CLARITY STACK

Hiring A Sales Team

Template

Hiring a Sales Team

Sales are a lifeblood of any growing business. In order to sell a great product or service, you need the right people communicating it's true value to your prospects.

This template helps you ensure you know everything that's essential to landing the right candidate, that will help you to accelerate your growth and land more clients.

To learn more about this process in greater detail, please refer to the ebook 'Hiring a Sales Team: A Guide', which is available within the Sales Academy.

Hiring a Sales Team Template - Interactive

Open in Adobe Acrobat and fill out the highlighted fields.

Which salesperson do you need?

Are you looking for a seasoned veteran or a middleweight? The suitable candidate will have considerably different expectations and needs based upon their age, experience and expertise.

Crafting a great job description

· Why would a candidate want to work with you?

· Is their earning potential lucrative and realistic?

· Is the work/life balance clearly outlined?

· Will their first day be a true representation of the workplace you advertised?

What interview questions are most crucial to the role?

Beyond the other areas considered in this template, consider the questions where the answer is a real dealbreaker.

Personality & Cultural Fit

· Which personality attributes are you looking for?

· Will the candidate work well with your existing team?

· Will the candidate add value that your team is currently missing?

Opportunities and Training

· What professional roadmap is in place for a successful salesperson?

· Many individuals place a high value on professional development, so how does your organisation support this?

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Industry Knowledge

What does someone need to know to work in your industry? Is training easily achievable, or would this be a real barrier to their success in the short term?

Proven Track Record

How critical is experience to the role? What are the most transferable elements of a candidate's previous experience, and how does that relate to the opening advertised?

Strengths and Weaknesses

Which of these does the candidate express, and how much do you agree? How relevant are these pros and cons both to the role in the short term and in the future?

Secondary Interviews

- If you're carrying out additional interviews, what should your co-interviewer look for?

- Will you inform them of any attributes beforehand or leave this to their judgement?

- Will you have a different question set for a second interview?

- What did you want to elaborate on from your initial interview?

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