



Effective Marketing of Sales Team Openings Can Optimize Sales Team Performance

Businesses know the importance of effective marketing to sell their products and services. However, many companies fail to realize the full return on their marketing investment because they fail to effectively market their sales team openings to the most appropriate candidates—those who possess the characteristics and skills that uniquely qualify them to represent the company and its products.

Companies can achieve their full potential for sales team performance with the help of specially designed sales team performance analysis tools, such as those developed by Growth Dynamics.

Growth Dynamics offers a variety of tools to help companies analyze sales team performance as well as develop a profile that defines the personal and professional characteristics required to make a sales person a top performing sales team member—and enable the company to achieve optimal sales team performance.

This profile of a top sales team member will define the personality traits, training, experience and professional skills that are necessary for a candidate to effectively represent the company and its products and to effectively interact with the company's potential customers—to ultimately enable the company to achieve optimal sales team performance and meet sales goals.

Knowing these necessary characteristics will enable the company to effectively market sales team positions to the candidates who are most qualified and most uniquely positioned to turn the business's potential customers into customers and turn customers into repeat customers. This will make for a more efficient recruiting and hiring process, immediately eliminating many candidates who do not possess the necessary skills and characteristics.

The profile will also help guide the company in pre-screening, interviewing and vetting candidates to select those who are best suited to the company's unique requirements and most qualified to help achieve top sales team performance.

By developing an accurate top sales team performance profile a company will greatly improve its prospects for meeting sales goals and targets for sales team performance. The profile also can be used to assess the company's existing sales team and develop a plan to restructure and train the team so it will be equipped to meet sales team performance expectations.