



Hiring Sales Reps

What resources dealers use to find talent

Compiled by: Elizabeth Marvel, Office Technology Magazine

Following is a question submitted by a dealer member as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and others can be found in the members-only section of the BTA website. Visit www.bta.org/DealersHelpingDealers. You will need your username and password to access this member resource.



What resources do you use to hire sales reps? Do you try to hire experienced or inexperienced reps?

"We use SevenStep, referrals and Indeed to recruit business development executives."

*Edith DeCourcy, CFO
Seminole Office Solutions Inc., Longwood, Florida*

"Current staff, peer groups, pastors. Look for a youth pastor or associate pastor getting ready to leave. Cigar lounges are, oddly enough, very good, too."

*Tim Stanley, owner
TDS IT, Lowell, Arkansas*

"Right now we are using headhunters. We are hiring outside the industry. We use the DISC assessment and hire both experienced and inexperienced reps."

*Chip Miceli, CEO
Pulse Technology, Schaumburg, Illinois*

"We hire both experienced and inexperienced reps. We use Indeed and Job Target."

*Kim Valenta, vice president
Offix, Gainesville, Virginia*

"We've hired both and have better results from inexperienced reps."

*Sam Stone, president
Stone's Office Equipment, Richmond, Virginia*

"Good luck. We've had some success with hiring and training new employees and training them into sales roles. It is a different world than it was 20 or 30 years ago."

*Jeffrey Foley, COO
Apollo Office Systems, Alvin, Texas*

"Indeed and local schools. We typically try to hire inexperienced reps, but experienced reps aren't out of the question."

*Jeffrey Taylor, president
Kingsport Imaging Systems Inc.
Kingsport, Tennessee*

"We use a service called Workwolf. An ex-copier salesperson developed it. It helps filter out all the wasted time spent on searching through résumés. We try to hire people with outside sales experience who are not necessarily from our industry."

*Chap Breard, owner
MOEbiz, Monroe, Louisiana*

"We look for character before experience. We have Bamboo HR that places job openings on Indeed and ZipRecruiter."

*Nick Lioce, president
The Lioce Group, Huntsville, Alabama*

"Online ads through Indeed and LinkedIn, and then test through PathShare at Great America. Our best success has been when we hired experienced reps from outside the industry."

*Michael DelBorrello, owner
Cyan Sky Copier Technologies, Schnecksville, Pennsylvania*

"We hire both types. We use college campus websites as well as internal referrals from employees."

*Peter Napolitano, sales executive
United Business Systems, Buffalo, New York*

"We do use recruiters, however we interview their applicants much more deeply and are far less willing to take a risk of hiring them due to the fees. Even with a guarantee, I have found recruiters tend to not replace very quickly when an applicant does not work out. We really incent our employees to help us find applicants. We will hire experienced people under the right circumstances. We like people out of college who we can mold. Prospective hires really are everywhere; we just have to keep our eyes open wherever we are interacting with people."

*Tim Renegar, owner
Kelly Office Solutions, Winston-Salem, North Carolina ■*

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