



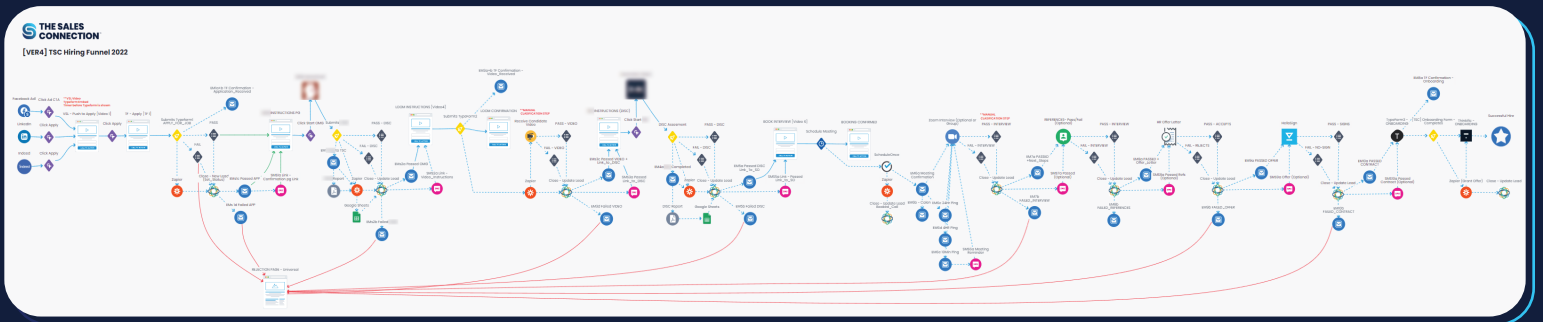
SCIENTIFIC SALES RECRUITMENT

HIRING GUIDE

Stop interviewing just anyone and only recruit the top 1.3%

Scientific Sales Recruitment

Your **Definitive Guide** to Recruiting
The **Top 1.3%** of Sales Talent On
Autopilot



Stop interviewing every Tom, Dick and Harry
- use this proven, battle-tested system to
build your dream team now!



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Introduction

From Unqualified Candidates To An A-Player Dream Team:

The Sales Connection Reveals The Battle-Tested System We Use To Attract & Recruit Top Sales Talent

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Did you know that the cost to replace the average salesperson is over 100k and can take up to 6 months? When you factor in hiring, replacing and lost sales revenue, this can approach \$1M in lost revenue.

Building a world-class sales team isn't for the faint of heart. And, if done wrong, it can be a time-costing, energy-draining and soul-sucking process. Most business owners in the online space want to hire the best sales talent but can't commit to elevating their recruiting process, leaving them with average sales reps.

You're likely here because:

- a) You have a team of lazy sales reps that are holding your company back from scaling faster...
- b) You believe the hiring process is too long to deal with, so you dump tens or even hundreds of thousands of dollars on recruitment agencies that are only in it for the fat paycheck and don't deliver you the best of the best...
- c) You don't know how to attract and recruit qualified candidates worth their salt without burning hard-earned dollars to find them or...
- d) You're tired of constantly wasting hours meeting with sales reps that are hardly a good fit for your company and don't have sales chops to back their flashy resumes.



In business, the race to the top is a battlefield. It's a bunch of business owners trying to outdo the competition. It's hard to find sales reps who own the sales game and don't just play it. To attract A-players, you must do front-end work to decrease your chances of landing bad hires. You can't be afraid of the process. If you're finally ready to build your dream team (the right way), discover what attracts top-tier sales talent and the steps you can't afford to eliminate from your hiring process.

We want to introduce you to an evidence-based sales recruiting system that can fill your sales team with A-players in as little as 90 days. This 8-step hiring process separates the "good enough" sales reps from the all-star, cash-generating, high-ticket closers that most companies beg to have working for them.

In the cutthroat B2C and S&M business space, everyone wants top-tier sales talent to drive their business further up the Fortune 500 ladder. This proven system is designed to find that one in a thousand needle in a haystack sales rep and sell them on why they must work for you.

