

# HIRING AND RETAINING THE RIGHT SALES TEAM

A recent study by Growth Dynamics shows that 78% of all C-level executives and sales leadership respondents defined the 2 TOP issues they face in today's economic environment. These were 1) sales force performance and 2) customer retention strategies.

Today's C-level executive and sales leadership are finding they share common issues and concerns regarding sales force selection, performance and retention. The reality is, to improve sales and customer retention, a company must have the right sales team that FITS their company, culture and customers... or they will fail.

Today's leaders are asking:

*What is the "picture of top performance" in sales at our company?*

*What are the strengths, limitations and capabilities of our current team?*

*How will we select the right FIT for sales success... and retain them?*

"We know that interviewing is difficult, time-consuming and challenging for many hiring managers. Developing a focused, consistent interviewing strategy will increase your effectiveness and success at interviewing sales professionals."

## Sales Force Selection – The Reality...

The reality is today's businesses are changing dramatically how they go to market, how they operate, and how they will navigate an ever-increasingly competitive market... this requires a sales team who adapts and aligns themselves with today's customer.

Many companies fail to realize that attracting, selecting and hir-

ing the right sales team is similar to marketing and attracting customers to buy. Unfortunately, many companies spend 76% more time defining how they will go to market, develop their products, or advertise their services... and a couple hours on an ad to attract the person who will represent, sell and retain the customers that buy. Backwards? YES.

Today, sales is more complex... selecting the "right" candidates is critical.



## Effective Selection is a Staged Process...

The solution is to provide your leadership team with a targeted comprehensive process to attract, interview, qualify, select, develop and retain the right sales professionals.

To effectively select and develop a sales team that performs, FITS your company and successfully supports your customers, follow these critical stages.

### STAGE ONE

#### Create a "Picture" of Top Performance

Selecting the right top performers requires a proven benchmarking process that includes defining the "picture" of TOP Performance in sales for your company. This is a company-specific, accurate "picture" of top performance in a sales role that defines

the skills, behaviors, attributes, motivation and experience required for top performance.

Armed with a sales team benchmark, your sales leadership can effectively attract candidates who FIT the role criteria and also select, develop and retain a sales team that FITS your organization. And the same information can be used to assess, develop and train your existing sales team to help them adapt to improve sales performance and success in their roles.

## STAGE TWO

### Market & Attract the “Right” People – A Puzzle

Today, with the internet and many social networks, attracting, selecting and retaining the right sales force is becoming more complex. 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 your job ad effectively attracts and screens qualified sales candidates. Utilize specific information from the benchmark about the role and the requirements to create targeted, compelling job advertisements to market the role and attract the “right” sales professionals.

## STAGE THREE

### Interview & Qualify

We know that interviewing is difficult, time-consuming and challenging for many hiring managers. Developing a focused, consistent interviewing strategy will increase your effectiveness and success at interviewing sales professionals. A strategic interview process is a staged, targeted and measurable effort that links role-specific, measurable questions into a process that guides hiring managers to ask the right questions, and listen to the responses in order to hire only the best sales talent. With results from the benchmark, a measurable interview program can be established with defined pre-screen, on-site and final interview questions linked specifically to the role. Hiring managers can then focus their efforts on candidate responses for objective evaluation.

## STAGE FOUR

### Pre-Selection Assessments & Testing for FIT

Today’s industry offers a plethora of tools for pre-selection testing and assessments that accurately assess candidate skills, characteristics and abilities. Our research proves that utilizing pre-selection assessments improves selection by over 67%.

## STAGE FIVE

### On-Boarding & Education

Once the hiring decision is made, it is important for sales leadership to support the development and coaching of the new sales professional. Utilize the results of the assessment tool to engage the new employee in setting goals and identifying needs for leadership support, training and development. This process creates a foundation of awareness, communication and accountability between the sales professional and sales leadership for top performance and success in the sales role.



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## STAGE SIX

### Lead, Develop and Retain the Sales Team

Today, the role of sales leadership is to eliminate obstacles and optimize sales force performance efforts to create new business and retain customers. By selecting the “right” sales team, sales leadership can focus on advancing and retaining top performers to optimize sales efforts... resulting in new business opportunities and customer retention. 



*GDI provides world-class sales leadership solutions for the selection, performance and retention of top performers in today's leading organizations.*

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