
HOW TO HIRE SALESPEOPLE FROM SOURCING TO START DATE



TABLE OF CONTENTS

- Chapter One: Sourcing
- Chapter Two: Rules to Follow
- Chapter Three: Outside the box tactics
- Chapter Four: Bad Resume doesn't mean bad candidate
- Chapter Five: Tips
- Chapter Six: Do it better than your competition
- Chapter Seven: Conclusion

CHAPTER ONE: SOURCING

Organizing your entire sales recruiting process can be overwhelming. In this whitepaper you will learn some new ways to source qualified candidates, bring consistency to your pipeline, and learn some outside the box tactics to attract both passive and active candidates. Once you source and attract candidates to your company it is important to see through a sales resume to identify good candidates with bad resumes. This is relative to your position but the best companies know how to uncover talent. Lastly, we share some tips on how to recruit better than your competition.

Chapter One: Sourcing

The first step in understanding how to find and recruit top sales talent begins with a good foundation - sourcing. Here are 21 places to source candidates that you will find success.

1. ATS/Database

As a recruiter and hiring manager you are constantly talking to candidates. Your database has really built up over the years. Rather than always focusing on “new” candidates, don’t forget to source existing candidates through your own Applicant Tracking System. You should kick off each new search going through who you already know. By keeping good notes each time, you talk to a prospective employee you will have a clear picture of who they are and what they are looking for. When the right opportunity comes up, you call them first.

2. LinkedIn

If you’re not on LinkedIn, it’s time to rethink your recruiting strategy. LinkedIn continues to be one of the largest online professional communities. You should consistently be growing your professional network. The more people you connect with and build relationships with, the greater your reach.

Some tips to use LinkedIn for sourcing:

- Share the jobs you’re hiring for, along with links about your company and culture (videos, pictures, blogs).
- Use the *Search Bar* at the top of the page to search for candidates with a certain title, location, or company.
- When you are looking at a candidate’s profile, LinkedIn will also suggest other LinkedIn members based on similar backgrounds. Make sure you use that too.
- Join different groups. Once part of the group you can search members, and choose to connect with them.
- If you are a LinkedIn premium user, you will have greater *search* capability and will also be able to send more messages and InMails to candidates.
- Search previous companies of your current employees.
- Make sure you personalize each message with everyone you connect with.

3. Job Boards

Yes, we're stating the obvious and probably the first go-to place to advertise your company's open sales jobs. Job boards are by no means the best way to recruit sales talent, but it is a way to brand your job and promote the opportunity. There are popular job boards like Monster, Career Builder, Simply Hired, The Ladders, Snag-a-Job, ZipRecruiter and Indeed, to name a few. Some are free and some are not. Don't assume that the pay-to-post approach means the perfect candidate will apply. You will still need to review each resume, and set up a phone screen with candidates to determine if they are a fit. Consider using some niche job boards to promote to a sales-specific community.

4. Former Employees

Chances are you have had some pretty great people who have worked at your company over the years. Even if they have moved on to another opportunity, they are still a great resource for referrals. Send a former employee an email, or call them to see if they know anyone who is looking for a new sales opportunity.

5. Attend Conferences

Over the course of your career, you will be attending conferences within your industry. This is a great way to build your network. Yes, you are there to learn and absorb as much information as you can, but take the time to introduce yourself to the people around you. If you are there with colleagues, branch out. Go to different sessions and meet new people. Expand your professional network. Remember to grab business cards. After the conference, send emails and LinkedIn connects to say how much you enjoyed meeting them. If you really like someone ask them if they are looking for an opportunity or if they can recommend someone who is looking. Understand the power of a building a professional network.

Check out: [Sales 3.0](#), [Dreamforce](#)

6. Recruiting Firms

Recruiting firms are a great way to meet qualified sales candidates. You will spend less time searching and more time interviewing A-Player candidates. Don't just choose any recruiting firm for your sales hiring needs. Work with a recruiting firm who will take the time to work with you and introduce the right fit for your organization.