To put this in perspective, this year, Harvard had a 4.5% acceptance rate; meanwhile, only 1.3% of applicants made it through our hiring process, the same one we are sharing here. – Talk about elitists!

Traditional approaches usually cause more headaches than they solve. Recruitment agencies can feel like a silver bullet until you see the bill and realize they are leaching up to 40% of your reps' year-one earnings. And "do-it-yourself" job boards clog your inbox with unqualified applicants. Chances are, these serial appliers are sending out their resumes to hundreds of other companies in hopes of landing a job. This is the worst way to find top sales talent.

The "spray and pray" method doesn't work here. It's time-consuming and financially draining, and it also keeps your sales team from hitting their goals.

That's why we want to show you a battle-tested and data-driven recruiting system that ensures only the top sales talent ever walks through your door. Prospects that can turn your business into a sales powerhouse, are trustworthy, target-crushing sales representatives with tough skin and an innate ability to sell. We want to help you onboard top-tier sales representatives and professionals that are vetted so well you'll wish you had come across this system sooner!

Here's the thing, over 75% of sales talent ends up failing to produce profitable results and can cost you multiple 6-figures in lost deals. How? because those salespeople were either not properly trained, weren't vetted well enough or never took assessments calibrated for the role. And what do you get? A subpar team of B-players that drains your time, money and energy. Finding qualified sales talent doesn't have to be a game of Where's Waldo when you have the right tools, systems, and processes to do the work.

In this playbook, you'll discover the 8-step process for finding and recruiting the top 1% of sales talent to build a high-producing sales team filled with A-players. You'll also uncover what makes a highly successful sales rep hire, the five principles that attract top sales talent, and the exact system we use so you can start executing today and 2-5 high-quality sales machines to your team in the next 90 days.

Why limit your potential when you can let The Sales Connection take the recruiting process off your hands? Take the guesswork out of executing it on your own and let us help you leverage your highest earning potential with our 8-step process.



What Makes A Successful Sales Hire?

Values ✓ Behavior ✓ References ✓ Aptitude ✓ Culture ✓

If your hiring process is failing you, it's likely because you think it's a "chore," *or you run it as an afterthought. We did too until we realized the massive cost of giving talent acquisition a back seat.* A lack of effort or lazy recruitment will cost you 30 to 125 times *the yearly compensation of a failed hire* who doesn't end up working out for you. And, you'll get stuck with a sales representative who fails you because they are a miss on one or more of the five attributes: *values, behavior, references, aptitude, or culture.*

A successful hire isn't "the candidate" who can "sell a pen" or "pass a course" but *someone who is a match on all five core characteristics on the Sales Hiring Success Matrix.* The recruiting process you're about to discover will ensure you reliably separate the wannabes from the A-players and hit a home run on all five core characteristics.

Sales Hiring Success Matrix

Values	+	Behavior	+	Culture	+	Incentives	+	Aptitude	=	Successful Hire
Missing	+	Behavior	+	Culture	+	Incentives	+	Aptitude	=	Conflict
Values	+	Missing	+	Culture	+	Incentives	+	Aptitude	=	Frustration
Values	+	Behavior	+	Missing	+	Incentives	+	Aptitude	=	Chaos
Values	+	Behavior	+	Culture	+	Missing	+	Aptitude	=	Resistance
Values	+	Behavior	+	Culture	+	Incentives	+	Missing	=	Time Wasted





The 5 Principles That Attract Top Sales Talent

Before we dive into our 8-step process, you must know that without these 5 foundational principals in place, you're more likely to self sabotage than supercharge your sales hiring system.

Copy-pasting a template or someone else's process will only get you halfway. To do this right, you must make it your own and follow the five principles. Here's what we mean...

Imagine you're attempting to make your little Italian grandma's famous pasta sauce. You've called her up, told her you love her, and she kindly shared her exact recipe with you. Next, you go to the grocery store and buy all the exact ingredients. You arrive home, go to the kitchen and follow grandma's recipe to the letter. And low and behold, your famous pasta sauce ain't so famous; it's just average, blah, nothing to write home about.

