Five Non-Negotiable Sales Hiring Practices

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Introduction

I'm Jorge Chavez, the President of Topaz Sales Consulting. Let me share an incredible story from my professional journey that completely changed the game for me. Picture this: a few years ago, I was on the hunt for a salesperson for a client who had sky-high expectations. Little did I know that this experience would be a turning point in my career.

I conducted 14 in-depth interviews with highly qualified candidates, leaving no stone unturned. Finally, the client made their choice and hired someone. But it was during this process that I had a major realization.

Jorge Chavez, President

There had to be a better way for my clients to invest their time and resources when evaluating potential hires. They needed the confidence to select the perfect salespeople who would thrive in their organizations.

That's when it hit me. What was truly needed was a hiring process specifically tailored to salespeople. It had to be a system that empowered business owners and hiring managers to attract, screen, hire, and retain top-performing sales professionals. And thus, the Metahire Sales Hiring System was born!

If…

your time is stretched and extremely valuable	you have hired salespeople who have underperformed	you would like a better method of finding top talent to reach your sales goals

…it's time to revamp your sales hiring process

Our commitment to hard work and not settling for less than greatness will align well with your expectations of MetaHire. As a busy business owner, you can take full advantage of sales and hiring expertise to generate substantial revenue and facilitate your desire to expand.

To get you thinking about your current sales hiring process, I am sharing five, time-tested sales hiring practices you can implement into your company hiring right now.

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The typical hiring process is not effective for hiring salespeople.

Successfully recruiting for sales positions requires an entirely different approach.

Welcome to what is known as an objective and behavioral approach to hiring.

We believe in a "try before you buy" approach. We understand the significant costs involved in hiring, training, and onboarding the right salesperson. Attracting the ideal candidate shouldn't be limited to a handful of attractive resumes. That's why we encourage you to cast a wider net and expand your candidate pool.

By embracing this smarter hiring strategy, you'll have a greater chance of finding the perfect salesperson for your team. We're here to guide you through the process, ensuring that you make informed decisions and maximize your resources. Get ready to revolutionize your hiring approach and build a high-performing sales team like never before.

Finding the right salesperson is like finding a needle in a haystack.

Sales isn't for everyone. It's a strategic game that requires resilience in the face of rejection, handling objections, building genuine rapport, and above all, immense patience. For every 100 prospects a salesperson engages with, only a few may convert into clients. That's why it's crucial to adopt a "try before you buy" approach.

To make the right hiring decisions, it's essential to expand your candidate pool and subject each candidate to a proven process that evaluates their performance under pressure. By doing so, you'll gain valuable insights into how they handle the challenges and demands of the sales environment. Don't leave it to chance. Take a proactive approach and ensure you're choosing salespeople who can excel in the face of adversity.

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Discover the hidden sales potential beyond the resume

What we want to do is assess a candidate's sales potential.

Gone are the days of solely relying on a resume to judge someone's capabilities based on their past accomplishments. We go beyond that. We leverage the power of precise assessment tools to uncover what candidates can and will achieve in the future, provided they receive the right tools and training. You see, a resume only scratches the surface and fails to reveal the full range of possibilities.

We firmly believe that every individual has the capacity to learn, grow, and reach new heights. It's this untapped potential that we strive to assess. Our goal is to identify the hidden talents and abilities that may not be immediately evident on paper.

But how do we get a realistic look at a person's sales potential?

It's all about using the right assessment tools to dig deep and uncover what a candidate is truly capable of. We look at their motivations, commitments, desires for growth, and what they're willing to do to succeed. This paints a clear picture of their sales potential.

Sales competency is measured by various factors, and with our unique Metahire sales hiring program, you'll gain access to a systematic method that reveals the crucial information you need. We'll help you identify the candidate with the highest overall sales potential.

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Look for reasons to eliminate candidates as opposed to reasons to hire candidates during the sales hiring process.

At the end of the day, we are looking for that ideal fit.

While culture and personality are undoubtedly important factors that contribute to your sales team's dynamic, your primary focus is on finding a salesperson who is dedicated and committed to closing deals. That's our ultimate objective. To achieve this, we adopt a different mindset. Rather than giving candidates the benefit of the doubt, we actively look for reasons to pause the process, seeking any potential flaws or conflicts that may arise. Realistically, we aim to minimize hiring expenses by taking a proactive approach that eliminates candidates at the first sign of red flags.

By doing so, we save both parties valuable time, money, and mental energy. It's a proven strategy that allows us to streamline the hiring process, ensuring that only the most promising candidates move forward.

Resume Review

As we mentioned earlier, the resume is not the end-all-be-all. However, you do want to look for reasons to eliminate faulty resumes that you know won't make a good fit.

Phone Interview

Here, you want to listen to the candidates for conflicting information that does not match their resume and ascertain their skills and competence.

Interactive Role Play Interview

The interactive role-playing interview will instantly give you reasons to eliminate those candidates that seem too overbearing, verbose, inexperienced, and unprofessional. Remember: don't give candidates the benefit of the doubt and always seek to eliminate rather than advance.

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Include a selling scenario as part of the hiring process

Most successful companies utilize some sort of interactive selling scenarios when hiring for sales positions.

This will help you get a direct feel for a person's selling style and how they will approach prospects. Sometimes, candidates will look great on paper. They will appear as people with direct industry experience, sales training, and advanced education. However, when confronted with an interactive selling scenario they will drop the ball. Here's an example of one candidate who fit the bill, but just didn't meet the grade.

Case Example

We were recently on a virutal interview with the owner of a company and a sales candidate from London. The candidates' experience on paper was perfect and exactly what we wanted to see. With 1 minute left in the interview, the candidate demanded 5 more minutes to explain his sales approach and style. After listening to the candidate, it became apparent that his selling style and demeanor didn't match his resume. That is why selling scenarios are important. They will tease out the gaps and shine a light on a person's actual abilities.

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Use onboarding best practices to accelerate your new hire's ability to be a successful member of your team.

Now that you have found the ideal salesperson, you'll want to use guidelines to help onboard your exceptional new employee in the most streamlined and efficient way.

These best practices will break down when and how to use certain tools with your new hire. It's also important to remember that it's not just about granting them access to your tools and network.

You want to set expectations by reviewing the details in their job description. This will help you clear up any doubts, set expectations, and answer any questions they have about their duties.

In their very first week, it's critical to get them onboarded as fast as possible.

The use of an onboarding accelerator tool will be a great resource for your new hire to find many of the answers to questions that will help them understand your company and your clients.

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Wrap up

If this document can be helpful in finding your next great employee, we've accomplished our goal! In the event you believe further guidance or partnering with an expert would give you better results, feel free to reach out to us and we will equip you to become a Sales Hiring Master.

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Email
info@topazsalesconsulting.com

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512-886-4880

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