



Assessment Leads to Targeted Sales Force Selection

A common mistake made by companies in their sales force selection process is that they cast too wide a net to recruit candidates.

Their advertising for sales team positions is too general and not specific enough about the position requirements. As a result, companies making this mistake attract a wide range of candidates, many of whom are not truly qualified for the position.

Businesses can better target their sales force selection efforts by first conducting a detailed sales performance assessment, which can be conducted with the assistance of an experienced sales performance consultant such as Growth Dynamics.

A sales performance assessment can provide a business a complete picture of its sales operation. A key component of the assessment is defining the attributes required to make a sales professional a top performer for the company.

To conduct an effective sales force selection program, a company must first realize that not all experienced, successful sales professionals have what it takes to be a successful member of its sales team.

No two businesses are alike, thus all require a uniquely gifted team of sales professionals to accurately and effectively represent the business and turn prospective customers into customers. The sales performance assessment can help a company determine the characteristics and qualifications necessary for members of its sales force to increase sales.

The sales assessment will help the company create a profile of top performance in sales. This profile will include the personal and professional attributes and qualifications required for the company's sales team.

This profile will help guide the company's sales force selection process, enabling the company to target its recruiting and advertising efforts to appeal specifically to those sales professionals who possess the requisite attributes for the company's sales team.

This will help streamline the sales force selection by narrowing the field of candidates. The company not only will save time and money in the recruitment, pre-screening and interviewing process, but will be more likely to hire sales professionals who will be a good fit for the company. This will reduce the likelihood of employee dissatisfaction and turnover, further saving the company recruitment costs.