



Sales Force Selection Critical to Business Success

The professionals a company hires for its sales team can make the difference between success and failure.

Businesses can improve the effectiveness of their sales force selection process by engaging a sales performance company, such as Growth Dynamics, to conduct a sales assessment and develop a profile of the ideal sales person for the organization.

Such a profile will define the characteristics, motivation and skills needed by a sales professional to enable him or her to achieve top sales performance for a company. Every business is unique and thus requires a sales team with a unique set of behaviors, skills and experience to successfully represent the company and its products and thus increase the company's sales. A successful sales person at one company may not have the personal and professional attributes necessary to be a top sales performer for another company.

So, a sales assessment is an essential tool to help a company plan and implement sales force selection to recruit, screen and hire sales professionals who are uniquely equipped to be top sales performers, enabling the company to meet and exceed its sales objectives.

Even though a company has developed effective marketing strategies to sell its products and services, its marketing program will likely fall short of the target if the company has not implemented an accurate, effective sales force selection process. An effective sales force selection program is targeted to recruit only those sales professionals who have the ideal personality and skill set to effectively connect with the company's prospective customers and increase sales.

The sales assessment creates a profile, or "picture," of the ideal sales person for the company. The profile includes the personality, interests, experience, training and even what motivates the ideal candidate to achieve at optimal levels of performance. Without such a profile, businesses develop recruiting campaigns that are too general in nature, attracting a wide range of candidates, many of them not qualified to represent the company and its products.

As a result, a sales assessment can help companies conduct efficient, cost-effective sales force selection programs that save the company money in the long run by finding the best candidates possible and reducing sales force turnover.