



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORY:

- **Human Resource Management—**
Manages process for aligning human capital with organizational goals.

RELATED COMPETENCY CATEGORIES:

- **Interpersonal Skills—**
Displays a consistent ability to build solid relationships of trust and respect inside and outside the organization.
- **Influence—**
Consistently directs situations and inspires people for an all-win environment.
- **Leadership—**
Drives business results by aligning the vision, mission, and values to enhance business value. Is able to enlist the willing cooperation of others, while tapping into their highest skills and abilities, to achieve desired results.

Recruiting Salespeople

SUMMARY

Filling the recruiting pipeline with sales candidates helps reduce hiring mistakes by being proactive in finding candidates rather than reactive when a position needs to be filled immediately. Sales managers need to be able to identify sources of talent, clarify criteria for making objective hiring decisions, and reach out to their networks to promote the position and identify candidates.

CONTEXT

Sales managers have to constantly be looking for new sales professionals to hire. If you have done your job well in this area, you will have pre-qualified candidates to contact when you need to hire new talent for your sales team.

In this module, you will examine the situations where you typically consider adding to your sales force, the potential sources of new selling talent, and ways to make the entire recruiting effort as organized, objective, and successful as possible.

At the completion of this module, participants will be able to:

- Assess when to hire new sales talent
- Build a pipeline of prospective sales candidates
- Expand available sources of selling talent
- Make recruiting connections using a four step process
- Use a criteria based in formal interviewing methods

“Those who build great companies understand that the ultimate throttle on growth for any great company is not markets, or technology, or competition, or products. It is the one thing above all others; the ability to get and keep enough of the right people.”

—Jim Collins, Good to Great