Partner with a staffing firm that:

- Specializes solely in sales recruiting
- Has years of expertise and success in the industry
- Offers sales hiring solutions for every search and budget
- Provides recruiting software to make managing the process 100x easier
- Gets the job done, with deliverable results

7. Quora

If you're not familiar with Quora, it's a Q&A platform to help answer any and all questions. Many people are on this platform asking all sorts of professional questions. They are looking for best advice and tips, many related to a job search and sales career. Position yourself as an industry expert. Also browse for the questions and answers of other industry experts who might be interested in a new sales opportunity. [Go to Quora](#).

8. Sponsor a Conference/Tradeshow

Having your company be a sponsor at a conference or tradeshow relative to your industry is a great way to source for new candidates. You know that there are people knowledgeable and interested in your company, services, and products, so they could be qualified for your sales job (ideal audience). Make sure you collect business cards. You may be there to gain new customers, but why not try to gain new employees? And as a corporate sponsor, you typically receive contact information of all the attendees of the event. When you send your email thanking people for stopping by your booth, let them know you are hiring too. Check out: [AA-ISP](#), [InsideSales.com](#)

9. Google/Bing Ads

Similar to job boards, you can capture a candidate's attention with a strong and compelling advertisement. This will boost your company's brand and visibility, but remember posting a job doesn't guarantee qualified sales candidates. Partner with your marketing team and think of creative ways you can promote your company and open sales jobs to drive candidates to apply.

10. Facebook

Facebook isn't just a place to post pictures and status updates, it's a place where you can connect with people on a human level.

Here are some ways you can use Facebook to reach potential candidates:

- You can share your company's open sales jobs on your own personal Facebook page and ask your Facebook friends for some help
- You can also use the *Search Bar* at the top of Facebook and type in a search. It will yield results and help you target candidates who fit your search
- There are also groups and pages you can join to connect with its users
- You can also pay to advertise your openings to have a greater reach

11. Meetup

This online community is very cool. It connects people with similar interests both professionally and personally. You find and join certain online groups that interest you. The best part is they are local Meetup groups, and like the name suggests you “meet” in person. The group organizer will plan local events that group members can attend. [Go to Meetup.com](https://www.meetup.com)

12. AngelList

Are you a startup looking for some top sales talent? AngelList is a platform that connects startups to investors. You can also post sales jobs there. [Go to AngelList](https://www.angellist.com).

13. Your Customers

Great customers aren’t only advocating your products and services, they are also saying they choose you as a brand and company. Tap into this network that already knows who you are and what you do. Let them know that you are hiring through your next email campaign. Educate them on your open opportunities and encourage them to apply.

14. Sales Organizations/Communities

Continue to connect with like-minded individuals by joining sales organizations and communities. Many of these you can find on LinkedIn, but some are exclusive and require membership. They provide educational resources, insights, and training, and also enables you to search and connect with people who are part of the organization.

Check out: [Enterprise Sales Meetup](#), [AA-ISP](#), [Women Sales Pros](#), [Sales Hacker](#), [Salesforce](#), [Inside Sales Experts](#)

15. Boolean Search

Why not use one of the world’s most powerful search engines to help you find candidates? Use Boolean Search to find candidates based on job title, education degree, location, etc. This requires understanding how to combine words in a search using the words AND, OR, NOT. As well as including words in quotations and parentheses. This enables you to be very specific or very broad in your search.

16. Twitter

Twitter can be overwhelming and a constant flow of noise if you let it be. However, you can strategically search for sales professionals on this enormous social media network. You will most certainly find people interested in open sales jobs.

Some tips to use Twitter for sourcing:

- Follow thought leaders in your industry.
- Search for users that have certain keywords in their Twitter profile, like job title.
- Message people who follow you and ask if they are looking for a new opportunity.
- Use the # and certain words like inside sales (#InsideSales) and see who else is tweeting about it.
- Build lists based on your followers to help you organize people based on interest and likes.

