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...For Sales
Leaders:
Hire Better
Salespeople
Today for a
More Successful
Tomorrow



One of the primary reasons companies hire the wrong salespeople is because they do not understand the profile of their most successful salespeople and therefore do not hire salespeople who can and will be successful in their environment. This workshop Hire Better Salespeople Today for a More Successful Tomorrow will give participants a proven process for searching, interviewing, hiring and on-boarding your new hires. We will show participants how to identify and hire salespeople with the vital selling attributes of will, sales competencies and personal DNA that must be present for success in your company and industry. You will leave this workshop with hiring tools that will take the guesswork out of hiring salespeople who will sell successfully at your company.

All participants will receive the following tools that can be utilized immediately:

- ◆ **Tony Cole's eBook *How to Hire Advisors Who Will Sell More***
- ◆ **A free screen assessment to utilize with a candidate for hiring purposes**
- ◆ **A toolkit for the 5-step Hiring process to share with your HR group and executive leadership**

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