



Facilitation Consulting Coaching

Sick of hiring salespeople who look the part but fall apart?
Sick of spending thousands on recruitment advertising and fees for no or little return?
Want to build a winning team for uncertain times ahead?
This workshop is for you - Guaranteed!

Sales Recruitment Workshop

How To Hire Salespeople Who Can & Will Perform

The salespeople you hire can make or break your team, your company, or your career.

Deciding which salesperson to hire can be a multi-million dollar business decision, yet few managers have ever been given any formal training in this critical business skill.

In fact most managers are forced to learn how to hire successful salespeople purely by trial and error, destroying many reputations, budgets, careers, and indeed businesses along the way. To this end, we invite you to join us for a hard-hitting, no-nonsense, one-day workshop designed to help managers recruit top salespeople, cut recruitment and advertising costs, and slash staff turnover.

These workshops are based on the hard-learned lessons of real sales managers allowing you to learn in a day what would normally take years of trial and error - for less than the price of a decent ad in the newspaper!

Some of the things we uncover:

- Why normal recruitment methods fail when hiring salespeople
- How to attract qualified applicants and reduce advertising costs by writing ads that actually work (not the way everyone else writes them)
- Where to find new salespeople, where to place ads for best results, and why fancy does not mean fantastic.
- The only reason to use recruiters and how to get the best from them when you do
- Where most companies hiring processes cost them great salespeople
- How to interview salespeople, traps to look out for, what you can and can't ask
- How to identify the salespeople who can and will perform
- What the best salespeople are looking for and how to get them to say "yes"
– it's more than just the money!
- Plus heaps more!

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Workshop Program

Purpose:

To help managers reduce recruitment costs, increase sales and reduce staff turnover, by accelerating their ability to attract, hire and retain successful sales people.

To help businesses build sustainable, winning sales teams in uncertain economic conditions

Who should attend?

- Sales Managers
- Human Resource Managers
- Business Owners
- Anyone responsible for hiring salespeople

Learning Outcomes

On successful completion of the program, it is expected you will have learned:

- About the market—what's it like out there?
- The problem—what exactly makes hiring salespeople so difficult?
- What are we actually looking for? What are the real determinants of sales success?
- How do we identify and attract top salespeople before we hire them?
- Getting clear—how to write a job description that helps you recruit the right salespeople.
- Where to look—how to write ads that work, how to use recruiters effectively if needed.
- Phone screening—how to decide who to interview, what to listen for.
- The interview—strategies to get the info you need to make the right decision. Techniques, behaviour, what you can and can't ask.
- An approach to risk minimisation and when to use psychometric testing for salespeople.
- The elements of the sales induction—the first step to retention & results.

Contact us now to learn more about this workshop