17. Universities/Career Fairs

Getting on campus and branding your company is a great way to engage with tomorrow's future sales force. If you're hiring for entry-level sales roles or business development jobs, you should be recruiting on college campuses. You will be able to meet students face-to-face and get them excited about your sales opportunities. You can take it a step further and partner with a university, getting involved with their student organizations, clubs, and mentorship programs. You will build relationships and a pipeline of entry-level sales talent.

18. Host a Happy Hour Event

Want to attract more sales talent? Try hosting a happy hour or cocktail event at a local establishment after work. You want to be where the talent is and make it easy for them to attend after work. Choose your dates/times wisely. Create the event through an easy to use platform like EventBrite. Promote it, and have sales professionals register to let you know they're coming. You need to incentivize people to come, so be willing to cover the costs of the venue, some drinks, and appetizers. You will likely draw a bigger crowd. Connect with as many people as you can at the event, and make sure you send a follow-up email after the event.

***Hint:** you can also attend other company's happy hour events and build a network for your own recruiting purposes. Get business cards.

19. Your Own Website

If your website is doing what it's supposed to be doing, and that's driving traffic to your company, you should be collecting a lot of data. First things first, make sure you have an awesome careers page on your website. This is where you should highlight why your company is so great, the perks and benefits, and all of your open sales jobs. Use your website to market and communicate with potential candidates.

20. Google+ and Google Jobs

An extension of using Google Boolean Search techniques is using the Google + social network. Just like other social networks, you can build connections. You build Circles, which is creating your following. You can also search for candidates using their *Search Bar*. For instance, **“Account Executive” US** should yield results with people, pages, and communities that have those search terms in them. Remember millions of people use Google every day, and Google also has hundreds of apps tied into it so utilize its resources.

21. Referrals

Referrals are a “must-need” recruiting channel. As you are constantly building a network and pipeline of talent, you should be asking for referrals. Whether you actually place or hire a candidate, you should be asking them for friends and family who are also looking. Try asking **“Who do you know?”** You can also offer incentivized referrals, by providing a bonus to the person who refers someone that gets hired. This should help create a constant flow of referral traffic.

CHAPTER TWO: RULES TO FOLLOW

If you are looking to grow revenue and build a company then you must become an expert at recruiting talented sales professionals. The first step in recruiting sales professionals is to understand the personality traits of the audience you are selling to. The second thing to note is that recruiting takes time and patience. The third thing required is effective tools to build a pipeline of sales talent. Lastly you must understand the strategy behind successful sales recruitment. Below are 12 rules to follow when hiring sales professionals.

1. Perspective

Be humble about your company. Do not assume that every person wants to work at your company. This is a critical mistake for hiring managers. Never think that a candidate should beg you for an opportunity at your company. Top talent needs to be sold on your company and you should prepare to work hard to recruit talented sales professionals.

2. Urgency

When you find a talented sales candidate, do not delay-call them right away. Your mentality should be that for every minute you do not call a sales representative a competitor does. Sales representatives are expecting that a reputable company will connect with them quickly. It is critically important to have a three-touch approach. First connect on LinkedIn, second email the candidate and third pick up the phone and call each candidate or leave a message. Continue to follow up and drip on each candidate. One action item is not enough to win over a candidate or even encourage them to get back to you.

3. Understanding

When you call a person, you will most likely catch them off guard. Build rapport, create comfort and good feelings. Be sympathetic to the situation and have flexibility on the call. If the candidate needs to call you back accept and set up a time to speak confidentially. When speaking to a candidate on the initial phone call make sure you let the candidate settle into the call and make a genuine personal introduction.

4. Create excitement

One of the best ways to get a candidate interested and excited about your company is to talk about their wants and needs and recognize that a positive energetic tone goes a long way. Nothing makes a sales person feel better then talking about themselves and their success.

5. Sell your company

Know how to tell the company story. Create interest in your company. Sell the sizzle not the steak. Meaning many companies talk about how great their product or service is but many times miss the market. Job seekers want to know why this is a great company and it's best to describe the culture, the environment, the career advancement, the executive team, etc. The intangible features of your company are what will sell it. You will have plenty of time to talk about the product or service but selling a company is dependent on what a person finds to be important to them in their career. This is critical to understand and control.