So why is it so much better when Grandma makes it? Was she holding out on you? No!

Here's Grandma's secret: not only does she follow the recipe... (next is the most important part), *she makes it with love.*

You may be thinking: Great story, guys, now what the hell does that mean in this context?

That means she is doing MORE than just following the steps (recipe for success); she is cooking with love. She is *tasting, testing, and adjusting*. She is doing the things that are not written down in the recipe (the blueprint). This way, the whole is greater than the sum of its parts.

Suppose the 8-step process is the recipe. The 5-principals are the extra intangibles that level up your recruiting process from supermarket discount sauce to "Grandma's famous sauce."

1. Use Ethical Strategies In Your Hiring Process

The quickest way to destroy your company's reputation and the trust of your potential hire is by using the job opportunity as a "bait and switch" to sell them something. This strategy is not only a risk but wholly unethical and legally questionable. This says a LOT about your company and how you handle affairs. Be transparent and honest about the opportunity. Simply selling something to applicants to help liquidate your ad spend should never be the goal. If you sell them something, it should enable their future success and increase their chances of landing the next killer sales role.

2. Represent A Genuine Brand

If you want to attract the right person for your company, you need to be attractive to the 1%. That means having a polished brand, proven sales systems, and a place where they can see themselves excel and enjoy working with you. A-players don't just want to work for "a" company; they want to work with "THE" company, the one in Forbes, Fortune 500, and the company that people only dream of working with or being clients of.

They're hungry for the right opportunity with the right company, which could be yours. One successful strategy The Sales Connection uses is creating a VSL (Video Sales Letter) that outlines the opportunity and sells the role.

3. Create An Attractive Online Presence & Leverage Online "Real Estate"

Like property investing, curb appeal matters; the same goes for what candidates find about your company online. Leverage your online real estate to show potential recruits that your business makes its mark on every platform and has credibility. Your business should have a company profile visible everywhere; a business page on LinkedIn and Facebook, a company profile on Indeed, GlassDoor, and Google MyBusiness. The bottom line is if you don't own your online reputation, someone else will.

4. Sell Candidates The Opportunity of a Lifetime

The best talent knows their worth. And as much as candidates sell themselves to you through the hiring process, they need to be sold on your company. Sometimes these A-players need to be drawn to you. The best ones aren't exactly looking to jump ship. So, here are three things you can do to attract those A-players:

- a)** *Sell them on your company and why it's a unique once-in-a-lifetime opportunity to work for you.*
- b)** *Speed matters; top-tier talent has opportunities thrown at them. You need to work quickly to weed out the bad and fast-track the good to beat your competitors.*
- c)** *The people running your recruitment process must align with and reflect the best qualities of your brand. They need to be able to assess talent and sell simultaneously. Choose someone you trust because, as the face of your organization, they can make or break the entire hiring pipeline.*

5. Treat Your Recruiting Process Like A Funnel

Respect the process. Successfully recruiting at scale requires a consistent, repeatable process day over day. Hire using the principles of a marketing funnel, and you'll be able to source the talent you need predictably. A funnel-based approach allows you to see each stage's conversion and drop-off rate. Using this framework, you can test different approaches and fine-tune each step in the funnel to fine-tune your pipeline.

- a)** *Run your recruiting process like a system and respect it.*
- b)** *Track inflows and outflows of each step and look for 80/20 opportunities.*
- c)** *Push hard to prevent accidental drop-off with automated email + SMS.*
- d)** *Don't make exceptions for your friends; every candidate follows the same process.*
- e)** *Don't be scared to test and experiment to find what works for you.*
- f)** *Track how long the average candidate spends in each stage and work to minimize cycle time.*

Creating a Killer Job Listing

You're almost there! Before you dig into our 8-Step process, let's cover the first and most important step...

To attract your next A-player, you must write a job listing that's authentic, honest, compelling and platform-specific.

