |
| Build Queue   |
| 100 Contacts (Minimum)                                |
| Set 2 Appointments (Minimum)                          |
| Document all sales activity in CRM                    |
| Post on LinkedIn                                      |
| Comment, Like or Share Colleagues' Social Media Posts |
| <b>Weekly:</b>  |
| Attend Sales Meetings                                 |
| 3 Cadences in Kenected                                |
| 2 Videos Created for Social Media                     |
| <b>Monthly:</b>                                       |
| \$10,000 Incremental Recurring Revenue Added          |
| 40 Appointments Set                                   |
| 2 Software Sales Closes                               |

**Example**

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# Training & Development

- Training Schedule
- Fully Developed Curriculum
  - Lesson Plans
  - Videos
  - Self-Paced Learning
  - Role Play
- Engaging & Fun Learning Environment
- Encouragement & Recognition
- Any Red Flags Addressed

## Quantum Sales Coaching Program



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# Sales Tools & Enablement

- Leveraging Technology
- Accurate & Enriched Data
- Sales & Marketing Alignment
- CRM
- Integrated Platforms

## THE QUANTUM GROWTH MODEL



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## Quantum's Sales Hiring Playbook

Learn More About the Following in Our  
Sales Hiring Playbook:

- The Recruitment Landscape
- Quantum's Hire To Retire Process
- Locating Top Talent
- Candidate Fit
- Candidate Experience
- Interview Process, Including Interview Questions
- Identifying the Right Candidate
- Onboarding
- And More

**Available as a Free Resource**



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## Overcome Crippling Talent Shortages

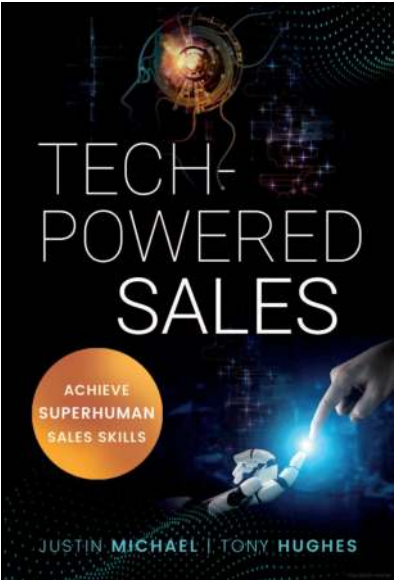
- More Staff or More Efficiencies?
- The Future of Sales
- Sales Automation & AI



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## Buyer 3.0

“The future of B2B selling is when buyer sentiment meets seller relevance with human engagement empowered by technology that melts away as humans focus on high value interactions.”

– Tony Hughes, Technology Powered Sales

- **70%** of what sellers do today can be **AUTOMATED**
- Reps spend **297% MORE TIME** on **DEALS** that will never close versus **DEALS** that **WILL!**
- There is an equal gap spent on time for **Ideal Customers** versus **Non-Ideal Customers**

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## 10X the Productivity of Your Top Rep



**Top Sales Rep**

**10X**

- # OF CALLS
- # OF TEXTS
- # OF EMAILS
- # OF VOICEMAILS
- # OF SOCIAL MEDIA OUTREACHES




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# HubSpot



- Sales & Marketing Email Automation
  - Sequences
  - Workflows
- Email Tracking
  - See who is engaging with your content
  - # of opens and clicks by contact
  - Nurture your engaged contacts
- Lead Management
- Pipeline Management
- Marketing Analytics
- Tasks
- Queues
- Calendar Links
- Chat

▪ **TIP**

- HubSpot landing form to collect lead data




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# ConnectandSell

- 8-10X # of Conversations
- Direct to Decision Maker
- Drop from 90 Minutes to 4.5 Minutes to Reach Target Contact



**ConnectAndSell™**  
Conversations Matter




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## LinkedIn Audience



- LinkedIn
  - Upload customer contacts
- LinkedIn Sales Navigator
  - Find the right decision makers
  - Shorten your sales cycle
  - Virtually connect with your audience

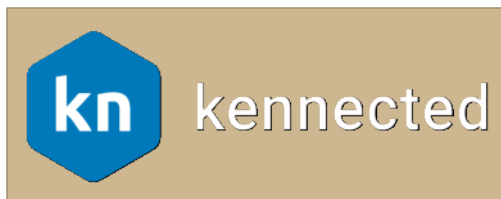


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## LinkedIn Lead Automation



- Automated Connection Requests & Follow-up
- Target Ideal Client Personas



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## Customer Segmentation

- Segment your customers for appropriate follow-up and outreach
  - Verticals
  - Products purchased
  - Products of interest
  - Contract Expiration Dates
  - Etc.
- Utilize workflows to trigger activities and follow up depending on level of engagement



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## Tech Stack Considerations

HubSpot

Kennected

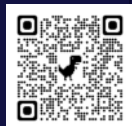
ConnectandSell

Digideck

Slybroadcast (ringless voicemail)



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# Special Offer

**30% off Any Quantum Offering**

- For New Quantum Clients
- Must Commit & Make Initial Payment Prior to April 30th
- Mention BTA When You Book Your Appointment



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# Q & A



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