6. Qualifications

Have clear understanding of the requirements of your position and ask relevant questions to qualify candidates. The phone interview is a wonderful way to quickly qualify candidates on their skill set and on your job. Qualifying a candidate is 50% about quickly understanding if they meet your qualifications. The other 50% is to understand if this person understands your position and the role. It makes no sense to pursue a candidate that is not fully qualified what the job at hand entails.

7. Kiss the frog

If your job is to kiss a frog everyday then make sure that is the first thing you do every morning and get it out of the way. Hiring is hard work but it's your job. If you want to hire you must make it a priority and the first thing you do every day. A healthy pipeline of candidates is always required to make a wise hiring decision so why not get started fresh every day and build an incredible pipeline for your company to interview.

8. Keep it Simple

High caliber sales candidates are being pursued by other companies so know your process and how to manage it. Set expectations and be transparent with candidates so they understand what is going to happen next.

- Example:
 - I. Phone screen
 - II. In person interview with manager
 - III. In person interview with team and executives
 - IV. Offer, start date and background check

9. Engagement

Stay in contact with all potential sales hires and continue to communicate with high value job seekers. Keeping job status and interest level at the forefront of all dialog. Transparency is a very effective way to communicate, build trust and stay engaged throughout the interview process.



10. Uncover Concerns

While talking to top talent always assume that they are considering other options. They most likely have a pipeline of competitive opportunities so it is important to understand who those companies are and what roles they are considering. By offering transparency you should expect the same in return in order not to waste each other's time. Qualify candidates on compensation and set accurate expectations to make sure this is not going to be a concern at offer stage.

11. Close!

Conclude every interview by closing. Gain agreement that this is a good career move, that the company is a good fit and that the compensation meets the candidate's requirements. If the candidate is in agreement of these things then move forward in your process.

12. HIRE!

Always make a verbal offer first. Gain agreement that the candidate is accepting your opportunity. Discuss start date and resignation/counter offer. Help candidates through the emotionally draining process of resigning so they have a plan to successfully resign and respectfully reject a counter offer. By following these simple rules, you will find your sales hiring conversion rate to increase and once mastered you will find that your company will grow. You will sustain a talented sales organization and scale quickly.

CHAPTER THREE: OUTSIDE THE BOX TACTICS

Not having an open mind is how a lot of companies fail. Of course, it would make it easier to confidently interview and hire a candidate that has relevant industry specific sales experience. The high cost of living, commute, and culture of your company may make your search more challenging than expected. Here are five outside the box tactics to help.

1. Experience Level

Try thinking outside the box. Experience can be deceiving, especially lack of experience. Not having industry experience or any true sales experience does not mean they will be a poor candidate, it just means it will be more challenging to determine their potential. At Treeline, we always look beyond what the traditional resume tells us. Factors like: did this individual play sports in college, did they pay for part or all of their education, did they work part-time or full-time while taking classes. These are all examples of non-traditional resume indicators that can tell you a ton about the person. Ideally these will tell you if more likely than not if this candidate will be successful in your sales role.

2. Organized or Intramural Sports

This is especially helpful when hiring for entry level sales positions as recent college graduates have little to no actual sales experience. College is obviously the time to focus on academics but someone who can balance a great GPA alongside organized or intramural sports can tell you a lot about the individual. You know they have organizational skills; they are competitive, they thrive in a team atmosphere and they are motivated individuals. You cannot know without taking on some risk that these people will be top sales people in your organization but playing sports in college is a common trait of top sales professionals.

Sports will also tell you how this person can rebound from losing. As we know, great sales people hear 'no' 99 times and will still be hunting for that one 'yes'. The way a candidate handles defeat is a great indicator of how they will handle a bad week or month in their sales career.

