



4 Things You Must Do To Consistently Hire Great Salespeople

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Introduction

You know how frustrating it is to hire salespeople. You pick them out from the stack of resumes or LinkedIn profile. Then you interview them. And in the interview, you just know “they handle so well, they are going to be perfect.”

Six months later you’re firing them or they quit.

That statistics on sales recruiting are terrible – less than 10% of sales hires last 5 years. Yet everybody continues to recruit the same way. It’s crazy.

In this little report, we offer a proven alternative strategy that will amaze you. It is so effective and simple to you!



Step One

Get a Flood of the Best Applicants

Before the Internet, if you wanted 100 applicants to apply for a sales job, your company needed to be in New York or LA. But today your business can be anywhere and you'll still get a flood of applicants.

The key is to write an ad that welcomes the studs and chases away the slugs. Most sales ads are too general.

They waver when describing what the applicant gets for applying to work at your company.

Most sound like an HR job description. They list everything the applicant has to do or have done. There is nothing about what the applicants gets.

Help Wanted – Sales Ads in Monster Just Plain Suck

Scan the Ads in Monster. The ads all look alike and none talk to top sales performers. (NOTE: We have found Monster to be a poor choice to advertise a sales job.)

To draw large numbers of the “right” applicants you’ve got to talk to your applicants.

Tell them you believe sales talent is the rarest and most important talent in business.

Talk about how you are looking to give them what they want most.

Top sales talent wants money and power. Tell them how your company is a money and power factory for top sales talent.

Prove the money part by giving specific numbers. Tell them what the highest paid salesperson in your company earns. Or if you’re a new company, tell them what they’ll earn based on your compensation strategy.

And don’t buy the nonsense that Millennials don’t want Money, that they’re looking to serve humanity.

Top salespeople are High Practicals. Weak salespeople want to be loved. Strong salespeople want to close business and earn more money.

Want to see all the steps to hiring salespeople who can close deals — and make you a ton of money? We’ve prepared a video that gives you step by step instructions.



Step Two

Profiling Applicants for the Two Key Attributes of Top Performers

Think about the role of salesperson. They are responsible for bringing money into your company and they do that by favorably influencing others to buy.

The best salespeople in the world are what are called High Practicals. **They have a desire for money or power.**

And they are comfortable influencing others day in and day out.

Personality Profiling Has Been Known Since Ancient Greece

Long before there were electric lights, the ancient Greeks identified that different people have different personality styles. This personality style typing has become much more sophisticated since Greece's golden age.

Computers make profiling a lot easier for us. Today, in less than 20 minutes, you can get a very accurate reading on what your sales applicants' personality styles are. Among the 2000+ clients we have, there are quite a few who started out thinking that "profiling doesn't work."

But when we looked at how they had been taught to use them, it became clear why they hadn't gotten laser sharp results from implementing a 100% profiling policy for sales hiring.

So, for the benefit of those who have doubts about the effectiveness of profiling, we are sharing with you essential tips on how to make it a success:

We recommend that you profile all applicants before you look at their backgrounds. You should find out what makes them tick first.



A hand in a dark suit jacket points towards a glowing line graph and bar chart. The chart shows an upward trend with five bars and a line connecting five points. The background is dark and out of focus.

Use a validated instrument – this should be obvious, but there's a lot of snake oil out there in the world. It's best to be cautious at all times.

First, profile applicants for CORE Values – What do they get out of bed for in the morning? Make sure they are High Practicals where Money or Power is number 1 priority for them.

Next, profile applicants for CORE Style – whether they enjoy persuasion and don't find it tedious OR if it's not their cup of tea. You are hiring long-term talents here; people who don't like persuasion burn out in a sales job.

The use of profiles makes setting up a sales hiring system easier. You are able to review more applicants more quickly.

You're not going to miss hidden gem applicants and you're not going to get fooled by faked-up resumes or polished LinkedIn profiles.

The bottom line: You're going to make more money per salesperson with correct profiling and guess where that leads? **More profit for your business!**

Step Three

Hiring Salespeople Who Perform Well After the Interview

Have you hired too many salespeople who were great during the interview, but who failed? Were you sure during the interview they were “handling themselves so well”, that they just had to be the one?

Did you feel yourself sold on them in the interview?

Allowing yourself to sell or be sold in the interview is a fatal mistake.

Pretend You're an Engineer – Adopt the “Engineer Persona”

It's tough for us sales managers not to get fired up in the interview. Our enthusiasm and natural persuasiveness got us to where we are.

Selling is our “default setting.”

But to do well in sales hiring, you've got to get out of the “Salesperson Head.” Instead, the best mindset to use in interviewing is the “Engineer Head.”

What a 62 Year Old Engineer Taught Me About Making Good Decisions

When I was first in sales, my customers came from many backgrounds. One in particular, Jacque, controlled a large ad budget for a technology company. Jacque was an engineer.

I wanted to get a hunk of his budget for our Rock and Roll radio station. I knew our audience would respond to his offer and I knew I needed a big budget to make it work. No one had come close to cracking the account.

While I was presenting, he was impossible to read. I was sure I was getting nowhere with him during my presentation. He kept looking down at his desk. He seemed bored.

You know what THAT feels like in a sales presentation. I wanted to stop in the middle, because I “knew” he wasn't buying.

I got to the end. Silence. I couldn't think of anything to say.

Finally, he looked up and said that it sounded good. And he bought. And that is how I sold Jacque and brought in the largest annual contract ever.

