



## Hiring the Right People for Top Sales Team Performance

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Hiring and retaining the right people to stay on track for top sales team performance is more than a purely human resources responsibility.

Because hiring the right sales team influences the overall performance and success of a company, human resources professionals must be closely aligned with executive management, sales leadership and the strategic objectives of the company.

Growth Dynamics has developed and perfected unparalleled solutions to guide companies in attracting, selecting and retaining the right people who are best suited to represent their company and products, serve their customers and contribute to top sales team performance.

Growth Dynamics' GDI Benchmark Methodology<sup>®</sup> provides companies an accurate tool for defining the qualities, skills, experience and behaviors that salespeople must possess to represent them well and achieve their sales objectives for long-term growth and market dominance. It also helps determine the motivators a company needs to provide to retain ideal sales candidates.

The Benchmark assessment guides companies as they develop targeted recruitment efforts to attract the right people to the company's sales team. The assessment also helps a company tailor pre-screening and interviewing processes to narrow the field of candidates to those who best fit the Benchmark-defined requirements for top sales team performance.

Growth Dynamics also provides a tool to assess a company's current sales team. The GDI Sales Team Analysis<sup>®</sup> gives a complete picture of the strengths and weaknesses of a sales team, measuring the skills, behaviors, attributes and motivation that each member of the team possesses. The GDI Sales Team Analysis leads to a report that recommends solutions for achieving top sales team performance. For instance, the report makes recommendations for overall team performance improvement, adjustments in compensation or incentives, training needs, team restructuring and leadership development.

Proven results of Growth Dynamics' full-cycle methodology include improved retention of sales team members, strengthened customer loyalty, increased revenue and profits and long-term company growth and market share. It all starts with a focus on determining the characteristics that contribute to top sales team performance for a company. It continues with an eye to ongoing assessment of sales team performance and making the adjustments needed over time to stay on track for top sales team performance.