

Hire Better Salespeople (HBSP) Program

(A la Carte Options Available)

HBSP to:

- Educate the client
- Identify candidate “must haves” and define success
- Establish joint ownership

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Client/ HBSP Jointly Search & Attract:

- Consistently search for talent
- Job attraction post
- Qualify or disqualify

2

HBSP to Assess Candidate

- Sales Person or Sales Manager assessment
- 92% predictive validity
- “Recommended” or “Worthy of Consideration” candidates eligible

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HBSP to Conduct 5-Minute Interview

- HBSP to qualify or disqualify again
- How is candidate on the phone?
- Qualify for sales skills ONLY
- Recommend strong candidate to Client Company for Internal Process

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Client to Implement Internal Vetting Process

- Conduct company testing and Interviewing
- Qualify for behavior and culture fit
- Run background/ credit/etc.

5

HBSP to Review Offer/Contract

- Review offer and expectations
- Last chance to disqualify
- Confirm 100% commitment

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HBSP to Onboard

- Build Onboarding program
- Review weekly/monthly & sales expectations
- Build sales success formula

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HBSP to Coach

- Consistently coach to sales skills and weaknesses
- Performance management
- Weekly progress reporting

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HBSP: Program Details

Hire Better Salespeople

- On-site or web-based training for those involved in recruiting sales and sales management talent. Participants will learn Hire Better Salespeople's process and methodology which eliminates hiring mistakes and errors commonly made in the vetting process. Improves sourcing, screening, qualifying, hiring and communicating company's onboarding expectations.

Client/ HBSP Jointly Search & Attract:

- Hire Better Salespeople teams up with company managers and employees involved in hiring to source and attract the right talent. HBSP coordinates and markets job attraction post on all major job boards (approximately 20 boards). HBSP assists to recruit passive/ sleeper candidates.

HBSP to Assess Candidate

- Candidate Profile is built to unique client specifications for each position. All applicants must complete the Sales Candidate Assessment or Sales Manager Candidate Assessment to qualify to go to next stage. Only viable candidates who are identified as qualified progress to the next stage.

HBSP to Conduct 5-Minute Interview

- The 5-minute interview allows HBSP to identify candidates with strong phone skills, exceptional questioning abilities and those who close for the next step. Candidates who pass this stage, fit job requirements and meet qualified assessment standards are recommended for additional interview with company manager.
- Upon completion of above steps, HBSP provides detailed Candidate Interview Guideline Document to aid In final decision-making. Includes summary information from selected candidate resume, application, assessments and 5-minute interview.

HBSP to Onboard

- HBSP Implements productive onboarding process that includes, but is not limited to:
 - Weekly progress reporting on meeting set objectives
 - Weekly 20-minute phone coaching calls to improve selling skills and reinforce accountability-for 13 weeks
 - Five online sales learning modules with journal function to address improvement areas identified in the selection process
 - Resume, interviews, and assessment findings
 - Performance management structure
 - Business/work planning

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