



SALES
TY SWAIN
Growth Dynamics

Attracting Top Performers in Sales

Today, as the uniform industry consolidates, your company's competitive advantage lies in the strength of your sales force. Attracting and selecting sales professionals who fit the sales role at your company, fit your culture, fit your leadership and fit your customers is crucial to retaining and growing revenue in today's competitive marketplace. Having an effective internet job posting can allow you to market the sales role at your company and attract and screen qualified sales candidates that you can bring into your interview process.

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-Ty Swain

Consider this: how much time do you spend creating and implementing a marketing strategy for your company; creating your message, targeting ideal customers, researching search terms, etc.; in order to attract the right customers to your business? A lot of hours, you say.

How much time do you spend marketing and writing an effective job ad for a sales role at your company? Not much, you say. This is an unfortunate reality in most companies today. Too often the sales professional you interview and hire is simply the best you could attract.

ATTRACTING SALES CANDIDATES

Attracting, selecting and retaining the right sales force is different from any other role in your company. When you consider that the sales professional will be representing your company in the marketplace, interacting with your customers AND will be responsible for driving revenue into your company, it is critical that the job ad for your sales role effectively attracts and screens qualified sales candidates.

“We realized, to attract top performers, we needed to define top performance...now we have the right sales team,” Rick Smith, VP of Sales.

Growth Dynamics recommends a process called “benchmarking” to help sales leadership create the “picture” of top performance for the sales role at your company. Having a defined target and process in place will assure your company stays on track to attract, assess and select the right sales professionals.

Once the key skills and performance metrics of the role are defined, you can create a sales ad for internet job boards like Monster and Career Builder that will attract better candidates, and use that same technology to filter and screen candidates that you want to bring into your interview process.

Growth Dynamics recommends including the following items for an effective online sales ad:

- 1. Key words** – search terms based on the key skills and performance metrics defined in the benchmark
- 2. Job title** – should be specific to the role
- 3. Role qualifications** – must be aligned to metrics for success
- 4. Role Description** - IMPORTANT - comprehensive description of the position listing the percentage of time where a top performer will focus their efforts for greatest results.

QUALIFYING SALES CANDIDATES

Once you have created your sales role job ad, Growth Dynamics recommends you require the candidate to respond to 2-3 targeted, role-specific questions for further qualification. Asking interested sales candidates to complete an action, much like a customer would, will allow you to see who actually demonstrates strong interest in the role by taking time to respond to the questions.



The ACTION to respond is similar to the ACTION required to sell. Candidates who take the initiative by contacting you, looking up your organization on the web, or obtaining information in other ways, show that they possess the drive, interest and willingness to act to create an opportunity. Once you receive their responses, you are able to separate the candidates into those you are interested in interviewing, those who are maybes, and those for whom you have no interest.

With the plethora of candidates in the job market today, taking time to effectively market the role and attract the “right” top performer in sales is crucial. Next, you must have an interview process that includes role-specific questions to help your managers effectively qualify and select only the right sales talent that fits your company. CSC