



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Human Resource Management—**  
Manages process for aligning human capital with organizational goals.
- **Leadership—**  
Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

#### RELATED COMPETENCY CATEGORY:

- **Management Controls—**  
Exercises necessary management controls to ensure the integrity of the organization's processes.

# Hiring Salespeople

## SUMMARY

Following a structured, objective approach to hiring new salespeople creates better hiring decisions. Effective hiring includes identifying candidate criteria, promoting the position, screening applicants, interviewing, analyzing to make the decision, and planning the first day, week, month and quarter for the new hire.

## CONTEXT

Salespeople are a direct reflection on your company. For that reason, one of the most important responsibilities of a sales manager is making good hiring decisions. It is critical that you make the best possible choices, because the amount of time, energy, effort, and money invested in developing successful salespeople is significant. You often find yourself living with poor choices for far too long, and then find yourself desperately looking for someone (anyone) to fill a sales staffing gap.

To make successful hiring decisions involves following a structured, objective process that creates consistent results. This means that you need to create clear criteria for candidates and use effective interviewing and follow up. In this way you take much of the guesswork out of making hiring decisions, resulting in success for you, your staff, and your customers.

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### At the completion of this module, participants will be able to:

- Apply a repeatable process that identifies qualified salespeople
- Establish criteria for making effective hiring decisions
- Interview candidates to identify characteristics for success
- Utilize reference and background checks
- Establish a plan for the new hire to assure success

*First-rate people hire first-rate people; second-rate people hire third-rate people."*

—Leo Rosten