



Sales Managers Forum

Session 2

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Session 2

- Table 2 presents to the group
- Video -
http://www.youtube.com/watch?v=8kZg_ALxEz0





Workshop Objectives

- ✓ Sales rep analysis
- ✓ Discuss some of the challenges of hiring and recruiting good sales people
- ✓ Where are the best places to find good sales people
- ✓ How do ensure their success.
- ✓ Discuss best interview practices

What Makes a Bad Salesperson?



- ✗ Poor or non-existent planning and preparation
- ✗ Poor thought-out questions
- ✗ Scripted, stock presentations, not aligned to business needs
- ✗ Poor or no prospecting system
- ✗ Poor or no commitment to personal development

What Makes a Good Sales Person?



- ✓ Passion for the Product
- ✓ Great Listening Skills
- ✓ Understanding Early Adopters
- ✓ Perfect Execution
- ✓ Being Trusted by the Customer
- ✓ Bottom Line: Can They Get the Order?

Personality Traits of Good Sales People

- ✓ Modesty
- ✓ Conscientiousness
- ✓ Achievement Orientation
- ✓ Curiosity
- ✓ Lack of Camaraderie
- ✓ Lack of Discouragement
- ✓ Lack of Self-Consciousness



Where Do You Find the Good Ones

- ✓ LinkedIn



- ✓ Referrals



- ✓ Competitors



- ✓ Clients



- ✓ College/Universities



- ✓ Passed Employers



How Do You Incent Them to Succeed

- ✓ Money
- ✓ Training
- ✓ Career Development
- ✓ Time Off
- ✓ More Responsibility
- ✓ More Accounts



Key Interview Metrics

- ✧ http://www.youtube.com/watch?v=5KV2rxpQ_Js
- ✧ <http://www.youtube.com/watch?v=rmOsKHguAE0>
- ✧ http://www.youtube.com/watch?v=y_bsMGsBjWc



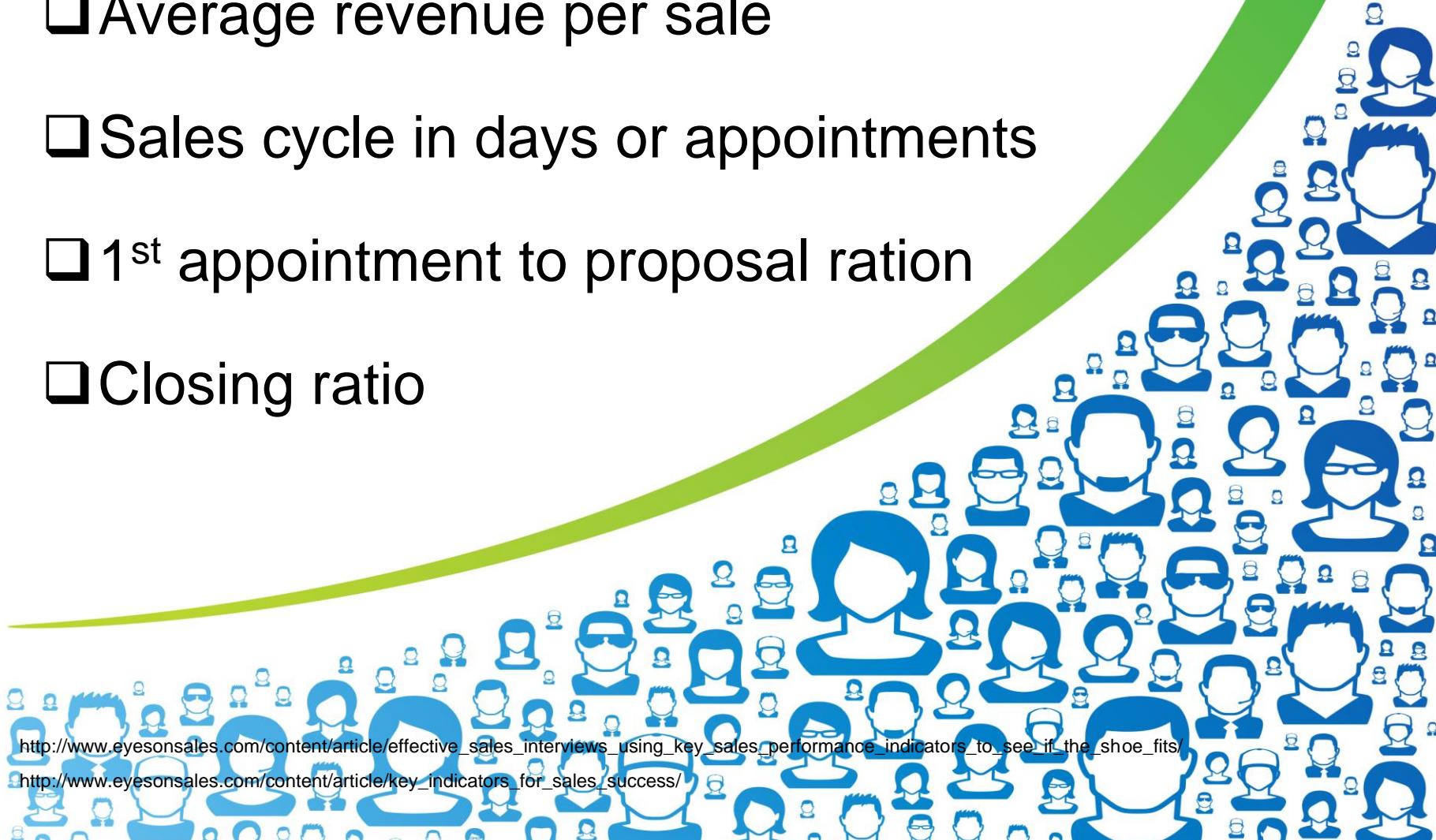
Why Do Sales People Fail



- Poor Job Fit
- Poor Management
- Laziness
- Short-Term Mentality
- Lack of Follow up and Service Orientation
- Focusing on costumers they are most comfortable with
- No Plan
- Lack of Organizational Skills
- Inability to Multi-task
- Poor Training
- Bad support from company

Key Performance Indicators

- ❑ Average revenue per sale
- ❑ Sales cycle in days or appointments
- ❑ 1st appointment to proposal ratio
- ❑ Closing ratio



http://www.eyesonsales.com/content/article/effective_sales_interviews_using_key_sales_performance_indicators_to_see_if_the_shoe.fits/

http://www.eyesonsales.com/content/article/key_indicators_for_sales_success/

Group Task

1. Each table brain storm interview questions for a sales person position
2. Decide which are you top 5 questions



Group Task Part 2

Come up with 3 questions you would like to ask that you can't because of legal implications or are afraid to.



Group Task Part 3

Each person will interview someone over the lunch break and when we come back we will decide if they would make a good sales person or not based on their answers.