3. Part-Time Jobs

Paying your way through college/having a job while taking classes is a huge sign of a well-rounded individual. Most college students like to enjoy their time with friends in their spare time while in college. The candidate that chooses to work or has no option but to work to put themselves through college is someone with drive, discipline and grit. This is sometimes hard to recognize with a first glance at a candidate's resume. For this reason, it is important to remember that talking to every candidate is extremely crucial to successfully finding your next sales person.

4. Passive Candidates

Passive Candidates make up about 75% of the candidate market. That coupled with today's market being candidate driven should affect how you search for top sales candidates. In order to hire these candidates, you need a strategy to find and recruit sales professionals who are passively looking at new opportunities. Here are four ways you can find and attract passive top sales candidates:

5. Consistent Outreach Campaign

Put a plan in place for recruiting and be consistent with your plan and messaging. At Treeline we use a three-touch methodology. In order to build a network of talented passive candidates you need to develop your own methodology to build a steady flow of talent to your company. When building your pipeline, you need to start by understanding exactly who your ideal candidate is. For example; what characteristics are important, what experience level is required and please note that location is always important. Now start to develop a plan for outreach and to nurture these candidates. Keep in mind, this plan will likely outlast your current internal recruiting team so the system needs to work for the long term and the next regimen.

Now that you have set your expectations for the long game you will learn that a passive candidate will take anywhere from 12-24 months to move to a new company. These candidates tend to have more to lose when making a career move and are therefore slower in their decision-making. Patience is key and having a system in place to track these individuals is a necessity to find success. Once you established credibility with your candidates you can start to develop a relationship and trust with them. They will develop a willingness to learn more about your company and an opportunity will present itself helping both candidate and company find a great fit.

Once you make a hire, this does not mean you take your foot off the gas. You need to constantly be recruiting top passive sales talent. This is the key to your company's success!

6. Company Branding

- If you do not have a budget, you need one. You will need to build a company recruitment brand in order to be searchable and more importantly, desirable. A recruitment brand should play off your company values and culture. People want to feel good about the company they work for so make sure you promote your company. Everyone at your company has a great reason to work at it, so what is your company's great differentiator? Build your brand differentiation strategy to help drive people to your site and make sure your career page is easy to find.
- Create and publish content. Job descriptions are content, social posts, etc. When you post and advertise, make your brand obvious, don't make it difficult for top sales talent to understand the job description or what your company does. Make it easy to read and understand. When job descriptions are confusing, they appear to be suspicious. If a passive candidate doesn't understand what they are looking at they will get turned off immediately and move on. Once you lose them, they will never come back and in order to recruit passive candidates you need to make sure they keep coming back.

- Trolling may seem to have a negative connotation but you should be genuine and honest. This will need to be a mixture of manual and automated trolling in order to succeed at recruiting top passive candidates. LinkedIn is a great resource to get candidates to connect with you and to follow your company. Ensure that your contact information is clear, accurate and easy – you do not want a passive candidate not to apply because they cannot get in touch with you easily.
- As you find and connect with candidates, you will drive traffic to you and your company profile, make sure your company page is updated and branded. The goal is to use little effort but have great impact. While you are running your busy day, you must have automated and repeatable processes running at all times and working to engage with passive talent. Lure candidates to a new opportunity with creativity and credibility. By letting your posts run on a consistent basis you can stay on brand to paint a clear and honest picture of what life would be like at your company. With consistent well branded messaging passive job seekers will like your trolling and engage with your content.

7. Shared Content

The easiest way to create content is by posting your jobs. In order to reach your target audience, you will also need to get your company to share industry leading, thought provoking and interesting content. Every person in every division should be sharing your content, including job descriptions. Develop a strategy around messaging and timing. What is happening at the company in that moment and why is it a great time to join? Lastly, I would frame your communications as an opportunity for passive candidates to connect with you – to start developing the relationship.

8. Get Help!

If you keep struggling to find top sales talent, get help. Just because they are recent grads doesn't mean they are not in high demand. A talented, well rounded college grad is just like a proven top sales candidate, they find their next opportunity fast and you need to operate with a sense of urgency. Know your process, show the candidate you want them and sell them on what you have to offer. All of these outside the box ideas will help you find top sales talent within your organization.

