

CONNECTING TOP TALENT WITH RESPECTED BRANDS

# HIRING A SALES SUPERSTAR

.....  
*SEPARATING TOP SALES PEOPLE*  
From everyone else...

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# Ask These Questions Before Hiring Your Next Salesperson Screen OUT sales **IMPOSTERS** on the **FIRST CALL.**

You can't even have a business without sales.

If you don't want to have to do sales calls yourself all day and would rather spend your time refining your product and offering so that you can GROW your business, you are going to need one HECK of a salesperson- or better yet, a whole team of them.

First, you will need to create a position posting, not to be confused with a position description, designed to attract the type of savvy salespeople who will not only fit into your company culture but also bring revenue to your business through solid relationships in an effort to create brand LOYALTY.

After over a decade of working with numerous managers, each with differing opinions on what makes a Star Salesperson, here's how I covered all of my bases to make sure only the BEST would pass screening, get through the hiring manager interview, and get the offer:






# 5 Simple Screening Questions



Top Salespeople **MUST** be able to Answer to **PROVE** they can **SELL**.



## 1 What do you say/ do when you don't know the answer to a customer or prospect's question?

Having the **confidence** to project to a customer about finding the answer to a question and making sure the information gets to the customer/ prospect in a timely fashion is critical in ensuring **honesty and trust-building** follow-up.




## 2 How do you deal with an unhappy customer?

As a customer of multiple services and products myself, as you are too, we know that having someone truly **LISTEN** to our concern is half the battle. Letting the customer tell their side of the issue while the salesperson listens and expresses **empathy** is going to get you out of even the **biggest** customer concerns. Doing whatever they can to resolve, and **follow up** with the concern to be sure it is taken care of is the other half.



## 3 How do you typically overcome rejections while prospecting for new business?

As we know, most objections come from customers not seeing the **value** in our product or how it can help them to alleviate their **PAIN**. Good salespeople **LISTEN** to customers and provide the necessary information (education) a customer needs to make the right decision for **themselves**. When a customer makes a decision themselves, there is less chance of buyers regret, returned items and refunds.

 **Keep PROBING Ask the question in a different way if the candidate isn't giving the answers you seek.** 

# 5 Simple Screening Questions

Top Salespeople **MUST** be able to answer to be considered for your next hire.

## 4 Tell me about the most important accomplishment in your career?

I love interviewing salespeople! And this is my favorite question! A **GOOD top-performing salesperson** won't waste any time telling you all about their accomplishments. While they may or may not be prone to boasting loudly, they should at least have a list of **amazing accomplishments** to share and if not, you're talking to the wrong person. The **KEY** is to **probe** on **quantifiable accomplishments**. "grew business by 200% by engaging existing book of business and asking for a referral..." Ask what **quantifiable metric** they met and how they went about it.

## 5 What do you do if you fail to close a prospect?

Admittedly, salespeople go through a lot of **rejection**. Great salespeople learn quickly to **embrace challenges** and move on. More importantly, is getting **feedback from prospects** who say NO and use that information as a teaching moment, or, passing it on to decision-makers within the company in an effort to **bridge the gap** between senior execs and the public.

Building a relationship with a failed prospect can turn a 'NO' into a 'YES' as soon as next month. Focusing on what can be **learned** from a 'NO' response rather than being upset about it is what lifts top-performing salespeople above other candidates.

**These questions will help you weed out the average and identify Star Salespeople**

Need help finding your next star performer?

Want to take the frustration of attracting and screening talent off your plate?

Call me. I would love to work with you.

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Find out more about  
our **SIGNATURE**  
approach to  
Identifying and  
Attracting **TOP TALENT**

**RECRUIT, HIRE , ONBOARD AND RETAIN YOUR DREAM TEAM**

# **THE ROAD MAP to TOP TALENT METHOD**

**TALENT DELIVERY SYSTEM**

Hire Top Talent Consistently | Build A Top Performing Team

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## **THE ROAD MAP TO TOP TALENT METHOD**

to assist business leaders and talent acquisition to consistently Recruit,  
Hire, Onboard and Retain the **TOP 10%** of talent nationwide

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