

## How to Hire Salespeople Who Will Sell

Most companies agree that hiring sales representatives who are successful at building and growing relationships (selling) is difficult and a high dollar problem for them. Do you need a better approach? This interactive workshop, delivered by Anthony Cole Training Group, will provide you with a proven process for searching, interviewing, hiring and on-boarding salespeople who will be successful. You will leave this workshop with hiring tools that you can use immediately to take the guesswork out of hiring RMs who can and will sell and grow relationships successfully at your company.

### What Participants Will Learn:

- The difference between salespeople who *can* sell vs. those who *will* sell
- How to spot a sales rainmaker within the first 10 minutes of the interview
- A systematic process to ensure that you find, interview and hire your next Sales Superstar

### 3 Benefits for Participants:

1. Participants will calculate and understand the cost of their hiring mistakes to determine if it is a “have to fix” problem
2. Participants will be exposed to a consistent process that will help them streamline and decrease the amount of time spent on interviewing.
3. Attendees will leave with a booklet on hiring that outlines the steps so that they can get working on their own improvements right away.

Want more information?

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