





the successful salesperson of the next 20 years will not look, sound, or act like the one of the past two decades. prepare.

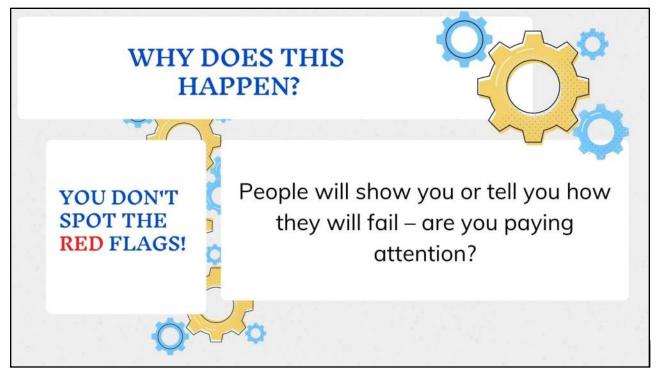


63
REMEMBER THIS NUMBER

TROY HARISON: THE SALES NAVIGATOR

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Build a Wide Candidate Pool

Simple Resume' Screen

Resume' Focused Interview

Due Diligence

Behavioral Interview

Third Party Assessment







Onboarding is a 90 day process – DO NOT shortcut it!

- 0-30 days: Knowledge. Teach what they need to know. NO responsibility for activity or results.
- 31-60 days: Activity. Get them out in the field and get them making sales calls. NO responsibility for sales numbers yet.
- 61-90 days: Results. Now they should sell something.

REMEMBER: Even experienced salespeople must ramp up. Have measurements for each phase.

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Engagement is the key to retention.

An "engaged" salesperson sells for you because that's what they do – they believe in YOU, the COMPANY, and the PRODUCT.

The REALITY:

30% of salespeople are "engaged." 50% are "disengaged."

20% are "actively disengaged."





Engaging your Salespeople

- Engagement begins with RESPECT.
- Continue to train and develop.
- Manage the relationship with them like you would with a customer.
- Regular business reviews to assess job satisfaction.
- Continually re-sell them on their
- Engagement is vital to RETENTION.











