

# HIRING & PERFORMANCE DEVELOPMENT...



*P* Assessments

## *How to Screen out Salesperson Duds & Hire Superstars*

### **Building A Sales Team**

As the income generator of the organization, companies can live or die by the quality of their sales force. A dazzling sales team can generate tremendous sales for an average product or service, but a clumsy sales team might not fare well with a first-rate offering. Pre-hire screening assessments can virtually eliminate the costly mistake of hiring poorly motivated people, especially those who will require substantial training and constant managerial intervention to be effective in the sales role

#### **Here is what to look for:**

A lot of people think they can sell ice cubes to Eskimos – but truly great salespeople are few and far between. To find the “crème de la crème”, look for salespeople with these characteristics:

- Highly motivated by money
- Eager to learn
- Self-confident
- Stimulated by challenge
- Persistent
- Competitive
- Able to cope with rejection
- Great listening skills

*To ensure against bad hires, use an assessment tool that rates and ranks your candidate against successful people in the same type of sales discipline.*

### **Should I Use A Selling Skill Assessment Tool When Hiring Salespeople?**

NO! Selling skill assessments should never be used as the initial or sole pre-hire assessment instrument for sales positions. Many salespeople list three or four jobs on their resume when in fact they “started” with more companies than they listed. This type of salesperson often gets hired because they “look good”, you know the type. Over time they know how to “talk the talk”. BUT...after you have trained them and then finally expect them to be accountable for results....guess what? **THEY LEAVE!**

### **Level The Playing Field**

The secret to hiring salespeople who can actually increase sales is to look for those who are self-motivated and behaviorally suited to the job.

It's better to hire a lesser skilled person who is highly motivated than a person who is skilled and not motivated enough to APPLY their skills on a steady and consistent basis. To differentiate between the two look at the pre-hire assessment tools that are available today and that measure behavioral and motivational attributes and can provide a “heads-up” on the training required to bring them up to par. Professional headhunters and Human Resource Professionals for some time have used these assessment tools to save the cost of hiring and training those who are ill suited to the job. A good selling skill assessment has its place later on - but especially in sales – **test for motivation first!**

## SALES SUCCESS OR FAILURE?

*If you agree that in Sales, motivation is everything... read on!*

Let's look at the sales process from a behavioral standpoint. Sales, is simply the ability to persuade and influence others. A good salesperson is someone who is motivated to bring prospects under his or her sphere of influence, on a steady and consistent basis.

To find this type of person, you can not depend solely on the interview, the resume, or work history. You need a professional tool that cuts through the smokescreen.

Professional Interviewers the world over use set interview questions to create a "base impression" of the candidate. Some use fewer than 10 questions while others use 30 or more.

To increase their potential for success, most professional interviewers augment their questions with various assessments that measure motivation, competencies, and then skills.

To ensure against bad hires, use an assessment tool that rates and ranks your candidate against successful people in the same type of sales discipline. You will then have put yourself in the position of reducing turnover, and hiring and training costs, while increasing sales and productivity.

## Can They Sell?

*OK... you have a great and motivated candidate!  
Now what?*

We recommend you now assess the sales ability (skills) of the candidate. That is, the candidate's ability to strategize for sales success, in a variety of difficult circumstances.

## Can I do the same for my entire sales team?

Yes! Administer these assessment tools to each of your current sales people to determine the training requirements of the sales team as a whole – an extremely valuable tool! You can then begin to develop the specific training required, for each person, as well as the training required to enhance the performance of the entire team.

We will be pleased to answer any questions you have related to pre-hire and post-hire assessment tools.

*MCA Associates, a management consulting firm since 1986, works with wholesale-distribution and manufacturing companies. MCA Associates provides operational excellence – idea leadership – and implements continuous improvement solutions focused on business process re-engineering, supply chain management, sales development and processes, information systems and technology, organizational assessment and development, and succession planning.*



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