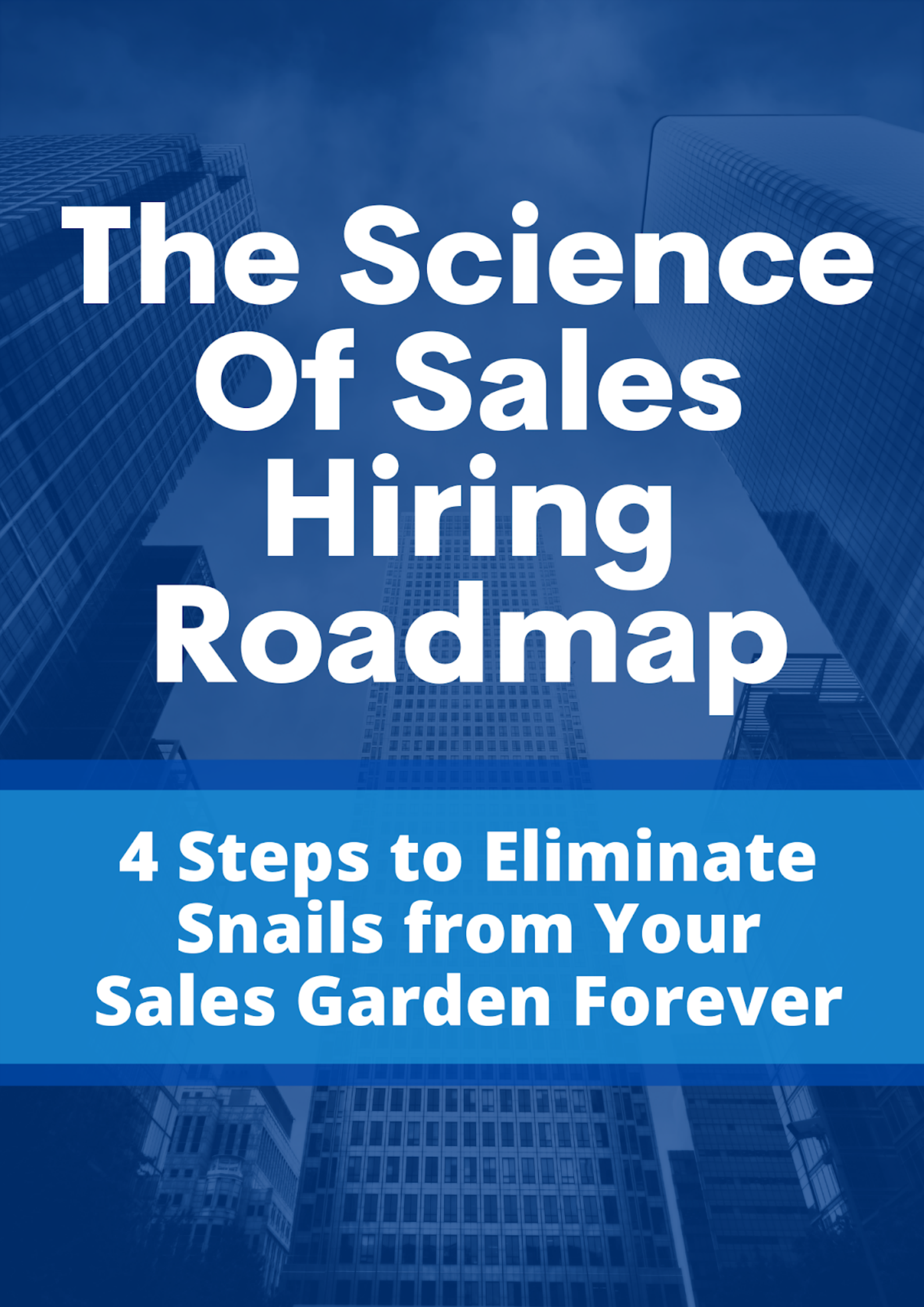




The Science Of Sales Hiring Roadmap

**4 Steps to Eliminate
Snails from Your
Sales Garden Forever**

The Science Of Sales Hiring Roadmap -- 4 Steps to Eliminate Snails from Your Sales Garden Forever



Alan Fendrich, your
sales-whale hiring mentor

Dear entrepreneur,

If you've hired way too many duds for your sales team, if you find yourself being impressed with LinkedIn profiles and resumes that mask weak salespeople... then what you're about to read will be of intense interest...

...and going forward your sales hiring success rate will skyrocket.

In the pages of this special report, I am going to expose a series of shocking misconceptions, fallacies and downright lies about the number one cause of sales hiring failure.