It has to stand out and grab your ideal candidate's attention. Optimize your listing by highlighting the compensation, make it easy to read and hit hard with a killer headline that demands attention. And don't forget to customize your listing to match the feel and standards of the various platforms/ job boards you use..

For example, Indeed is a more mass-market platform that matches employers with candidates based on relevant keywords and skills. You need to seed your listing with relevant keywords and skills, or you'll be inundated with miss-fit candidates

LinkedIn has a more professional culture, and it's worth testing different headlines and copy to match. If you are going for more experienced candidates, we've found that LinkedIn has been a valuable platform in helping us find top talent.

But be aware that specific job boards downregulate commission-based positions. To work around this, add an equivalently valued salary range based on the expected commissionable earnings average sales reps would earn.

Paid media is another excellent option. If you pay for ads on either Facebook or Youtube, the landing page becomes the job description and conversion mechanism.

All in all, your listing should read as the best, most irresistible opportunity your candidates see, regardless of where they're looking. Compel potential applicants to apply for your once-in-a-lifetime opportunity and cater the position to your chosen platform.



Our 8-Step Process

Your **Definitive Guide** to Recruiting The **Top 1.3%** of Sales Talent On Autopilot



Weed out the tire kickers so you can set yourself up for success right from the get-go. This is our 8-step process that will help you find the A-player sales talent you've been looking for.





STEP 1:

Pre-Filter Talent To Weed Out The Wannabes

So, you posted your killer job listing on multiple job boards, and now you're inundated with a pile of resumes from the riff-raff and swamped with a bunch of interviews. Stop right there... Not only is that ineffective, but it's a huge time waster. Pre-filter talent, so you only deal with qualified prospects from the get-go. Once you've attracted the right candidates from your posting, the next step is to use screening questions that immediately weed out anyone who doesn't qualify. In Step 1, you'll discover how to create a lead scoring application form, automatically collect your applicant's data from accelerating the reviewing process, and implement lead scoring.

Use A Simple, Hard-Hitting Questionnaire To Find Out Who Means Business

Instead of letting job boards spam your inbox with hundreds of unqualified applications that will waste your time (and money), have them complete a short qualifying questionnaire. This quickly identifies the top 10%-15% of qualified candidates ready to move on to the next step of your hiring process and tells you whether they passed or failed.

This pre-screening application process shows you who can follow the instructions on your application form and separates the tire kickers from the interested applicants. Many B-players spam job boards and apply for any opportunity they find using a brute force approach - this method will eliminate those time wasters.

How it works

Any hiring manager or business owner can slap a job listing on Indeed or LinkedIn and hope they'll find what they're looking for. But if you want to save time and filter for the best, create a unique application form.

You can easily do this using popular, third-party websites like [Typeform](#), and you don't even need a website to get started. The pre-screen application form works by collecting relevant information while also asking hard-hitting questions that pre-frame candidates and set a good impression. A well-thought-out application form will save you valuable time in the recruiting process.

Why it works:

Being intentional with your application form is how you'll differentiate yourself from other companies trying to land the top 1.3% of sales talent in the marketplace. The key to this step is to make your prospect work for it (and don't let them in too easily). Collecting the relevant information you need helps you automatically score candidates' responses based on the most important criteria (not what the job board finds most important).

You can collect data about candidates and see the average person applying, which tells you about the quality of people your career post attracts. If you use a tool like [Typeform](#), you can see which questions people get stuck on, how long it takes them to complete and so on. This method saves you time and filters out the job board spammers. You can also modify the forms applicant scoring based on their location, skill set, length of sales experience, industry knowledge and other questions that collect the data you need to determine if this candidate is worth it.

Follow These Steps...