CHAPTER FOUR: BAD RESUME DOES NOT MEAN BAD CANDIDATE

Many people think recruiters simply match job requirements to resumes. For any recruiter that is good at their job, this is a myth. At Treeline, we are solely focused on the advancement of sales professionals and there are so many factors that go into what makes a good salesperson. More importantly, “good” means different things when working across a wide range of industries, company cultures, thought leadership, and a million other things that make up organizations in the market today.

While we make recruiting easy for our clients it is actually very complex. Not only do we as recruiters need to quickly understand different organizations and roles, but we have to be able to position our recruiting methods to find and place the right talent. A bad resume can block a great candidate from even hearing about good opportunities.

Does a Bad Resume Equal a Bad Candidate?

Not necessarily. In an ideal world, the resume would be well formatted, grammatically correct, and for a salesperson – have key metrics that make sense. However, the ideal almost never happens. I can’t tell you the number of times that I’ve almost looked past a candidate because of the less than impressive quality of their resume, but taken the call anyway. Successful salespeople are likeable. They have a story and an ability to relate to other people. This makes people want to build relationships, and ultimately buy from them. The best sales candidates I’ve met and worked with have had life struggles that have shaped the person they’ve become. They’ve experienced pain, and hard times and they’ve pushed through them to come out on the other end successfully. Those people have not had everything handed to them. They’ve developed one of the best attributes a salesperson can have – grit.

Sometimes those great people have movement on their resume, they have made a bad career move. They’ve gone through things that have caused them to have a “bad” resume. When you look past the resume and get to know the person, you hear the story. You learn about the struggles and hear about what they’ve overcome, about what is really important to them. As a recruiter, *this is what I care about*. I can get anyone job offers but that’s not why I am successful. I need to find the person that will be the right fit for the job, and if I am successful that person will stay and sustain a healthy career, which is the ultimate goal for our candidates and our clients. Any recruiter that keeps things at the surface level of a resume isn’t going to get top talent and ultimately isn’t going to be good at their job.

On the other end of the spectrum, there are “perfect” people on paper but that doesn’t tell you that they’re going to be good at their job, or be a match for your organization. People are deeper than a piece of paper. Good sales recruiting is not a black and white process. People are complicated and you will never learn this from looking at a piece of paper.

If you are just getting started and struggling to find talent sales professionals for your company here are some basic things to look for and not to overlook:

What to Look For:

- Working while in school – If they had a job during school and paid for their education then they are hardworking and organized
- Sports or extracurricular activities – I always look for these on a resume, especially for more entry level roles where experience is limited
- Business clubs and leadership roles – These activities on a resume is something that everyone should be looking for, especially for a sales role

What Not to Overlook:

1. Don't automatically pass over what we would call a "hopper" – Just because they had a couple years of hopping does not mean it is a pattern. They might have a personal reason or they just made a couple poor professional decisions. If it has not occurred their entire career, the blip is likely justifiable.
2. Don't just pass because they have limited experience- They might have been promoted in their current role which tells me they are quick learners for your role. Especially if they come from your industry. These candidates might seem unqualified but if they know the industry, they can ramp up faster and contribute to revenue number faster!
3. Don't judge – start your interview process with an open mind. People are complicated and until you speak with them a piece of paper will never truly give you a strong understanding of their background.

Final Note

Ultimately know your role and what you need before you start looking. Analyze your current reps who are most successful and mimic their profile. If your top 2 or 3 reps all have a specific industry experience, look for that. The ideal strategy would be to speak with every person that sends you a sales resume. If you don't have the bandwidth to accomplish this, think about partnering with a recruiting company like [Treeline](#) to supplement your efforts and make sure you find the sales talent you need.

