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Recruiting and Hiring the Right MPS Sales Team

**BTA East Grand Slam
2010**



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Today we will

- Talk about recommended hiring process
- Discuss strategies for MPS recruiting
- Share knowledge and experiences
- Ask questions!



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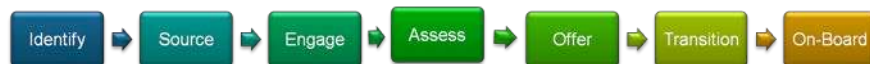


People are Complex!

- Intelligence
- Education and Training
- Experience
- Interests
- Attitudes and Values
- Physical and Mental Health
- Motivating Needs
- Behaviors
- Drivers



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- Outcome: Have employee performing at highest level in shortest time
- Time spent on defining and following process pays huge dividends
- McKinsey and Company Report – A War for Talent
 - “A” Sales person +52% revenue growth vs. “B” 4% revenue growth
- Harvard Study – 80% of turnover is caused by mistakes in the hiring process



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MPS Study

- Predictive Index
 - Benchmark position
 - Survey successful and less successful sales reps
- Interviews
- Job shadow
- Feedback



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MPS
Behaviors

- Problem Solving
- Results Oriented
- Confident, Independent self starter
- Mitigated risk taker
- Competitive Drive
- Fast Paced
- Extroverted and Enthusiastic
- Ability to Learn
- "Passionate"



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Sourcing Strategies

- Free websites – Craigslist, OLX
- Local newspapers / websites
- Specialty websites – push features
- National websites
- Career fairs
- College recruiting
- Outplacement firms
- Social networking sites
- Person to person networking
- Recruiters

Look at your website through the eyes of a candidate!

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- Passive Candidates:

- Determine career needs / create the awareness of needs
- Be Patient
- Solution Selling!!



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- Assess for: Talents, Knowledge, Skills, Attitudes, Culture Fit, Experience
- Assessment Techniques: Traditional Interviews, Behavior Based Interviews, Tests/Assessments, Job Shadow, Reference Checks.
- Assessment Tools: Predictive Index, Predictive Profiles, TTI Success Insights
- Multiple Interviews with different people - Go beyond the 'gut instinct'



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Predictive Index

- Dominance
- Extroversion
- Patience
- Formality
- Decision Making Style

*Intensity
&
Relationship*



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Interviewing for Behaviors

- Behavior Based Interviews
 - Past performance is a predictor of future performance
 - Ask candidate questions which require them to answer with stories from their past
 - Determine whether they have the requisite attributes based on answers
 - Answers should be top of mind and specific
 - Listen carefully to answers
 - Evaluate answers based on pre-established criteria

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Assessment Question

Example: Problem Solving

“Tell us about a time when a customer had a complex need. What was the need and how was the solution developed?”

Criteria:

- Used probing and listening skills to understand problem
- Utilized available resources
- Took ownership for resolving
- Treated with a sense of urgency
- Customer was happy with solution



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Print Management

Document Management

Remote Monitoring

Cost Per Page



Identify → Source → Engage → Assess → Offer → Transition → On-Board

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- Tie back to career needs
- Compensation is only one element
- Overcome concerns



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- Stay in touch
- Create affiliation with your company



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- Be ready day one!
- Focus on both culture and job expectations



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Leading

- Allow independence and flexibility
- Opportunities to learn and advance
- Expression of ideas and initiatives
- Variety and challenge
- Opportunities to prove him/her self
 - Recognition and reward for doing so
- Goal orientation



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