

**TROY HARRISON**

**SALES NAVIGATOR**

**SPEAKER**

**AUTHOR**

***The KEY to Smart Sales  
Hiring!***

# Have You Hired This Guy?



Successfully Hiring  
Salespeople is NOT  
AN ART –

**It is a SCIENCE!**

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# The Number to Remember!



63

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# You're Using the Wrong Paradigm!

- Have a winning PROCESS and FOLLOW IT
- Seek to EXCLUDE first....then INCLUDE
- Don't get EMOTIONALLY INVOLVED

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## Establish a Process

- Build a Wide Candidate Pool
- Phone Screen
- Resume' Focused Interview
- Due Diligence
- Behavioral Interview
- Third Party Assessment

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# The KEY To Smart Sales Hiring



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# SPOT THE RED FLAGS!

- PEOPLE WILL TELL YOU HOW THEY WILL FAIL!
- Personal Habits
- Behavior
- Falsehoods
- Probing History

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# The Key to a Winning Interview

- DETAILS! Make the applicant get the DETAILS right.
- Press for DETAIL
- “What I did,” not “What I would do.”
- Candor is the applicant’s friend.
- Why don’t applicants naturally do this?

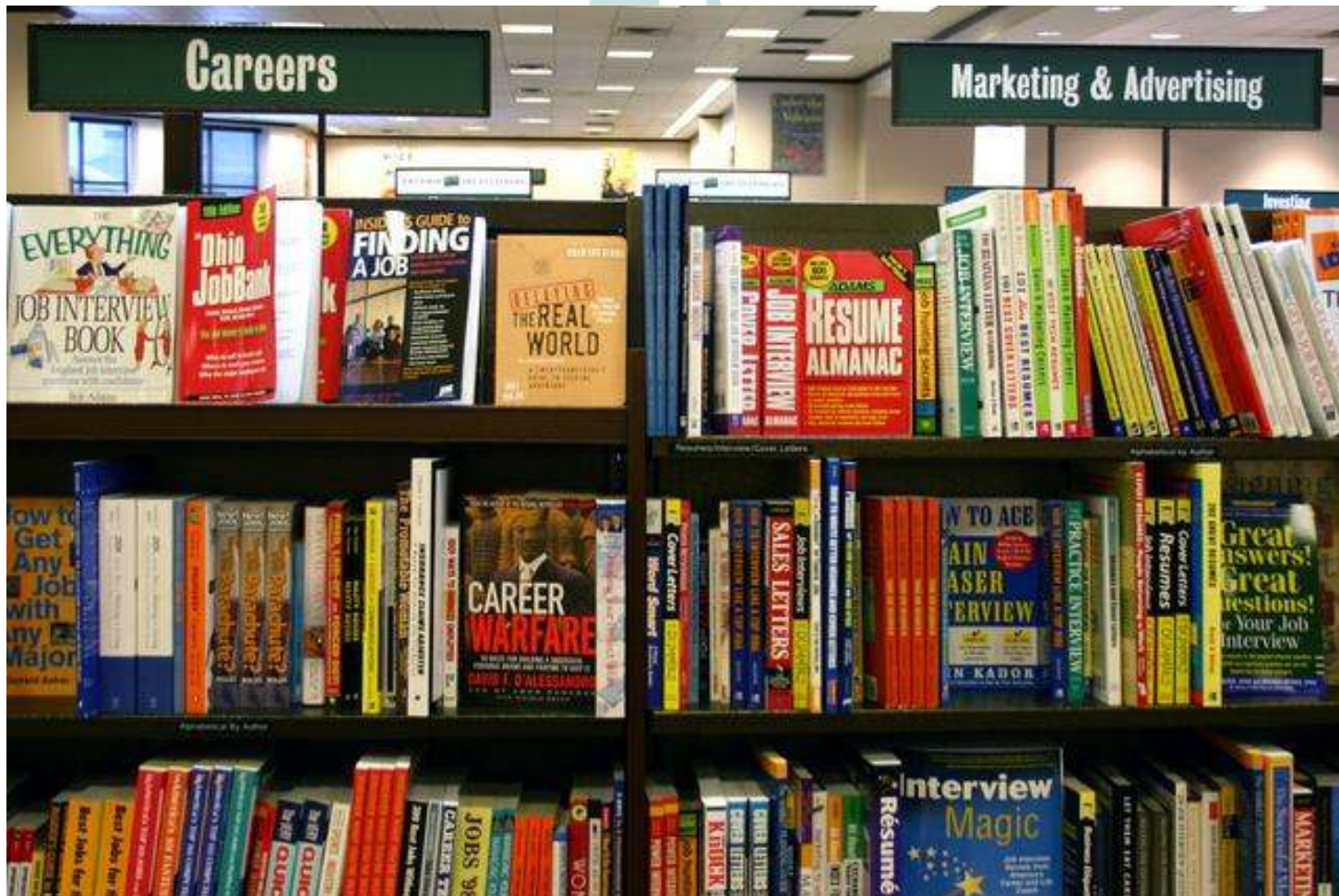
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# What You're Up Against



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# More on Interviewing

- Don't tell them what YOU seek – have them tell you what THEY are first! (The reverse makes you easy pickings)
- One lie = disqualification!
- Allow time for the applicant to ask questions. Look for questioning skills and inquisitive nature.
- Salesperson should close for next step.

# Due Diligence

- **A. Reference Checks**
- **B. Education Credentials**
- **C. Criminal History**
- **D. Past Employers**
- **E. Driving Record Report**
- **F. Social Security Verification**
- **G. Credit Reports – CAUTION**
- **H. Social Networking**

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# Behavioral Interviewing

- Behavioral interviewing seeks to establish job fit by matching past situations and actions to likely future situations
- “Tell me about a time when you....”
- Proper answer – STAR: Situation, Task/Action, Result
- Press for DETAILS – “What I did,” not “What I would do”





## Action Steps

- Design Your Process
- Define Your Needs
- SPOT THE RED FLAGS!
- Use Ongoing Feedback to Update and Improve
- Call if we can help!

## Want More?

- “Unconventional Secrets of High Performance Sales Management” – was \$448, now \$224!
- “Sell Like You Mean It!” Sales Training Program – was \$598, now \$299!
- **Good TODAY ONLY!**
- **Credit Cards Accepted!**

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