- 1) If you do not have a landing page for your job opportunity, you can customize [Typeform](#) surveys to present a video (VSL) or a visually rich, on-brand page as the starting point.
- 2) Use application forms like the industry-leading choice [Typeform](#). Or you can choose alternatives like Jotform or Google Forms to collect and analyze prospect information seamlessly.
- 3) Ask straightforward questions, e.g. Do you have a computer? How long have you worked in sales? What type of sales? Where are you located? The assessment can challenge the candidate with harder questions that can be used for basic scoring and give them a 'pass' or 'fail.'
- 4) In addition to the standard questions like name, email, and phone number, brainstorm 20 questions you believe are relevant to your business, the role and understanding of the prospect. From those 20 questions, choose 1-3 knock-out questions (these will determine the candidate's pass or fail) and 3-5 unique to your business (relevant candidate data).
- 5) Ensure the language you use in your job posting matches your brand language and make it sound like you're conversing with them.
- 6) Match the communication style of the questions to how the interviewer would speak and ask questions for congruency.
- 7) Constantly review the drop-off rates for each question - how long is it taking to complete, and where applicants get stuck. You can quickly pinpoint areas to tweak based on this data and the types of candidates passing this stage. Don't hesitate to adjust the question phrasing, the number of questions or the lead scoring system to dial your application in.
- 8) Collect the data from each candidate and implement lead scoring. Candidates who pass this step will move on to the next. The ones who fail will be redirected to a soft rejection page that sends them on their way. Your soft rejection page should thank them for applying, encourage them, and give them an exit gift (An actionable training video or PDF with guidance on how to improve the next time they choose to apply). Don't discard their lead scoring information or any notes you have. Keep these as a reference in case they do decide to apply again.



STEP 2:

Save 90% of your Hiring Manager's Time & Avoid Fake Sales Pros by using a Targeted Aptitude Assessment To Uncover Top Sales Talent

With an absurd amount of self-proclaimed sales pros out there graduating from random online programs and with digital certifications in hand, it has become a headache trying to find elite sales talent. To separate the desperate job seekers from the top-tier sales professionals, you'll have to use a sales proficiency assessment to evaluate the applicant's sales skills.

In Step Two, we'll reveal how to leverage targeted sales aptitude assessments to weed out the 80% of applicants that aren't cut out for your sales role and don't even know it. This method will not only save you long hours of sifting through resumes, but the assessments also give you insight into the candidate's aptitude for sales. To find the real diamonds that can grow your business, you need to separate the players who talk a big game from the ones born into the game with the sales skills to back it up.

Find Out If Your Candidates Have What It Takes To Sell With A Snapshot Of Their Sales Style

The right sales aptitude assessments are science-backed tools designed to see whether a candidate can walk the walk like they talk the talk. You can't hire a salesperson unless you know they've got the chops for it. Sales proficiency assessments determine candidates' sales acumen, business skills and how well they match with the demands of the sales position you're hiring for. You can even adjust some of these assessment tools to laser focus in on the exact type of candidates you're looking for. Some standard variables include; sales cycle length, communication style, hunting style, closing style, motivation type (altruistic vs economic), and high-ticket closing performance.

How it works

A sales aptitude assessment is an efficient way to screen candidates and assess their qualifications. The sales aptitude assessment we use compares and benchmarks your candidates' results against over 2.5 million other sales professionals. You can fine-tune the assessment to be laser-focused on the specific type of salesperson you need, i.e. setter, hunter, account manager, or closer.

These third-party assessment tools work by asking a standardized set of questions that, taken together, generate a multidimensional snapshot of your candidates' sales skills, style and motivation. The best ones also map the results against large databases of vetted professionals and can identify when candidates are lying. This gives you a trusted benchmark all candidates must pass before moving forward in your hiring pipeline.

Why it works

Using the sales proficiency assessment prevents you from wasting time on people who aren't natural salespeople. This assessment is all about evaluating candidates' skills, capabilities, talent and aptitude for sales without having to interview them. Some assessments will determine the type of salesperson the candidate is and their strengths and weaknesses in several sales categories. This tool is great at helping you spot red flags and hidden signs that the candidate is not cut out for sales.

Follow These Steps...