I was 25 years old and I learned an important lesson. Too many sales managers make the fatal mistake of turning the interview into a sales call.

Stop getting tricked in the interview by not scripting your interview. Break your interview down to sections. Each section needs to cover a key personality characteristic.

We've put together a video. Watch it and see how to construct an interview that gets you salespeople who perform.



Step Four

Setting Up a Winning Compensation Strategy

An effective sales compensation plan will strongly motivate and incentivize your salespeople to help your organization achieve their short-term and long-term business goals while improving and maintaining a profitable margin.

According to the Harvard Business Review, 85% of US companies have a sales incentive plan in place. However, less than 9% believe their compensation strategies are driving optimal sales performance and business results.

That means more than 90% of companies nationwide are wasting billions of dollars on their sales forces and failing to hit their business objectives.

Remember, there are no “right” or “wrong” sales compensations plans.

They each have their pros and cons. What matters is which plan is going to incentivize your sales team and help your company realize their business goals.

1. Salary Only

Salary only is the most straightforward compensation plan: salespeople have a fixed annual income with no commissions or bonuses.

It offers stability. It's probably favorable by the finance department because it is the easiest to manage. But it also the least common plan put into practice.

Why? Because your top sales talent is no longer motivated to work hard. Unless you have a strong company culture, don't be surprised if they soon walk out the door.

2. Salary Plus Bonus

Salary plus bonus structure offers a fixed annual income and an annual, bi-annual or quarterly bonus for hitting a target number in sales.

This plan makes it easier to predict if a sale rep will miss, meet, or exceed their quota. And if they are consistently hitting their target, then they are somewhat guaranteed more of a stable income.



However, top performers may think twice before onboarding if the bonus isn't high enough or if they're being micromanaged. If they do decide to stay, your sales team may just perform the bare minimum to get by.

3. Salary Plus Commission

Salary plus commission is the most commonly used plan. It offers a fixed annual income plus commission sales, which are paid out weekly, monthly, quarterly, or bi-annually.

Salespeople are more productive, motivated, and independent under this plan. It provides a safety net when business is slow or the market is volatile. Plus, the company is able to grow more aggressively.

60:40 is the industry standard for fixed income and variable compensation. This can adjust depending on the complexity of the sale and sales cycle, involvement of the sales rep in the customer's purchasing decision, origin of leads (i.e., were they provided or generated by scratch?), and selling approach.

4. Commission Only

The commission only model pays out salespeople after performing certain activities or milestones. For example, a sales rep gets \$1,000 for every new account or upsell.

It's not the most attractive structure, but that's the point. This compensation plan invigorates superstars who are against quotas, confident in their sales ability, and aligned with your company's goals. For the right salespeople, the payout outweighs the risks.

It's still equally as terrifying if you aren't making sales. Non-performers will naturally be weeded out. A lack of steady income can burn out reps who feel overworked or stressed.

This plan also doesn't account for market penetration or the quantity of opportunities, meaning there could be a severe imbalance of leads among salespeople



5. Territory Volume

The territory volume sales compensation plan is team-oriented. Multiple reps work together in clearly defined areas and are paid for their efforts across said regions. Total sales are then split evenly among all sales reps in that given territory.

It's ideal if sales territories are clearly outlined and rich enough to support competitive wages. Otherwise, they run the risk of losing their territory to competitors.

6. Profit Margin

Profit margin, also known as gross margin, compensates based on profit rather than sales. For example, if \$100,000 is generated in sales and \$70,000 is spent on the cost of goods sold, then the profit margin is 30%. The commission is then calculated as a percentage of the margin.

It's an attractive model for those who are interested in long-term incentives (e.g., company shares). It also helps drive the sales of certain products and services, whatever yields the most profit for the sales rep.

Schedule a Free One-on-One Call with an AAPS 4-Pillar Team Member

SCHEDULE A CONSULT CALL

What Advanced Hiring Clients are saying...



Ryan Felps

StarChapter
★★★★★

"I Was Frustrated. There HAD To Be a Better Way To Hire Good Salespeople. Then I Found Advanced Hiring System"



Jeff Sullivan

MetLife
★★★★★

"We hired 11 people in our Dayton Center using the System. It is without a doubt the most productive group of new hires we've made. Ever"



Bob Shockey

John Henry Company
★★★★★

"Hi Alan:

My new TeleSales hire is on line as of 2/16 and at Week #2 appears to be the BEST HIRE we have ever made. Your screening tests (of course) made the hiring process faster in total elapsed time, as well as less costly in terms of MY time and more effective. Also, I love the objectivity it brings. Please put me in for another 10 pack. It appears I may go back into the hiring mode in 6 weeks or so.
Bob Shockey"



Carl A. Orozco

Clear Channel Radio
★★★★★

"I tested Kathy after we had talked during the first interview. She tested extremely well and the test showed she had a very high "Power" number as well as a high "Money" number. This made her my number one candidate. I hired her based on the test and have not been disappointed since. She is bring in new business, establishing relationships with clients who had been on our stations but left. And she is coming up with good ideas during sales meetings. I would strongly recommended using the test as a bases on which to decide if you should hire a certain person or not. Advance hiring systems works, you just have to trust the tests."

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Get Better Sales Applicants
Identify the Best of the Best from Those Who Apply
Create a Compensation Plan that Works Best Long-Term
Sell More Prospects

SCHEDULE A CONSULT CALL



Advanced Hiring System
Stop Hiring Lousy Salespeople
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