

Critical Sales Hiring: The High-Level Checklist

- Employer Proposition:** You have a – critical - role to fill but why is it in the interest of the right candidate to leave a successful role to work for you?
- The Sales Role First, the Person Second:** What are the *small number* of critical, high-level responsibilities of the sales role, described in clear language e.g. is this a pure Hunter sales role? If it is, say what it is, rather than dress up the role and appeal to the wrong audience.
- The Ideal Candidate is not Superhuman:** What are the top 3-4 candidate profile criteria needed to perform this role? Avoid “piling on” wish-list, random criteria for candidates in an effort to cover all angles with a “holy grail” candidate profile.
- The Package Needs to Match the Difficulty of the Role:** You compete for talent in a very competitive world. If your package doesn’t match the *difficulty* of the role, you can only expect to attract people who are not up to the role.
- Interviewing:** The main interviewer should be the direct manager or team lead of the new sales hire. Don’t load interview panels with wildcard interviewers who have a minimal or no stake in the person’s success.
- The Really Important Interview Questioning Tracks:**
 - What audiences has the salesperson sold to?
 - What evidence of sales results / track record?
 - What evidence of key selling skills?
 - Ability to handle a specific selling situation.
- Use Culture Fit Selection Wisely or Lose the Best-Fit Candidates:** Undefined culture-fit is the most common, easiest and unfairest way to dismiss perfectly good quality candidates. If you are going to use culture-fit to truly filter a salesperson, it needs to be defined and commonly understood across the selection group, which it often isn’t.
- The Final Selection Question is One You Need to Ask Yourself:**
- Here is the critical and final selection question to ask yourself: ***Working with me, is this the person who’s most likely to be successful?***