CHAPTER FIVE: TIPS

Sometimes you just need quick tips and tricks to have plan your sales recruiting strategy. Here are 30 strategy tips (in no order) to keep you focused when recruiting top sales professionals:

- 1. Evaluate your successful sales people** – If you are hiring for new sales positions you will want to know what has worked well in the past...no need to reinvent the wheel.
- 2. Research the market** – Understand the hiring landscape before you put your job posting out there.
- 3. Understand your geographic location** – Where you are hiring obviously plays a role into the type of salesperson that will be successful.
- 4. Job Post** – From the job title to job description, make sure you know exactly what you are looking for in your new sales person.
- 5. Salary** – If it is too high or too low you will find yourself in a pickle!
- 6. Experience** – Understand how much experience this person will need in order to be successful but know that with experience comes a higher salary (usually) and know what you can afford.
- 7. Where to post** – Where you post or how you advertise your job will determine not only the volume of resumes you receive but also the caliber of sales person you attract.
- 8. Advertise** – Regardless if you pay or not, you need to advertise your job postings somewhere.
- 9. Connect with more people on LinkedIn- This** is a more targeted approach to find people that work at your target companies so that your job posts go to the right people.
- 10. When to post** – I am not talking about the time of year (although will play a part), I am talking about day of the week and time of day. Tuesdays remain the heaviest job posting day so make sure you are posting on Tuesdays and if you want to set yourself apart, you might also think about a different day.
- 11. Focus on your top performers and the companies they worked for.** Target and strategize.
- 12. How much volume is too much** – When it comes to sales recruiting, this is not a thing. You want volume, the problem is usually not enough volume or not enough bandwidth to go through the volume of resumes.
- 13. Selecting who to interview** – You certainly do not have time to interview all resumes you receive. You need to be selective in your process and read between the lines of a resume to find that true “diamond in the rough”.
- 14. How the interview process works** – When you do get those qualified candidates into your office or on the phone, you need to have your process buttoned up. It is a two-way street when it comes to interviewing and if you look unorganized, a great candidate will be turned off.
- 15. Questions to ask** – Interview questions are important to qualify candidates but in the same way, good questions are takeaways that candidates remember and will intrigue them to work at your company.
- 16. References** – It is something you need to ask a candidate and a bad reference is a clear reason to not hire someone.

-
- 17. Offer/Background Check** – Move with a sense of urgency and precision. You don't want your ideal candidate to sign with another company because you moved too slow.
 - 18. Training** – Technically this is after you hire but important enough to mention in order to retain those great candidates you worked so hard to find and hire.
 - 19. Get resources to help you (Internal or External)** – Talk to your team, maybe they have a process or tip that works. Maybe you need to reach out to a sales recruiting firm to help build a pipeline of qualified candidates.
 - 20. Ask your team for referrals** – Your top sales people have probably connected with other top sales people at other companies, ask them who!
 - 21. Be creative and think outside of the box** – Sometimes a funny culture video or clever “about us” webpage can do the trick but think what might work for your company and culture in order to attract the talent you want.
 - 22. Empower yourself** – Don't think you can't do it because you can! You need to allow yourself to make decisions and put process in place to find the best candidates.
 - 23. Create a buzz around hiring** – This kind of works with #21 but when you create a buzz, you attract qualified sales candidates.
 - 24. Create spiffs around hiring** – Nothing motivates sales people like money!
 - 25. Build a search strategy around targeted companies to recruit from** – Just like #9 but this is more targeted and broader than just on LinkedIn.
 - 26. Change your LinkedIn profile to say I'm Hiring** – This seems simple but as you connect with your targeted candidates, they will immediately see you are hiring.
 - 27. Post your job on LinkedIn and ask your reps to like it** – LinkedIn is a great way to target sales people in order to drive as much traffic to your post. You need to have your current employees interact with the posting.
 - 28. Use social media to spread the word** – Once you do #21, you will want to post this on social media and make sure your employees are doing the same.
 - 29. Get excited, share your enthusiasm with the team** – These feed into company culture. You want to be excited about the company and the opportunities you are hiring for, then your employees will want to share their experience with other great sales people.
 - 30. Track your pipeline, people to follow up with** – Stay on top of your process and move swiftly through the qualified people...don't let the ones you like fall off your radar!

