



# Survey Results Show Dealer Hiring Details

As an “editorial supplement” to the cover story in this issue of Office Technology, I sent a quick survey to Business Technology Association (BTA) dealer members focused on sales rep hiring, onboarding and retention. I received 49 completed surveys. Do the results reflect your practices?



### (1) What is your single-most-effective source of new sales rep hires?

- Online services such as Indeed, etc.: 21 (42.86%)
- Recruiting firms: 4 (8.16%)
- LinkedIn: 4 (8.16%)
- Employee referrals: 15 (30.61%)
- Other: 5 (10.20%)

### (2) Which of the following best describes your expectations regarding hiring sales reps in the past two years?

- It has been very difficult to find good candidates: 36 (73.47%)
- It is becoming somewhat easier to find good candidates: 5 (10.20%)
- We have been very pleased with our success in hiring good candidates: 4 (8.16%)
- Other: 4 (8.16%) Sample comment: I always say if you are successful in the big leagues 30% of the time, you are an all-star, and I would say ending up with a successful person in sales 30% of the time would qualify as an all-star.

### (3) In the past two years, have you had any sales rep candidates fail to show up for a scheduled interview?

- Yes: 40 (81.63%)
- No: 9 (18.37%)

### (4) Which of the following best describes your interview process?

- Sales rep candidates have one or two interviews with one or two people at our dealership: 20 (40.82%)

- Sales rep candidates have two or more interviews with two or more people at our dealership: 28 (57.14%)

- Other: 1 (2.04%)

### (5) As part of the interviewing process, do you require candidates to complete any sort of assessment test?

- Yes: 26 (53.06%)
- No: 23 (46.94%)

- Comments: DISC profiles; Wexley; Predictive Index, both profile and cognitive; PXT Select; Chally; Culture Index.

### (6) Which best describes your sales rep onboarding process?

- It needs improvement: 14 (28.57%)
- It essentially only involves the hiring sales manager providing training, ride-along opportunities, etc.: 10 (20.41%)
- It is very comprehensive and involves multiple people (not just sales management) in training/guiding new sales rep hires: 25 (51.02%)

### (7) At what point are new sales reps making sales calls solo in the field?

- Within about two weeks: 18 (36.73%)
- At 30 days: 14 (28.57%)
- 30 to 50 days: 13 (26.53%)
- Other: 4 (8.16%) Comments: It depends on the person; in about three days, call reluctance is the single-most-common reason reps fail; depends on experience in the field.

### (8) What do you believe is the primary key to retaining good sales reps?

- The right compensation plan: 13 (26.53%)
- The right company culture: 22 (44.90%)
- Sales-rep team-building efforts: 2 (4.08%)
- Other: 12 (24.49%). Comments: Big, fat client bases to ensure success; a good manager supporting them and owner supporting the manager; good training and getting their buy-in to the culture of the company; lead generation systems, good comp plan, team effort. ■

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## FLASHBACK



The association's magazine cover 50 years ago this month — the NOMDA Spokesman, June 1975.