You'll discover why over 80% of sales hires quit or are fired by the end of the first year, why only 7% make it to the end of the third year, and why sales managers continue to be fooled into hiring weak salespeople

Incredible as it sounds, chances are you're doing things in the same way that the recruitment industry has been teaching companies to hire salespeople -- a system that almost guarantees salespeople who never make sales calls, who do their best selling in the interview but when they get on the team never leave their desks. And a host of other devastating hiring mistakes that ruin sales teams.

The good news is these problems are absolutely avoidable. Even if you've made every recruiting mistake in the past, with the knowledge that I'm about to give you in this report, you'll discover:

- **How to quickly spot sales winners from a stack of applicants ...**

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- **How to conduct a sales hiring interview where they tell you so much truth about themselves, you'll be blushing ...**
- **And how to compensate sales studs so they do their best for years.**

Hi, my name is Alan Fendrich. 20 years ago, I built a company of 200 salespeople.

It didn't happen overnight, because my sales hiring was a disaster in the beginning. I spent all my time kicking butt trying to get salespeople to do what they're supposed to do. The obvious stuff: pick up the phone, make sales calls, contact prospects and close deals.

I made all the mistakes anyone could possibly make -- got impressed by fancy resumes and beautiful LinkedIn profiles and ended up with a team where only 20% of my sales force were top performers and 80% were fair to poor. And my investors were constantly asking why we weren't hitting goal -- I began to have serious doubts about my ability to build and lead a successful sales team.

Today, after selling that business, I've coached over 2000 companies on how to at least double your sales hiring success rate and most have done even better than that...

The system I created is called the AAPS Profiler Sequence (Advanced Applicant Profiler Sequence.) Using it, I've analyzed more than a quarter of a million sales applicants and helped my clients hire more than 5000 top sales performers. LinkedIn has named me an influencer with more than 7500 followers who connect with me regularly. An expert in sales hiring!

What Made the Difference?

Well, first, it's important to understand what the real cause of sales hiring failure in sales departments is today.

You see, in the Dotcom era, I had a hot product and was hell-bent on building the company to 200 salespeople. But it was a brutal slog and fraught with peril ...

So I met with and studied companies that had a reputation for hiring salespeople well. Yet I began to recognize that everybody was doing it the same way and getting the same level of mediocre success.

It became clear to me, contrary to all of the generally accepted ideas from the recruitment industry, that the real cause of the problem was that nobody really had a good system!

So I began experimenting in my company in an effort to improve my disastrous sales hiring results. I made dramatic changes in the way we advertised, the way we compensated salespeople, and in the way we interviewed applicants. And I kept a scrupulous and scientific diary of the results.

My investors were less than excited with what I was doing and felt that in order to find sales people you just needed to kiss a lot of frogs to find the princes and princesses.

The recruiters, placement agencies and headhunters that we were using resented my taking a different tact. But as I continued to study and experiment, I discovered the remarkable effectiveness of what I was discovering ...

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Through a controlled and statistically validated series of experiments, I developed a very specific strategy for hiring true sales stars. And it tripled our revenue from the same number of salespeople -- increased my revenues by \$2 million a year!

Without boring you with the complicated tests that I conducted, where I tracked every nuance of ad writing, ad placement, values and styles of the best performers... It's important that you learn the truth about why your current sales hiring strategy is actually finding duds by design --- and not top performers.

Realize, when you are using LinkedIn profiles and resumes as your initial sorting mechanism, you are using a document that is filled with fluff and downright lies. In other words, the more you rely on LinkedIn profiles and resumes and previous experience as your initial sorting mechanism, the more you dig yourself a hole. In fact, a cavernous pit where only 1 out of 5 of your hires will perform.

And 4 out of 5 will be salespeople who have great resumes and LinkedIn profiles, but can't sell or won't sell. They might even find the process of persuading others, (which is, after all, the job of a salesperson) to be offensive.

I mean, think about it. Job boards want you to be committed to the hamster wheel of sales hiring. After all, what's better for the job boards who have to answer to investors and quarterly revenue reports? That you're able to quickly identify performers and staff your team with winners -- or constantly having to advertise and replace those four out of five sales losers?

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You've been tricked into hiring your sales team based on resumes and subjective “optics”. Yes, it’s true that people will generally continue to do

what they’ve always done... but a resume is a terrible way to “look under the hood” of your sales applicants.

On the other hand, accurately identifying the best applicants and learning

how to interview them in a way that will really get to the truth, will quickly change your sales hiring success rate.

The 4 Simple Steps of the AAPS Profiler Sequence ...