Remember to talk these tips and execute them into your current strategy. Every strategy can use improvement or fresh ideas, don't be afraid to try new things and gauge the results.

CHAPTER SIX: DO IT BETTER THAN YOUR COMPETITION

Are you the biggest player in your industry or are you fighting for market share? If you are like most of our clients, you are constantly trying to set yourself apart and attract top sales talent. All of our clients have one thing in common: they want the best salespeople but struggle to find, interview and hire on their own. They also struggle to compete against bigger or more well-known companies.

If you are competing against bigger brands in your industry in order to find and hire top sales talent, here are 3 ways to help yourself:

Talk to Everyone: Don't Assume Your Competition Hires Perfect Candidates

If you are trying to figure out how to hire your competition's sales reps but seem to be striking out, here's why: **Your strategy is not great.** How has your competition been able to find great talent but you can't? Let's look at this. It is not because they have a magic wand and easily find their great talent. They have created a scalable process to find talent. Their talent is not from their direct competitors, more likely they researched what industry they found a vein in the market where their top producers came from. They then started to pluck talented sales professionals from companies in that vein that got excited about their opportunity, culture and money. Last but certainly not least, they train the heck out of them to be the top producers you compete with every day. It is unlikely that you will find success in the recruitment of these top performers without breaking the bank. So, the answer is: Create your scalable process. Go to LinkedIn, find the top producers at your company and your competition and see where they came from. If you find a handful of top talent is coming from certain industry or from certain companies, now you can compete for this same talent. Again, in order to compete in a candidate driven marketplace, you need to talk with every person who comes across your desk. The diamond in the rough is out there, you just need a process in place to find them. It is important to note that this strategy takes bandwidth and patience but if you can do it, and it will pay off. Account Executives and BDR/SDRs are in high demand and top candidates go fast. This is why you need a strategy when you talk with candidates.



Speed Up Your Process: Win the Business

You need to streamline your process and combine interview steps. You win top talent, first and foremost, by getting people excited and selling your company. You need to get candidates excited before you start blasting them on why they should work at your company. In order to ultimately win, you need to move fast. Streamlining or speeding up your process is key to having an advantage over your more well-known competitor. Speed is on your side and you need to utilize it. Bigger corporations tend to have lengthy interview processes and required procedures before they can make an offer to a good candidate. If your current process consists of more than 2 in person interviews and another phone interview for an account executive or BDR, it is too long. Top candidates are interviewing at multiple places and if your competitors have a more efficient interview process, you will lose top talent because you're not moving fast enough.

Get Creative!

You are probably losing candidates for a mixture of reasons and in order to compete, you need to get creative. Start by evaluating your industry and understand what works well for your brand. Don't be afraid to think outside the box. Use social media to get your name and brand out there, set yourself apart. You could play with perks like a beer fridge in the office or flex time off, etc. You do not have the name recognition that your bigger competitor has and therefore you need to make a conscience effort to set yourself apart in the recruitment process. Combine interview steps, do video interviews, text to follow up – figure out what works for your company and your candidates and go with it.

Understand who your competitors are and how they find their talent. Position yourself differently. Set yourself apart and find the right type of talent for your brand. You might not want *every* person who is applying to your competitor, they might not be a cultural fit for your team. Some of them will be a good fit for your team, those are the ones you need to keep in mind when you are creating your recruiting and interview plan.

CHAPTER SEVEN: CONCLUSION

By now you are likely completely overwhelmed with information and ideas. Our advice is to take this at a sustainable pace. There are many suggestions to consider in this article.

Our recommendation is to keep it simple:

- Identify your greatest priority first
- Define your requirements
- Build your search strategy and process
- Build your pipeline
- Interview with speed
- Hire and start over

If you are still overwhelmed and find this to be too much to digest then call our team for free consultation and advice. You don't need to purchase our services to work with our firm. We care about helping people advance their careers by empowering themselves to be better at their job. Call our team 781-876-8100 and ask for our President, Dan Fantasia for a genuine honest perspective.