

So you need to hire a **B2B salesperson**?

B2B SALES HIRING DECISION TREE

LESS THAN
50%
reps are at target

DO YOU...

... have the resources to manage and support **SALES PEOPLE**?

Y

... have a clear definition of the roles and objectives?

Y

... need a salesperson that consistently achieves and exceeds their targets?

Y

Are you prepared to pay compensation that top sales performers command?

Y

HIRE ANYONE

OK SO YOU UNDERSTAND TOP SALES PERFORMERS

HOW ABOUT FINDING THAT PERSON ...



DO IT YOURSELF



ENGAGE A SEARCH FIRM



Do you have a system for attracting top sales performers?

N

HAVE A LIMITED TIMEFRAME TO DEDICATE TO THE HIRING PROCESS?



Y

N

Have you determined what makes the position/company unique and attractive for a new-hire that is currently employed and progressing well in their career?

Y

Do you have access to top sales performers to whom you can offer employment?

Y

Y

Ideal candidates identified?



N

N

N

N

N

N

Y

Y

Y

DO YOU PUT CANDIDATES THROUGH A RIGOROUS, STRUCTURED, & SCIENTIFIC ASSESSMENT PROCESS?



Y

Does at least one candidate possess the required skills, experiences and DNA to drive sales?

Y

Do you have at least one candidate that has achieved the necessary results in a similar sales environment?

Y

Is the candidate serious about joining your company?

Y

OUT OF TIME?



HIRE **50% FASTER**

60% Increase in Reps Making Quota

Avoid **\$150 - \$500k** For Each Bad Hire

6 TIMES DECREASED TURNOVER

HIRE THE TOP SALES PROFESSIONAL THAT CONSISTENTLY ACHIEVES + EXCEEDS GOALS!

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Sources:
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