Okay, **number one, your Compensation strategy.** This is the first step of any successful sales recruitment makeover. The best sales applicants are looking for a six-figure income. Your comp strategy has to clearly demonstrate for them how, if they do the work, they'll end up with a solid six figure income. Here's the thing, they don't have to be able to get their six-figure income in the first year. Perhaps you can build in a recurring model so that over time, they have essentially built a franchise within your company.

Most comp strategies treat salespeople like cattle, but your Compensation strategy ought to be designed to make sure that your sales applicants become franchised to your organization. This is really important to get right.

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Step two. Write an ad that attracts winners and chases losers away.

Winners win. Losers lose.

Most salespeople can't really sell. Sorry, but those are the real stats - 1 out of 5 win. And winners love a challenge.

Write an ad that tells the winners they will get all they ever wanted from coming to work with you. Then, get busy and create an environment where salespeople are king at your company.

Most listings on job boards have the wrong words. Your ad is your initial filtration tool.

Top sales performers respond to words like "strong-willed," "forceful," "determined". Check out Indeed's ads. Very few contain these magic emotional keyword buttons that all of us hold deep inside when we describe ourselves to ourselves.

Test it yourself. Look up sales jobs for auto dealers. It's probably the most sales-driven industry in the U.S. But the ads look like they were written by a human resources department tasked with finding a new janitor. You need a system of ads that attract and filter the right kinds of people.

Step three is where and how you advertise.

Stop advertising in all the wrong places. There are better places and worse places for advertising. That should seem obvious, but smart companies continue to advertise in the wrong places. Did you know that applicants on Indeed are 3 times more likely to respond than Glassdoor?

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Remember, the job boards don't make money when you succeed and stop advertising with them – they've got shareholders to answer to. Many of their recommendations for job description and the way you describe your compensation will hurt your response. Beware.

Step four, determining the best applicants.

What makes your applicants get out of bed in the morning? Great salespeople might care about the environment and baby whales but it's not what makes them jump out of bed and rush to work in the morning.

Using an online profile can help you pinpoint those values that make them great salespeople.

There's a 90% positive correlation between top sales performers and having money and more power as high values.

Deny this at your peril as a sales hirer. In the interview, any applicant can say they are money motivated. But assessing for values FIRST is an EASY way for you to determine if your applicant is money motivated or not.

If they pass that Values assessment, then you evaluate the personality style, how they see themselves deep down inside. Because there are certain basic styles that top sales people exhibit.

Why Most Salespeople Run and Hide After Hearing the First “No” ...

One of the characteristics we can very effectively measure is “ego drive”, the voice inside your head that says “I can make it, I can do this”. It's all about me; you know I am the one that can make it. The buck stops here. I am the one who can make it happen. A salesperson needs a strong,

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positive ego drive. There are different grades of ego drive. You don't want a negative ego drive. You certainly don't need salespeople who have low ego drive.

Why the Best Salespeople Are Disarming ...

A key characteristic in a salesperson is "influence." That's the ability to communicate with others in their preferred language pattern. The value of influence should be obvious when the result you want is sales. But Sales Managers get tricked. In the interview, they just look for good communicators. So, they get good communicators without an innate drive to communicate with people on their wavelength, so they drop their natural defenses to being sold. What you want is a strong influencer who is a comfortable, flexible communicator who can adjust to your prospect's style. You need someone who can deliver your message so your prospect can understand it.

The Influencer can adjust your message to fit your prospect.

Why Good Salespeople Can't Sit Still

This probably sounds weird, but you should place a very high value on "low steadiness" in a sales applicant. You want someone who does not have the desire to stay for an extended period in one physical location unless this is a phone sales job. Successful salespeople are LOW steady. They want to move. (It's different for telesales.) When a manager hires a "high steady," they often get someone who looks good, communicates well, does everything right. But they never leave their desk to make a sales call. You don't want a salesman who is comfortable staying in one physical location. Your salespeople need to be low steady. It's an important characteristic to measure.

Why Top Salespeople Drive Over the Speed Limit

Selling is a low-compliance sport. If you are a top salesperson your job is to get a favorable decision. You create the desire in the prospect for your product. Then at a certain point you need to reach in, grab the credit card, and swipe it through the machine. It's a delicate work of sales art.

Low compliance helps a salesperson stay detached from the prospect. When the prospect says they need to think about it, a high compliance salesperson says "Okay I'll come back next week." But a low Compliant immediately looks for ways to help that prospect make a decision now.

That's critical, because there is no next week.

I have just scratched the surface, but these strategies allowed me to make a pile of money and turn my business into a cash cow. And they've given my new clients at Advanced Hiring Systems a whole new lease on life.

Implement these strategies, and instead of dreading your next sales hire, you will approach the task with confidence and a genuine sense of positive expectation, even excitement.

Instead of sitting through endless interviews, where you're wondering how the applicant even got in your office, you may have to beat the hard charging bull closers away with a stick.

Instead of living in terror at the thought of your sales team missing quota AGAIN, and having to listen to your boss or your board ask "what the hell's happening!?", you confidently walk into the room with good news to report.

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I know from personal experience, and from the experience of thousands of clients, that this is what awaits you.

Okay, fine.

So where do we go from here? Well, you've seen a pretty in-depth demonstration of how all this stuff works. You've seen how the simple steps of the AAPS Profiler Sequence will literally annihilate bad hiring.

And I'm going to assume that you'd like to do the same.

I'm also going to assume you'd like some additional help doing it.

So I've set aside some time over the next 72 hours to speak with you personally about how you can apply this revolutionary sales hiring strategy in your business -- starting today.

I call it the Science of Sales-Hiring Strategy Session. We get on a Zoom call for about 45 minutes and on that session, I'm going to work with you to craft and customize a step-by-step game plan for consistently hiring top performers to your sales team. And we're going to figure out exactly what you need to do to pull this off in the shortest time possible.

The cost of the call is absolutely free. however, you do have to qualify for it.

- **Number one, you must have a business that sells a quality product or service.**
- **Number two, you must be an action taker, a VP Sales, sales manager or company owner.**

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- **Number Three, you must be willing to use a sales hiring strategy that is different from what most companies are currently using.**

So, if that's you, I want you to go ahead and apply for one of these 45-minute sessions right now. And as I say, it's entirely free. But I promise you, if we do get on a call for 45 minutes, it'll be the absolute most valuable 45 minutes that you'll ever spend.

Apply Now. [Click here](#)

I know how to rid you the plague of hiring dud salespeople, and you've seen that in this report.

Now, you might be wondering ...

Why is Alan offering a [free \\$900 consultation?](#)

Well, two reasons. I do this because helping sales brass take back control of your sales hiring process is personal to me -- I know what it's like to try [to build a company and do all the selling yourself... hiring salespeople who look good, smell good, but stink at selling... being stuck on the hiring/firing roller coaster forever.. And nothing gives me more pleasure and personal satisfaction than seeing a sales director like you building an all-star stable of sales champions and... well...

I'll just come out and say it... cleaning your competition's clock next quarter and strutting around the boardroom like a prize cock.. It's just what happens when you have a predictable way to grow revenue and dominate your industry.

And plus, I know that you're gonna want my help to take that action plan that we put together on that call and actually put it into practice.

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So if that's what you want, then great. I have limited openings to work with some new clients.

Get access to the same private and personal coaching as the testimonials below and all of the other success stories.

We can talk and see if it's a good fit for both of us. And if not, that's fine too. Either way, you're going to get tremendous value and clarity out of our time together. So if you want to apply for one of these Scientific Sales-Hiring Strategy Sessions, [click here](#).

Complete the application. Book your session. And watch for an email confirming the call. Thanks for reading this, and I hope we get a chance to talk.

Alan Fendrich



Sales-Whale Hiring Mentor

P.S. Take a look at what people are saying ...

"I had 11 interviews in Atlanta last week and hired 4 very good candidates. The system really works!". **Lucas Stewart**, Stewart Park Homes

"The sales rep we hired using your system is doing a great job for us - we feel that your system worked extremely well - she has brought in \$10k of ongoing monthly corporate business in her third month with us!". **John Evans**, Personnel Profiles

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"Its working great. We feel like you've turned us on to a gold mine. we can really tell with the last few people that we've hired how well the System works" **Jamie Futrell**, Bristol Broadcasting

"A year ago we hired a recruiter who switched us to another test. But we got much better results from the AHS System, so we are back" **Stacy Smith**, Global Solutions Electronics

"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", **Jeff Sullivan**, MetLife

"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 brings 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."

Carl A. Orozco, Clear Channel Radio

"Your system helped me with key hires. I hired a salesperson who used to be a sales secretary. She is better than most of the veterans... I say forget previous sales experience when you're looking at candidates. Hire the tire

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changers, hire the sales secretaries that test well with the Advanced Hiring System. Your results will go up. The Radio Revenue in the market is up 1.7 million we are up 2.2 million and I attribute much of that to our ability to hire better salespeople using the Advanced Hiring System". **Steve Dubois**, Corus Entertainment

"Alan, We used your system and ended up hiring two salespeople last month from outside our industry. The profiles were "dead on" and they are already generating good business for us. We can teach anyone the equipment leasing industry but you helped us find two sales diamonds in the rough". **Jim Doster**, Bulldog Truck Sales