- 1) Choose your desired aptitude assessment such as [Predictive Index](#), [McQuaig](#), or [RightFit Plus](#).
- 2) Design a landing page in your hiring funnel with instructions the candidate must follow.
- 3) Choose an assessment that takes no more than 45 minutes to complete.
- 4) Send the candidates' results to your CRM/ATS where your trained hiring manager can evaluate the results.
- 5) Complete assessments pass – partial will fail – simplify your review process to save time.
- 6) Recruiting is constantly evolving so don't sit back and only use one assessment. Periodically seek out other updated assessments to stay on top of your hiring game.

Want To Take The Easy Route?

Even though we've laid out all the steps for you to implement our recruiting process successfully, it isn't a piece of cake.

We've seen people try to do it, but either they don't have the time, or they don't have a team behind them that can execute the process.

Luckily, those people found The Sales Connection, and we were able to help them out. We do all the work for you while you focus on running your company.

Our team will take care of the entire process from start to finish and ensure that we recruit top sales talent that is the perfect match for your company. All you have to do is sit back, relax, and wait for us to deliver the results.

No headache, no hassle – just top-tier sales reps delivered right to you without having to lift a finger.

Apply to work with us by clicking the button below.



APPLY NOW TO UPGRADE YOUR SALES TEAM



STEP 3:

Leverage Video Auditions To Pre-Screen Candidates And Systematize Your Hiring Process

In Step Three, you'll discover how using video auditions in your sales rep hiring process is the best way to see first-hand what your prospect is like **WITHOUT** wasting time on an interview. This pre-screening method shows you everything from a candidate's communication style to body language. Video auditions can help candidates show off their uniqueness and you can see their personality in action. This method also allows you to get a different perspective on the test takers and resume builders.

Identify Elite Performers With Video Auditions

No one should be reviewing stacks of resumes, calling candidates for an interview and making them a misinformed offer. Not only is this old school process time-consuming, it creates more frustration and firing. Why? The old school process doesn't predict performance. You can learn a lot about a person based on how they present themselves on camera. Video auditions can predict more than 30% of a candidate's performance, according to the Australian HR Institute research studies.

Video auditions also tell you how tech-savvy the candidate is. Can they figure out how to use simple video conferencing systems? Can they navigate technical issues? Their ability to work in a remote environment is tested and you will notice any signs of weakness if they can't complete this step.

How it works

Video auditions allow you to see a candidate's facial expressions, body language, communication style, and how they talk. Are they shy? Are they outgoing? Do they speak fast or slow and thoughtfully? How fluid do they converse? How do they approach the answers to the audition questions and how comfortable are they speaking about themselves?

Why it works

Job auditions give you useful information about the candidate to save you time and money in the long run. Did you know you can get 80% of the value of an interview without having to interview and waste time? This way, you can determine their technical savviness, skills and knowledge to see if they can easily navigate Loom (create an account, record a video and upload it to your site) and thrive in an online setting. This is your chance to test and assess a candidate's selling skills based on the task you've asked them to complete. You can also learn much more about someone and get a better feel for them over a video audition than you can over email or text messaging.

Follow These Steps...

- 1) Use [Typeform](#) to create an intake form with questions that requires a name, email and video submission.
- 2) On your candidate's application, ask them to record a video audition. Choose a user-friendly and free-to-use video recording software like [Loom.com](#).
- 3) Ask your applicant to then copy and paste their video link into the application form
- 4) To organize applicants, you have two options:
 - a) You can access to world-class tools and a CRM Like Greenhouse, an ATS (Application Tracking System), to optimize your hiring process that manages your applicants' data and reporting all in one place, or...
 - b) Use a budget-friendly option like Google Sheets or link your candidate's submissions to Slack.
- 5) If you're not in a top tier ATS you can use your own task management tool of choice like ClickUp, Asana or even a light CRM like [Close.com](#) to organize and manage your participants' data. This data will help you find the best sales talent out of the candidate pool.





STEP 4:

Assess Candidate Values, Behaviour, And Culture Fit To Find The Ultimate Game-Changing Sales Rep

Back in the day, you would talk to someone and have a "gut" feeling about them. You felt that their personality could fit in with the rest of your sales team. As it turns out, your "gut" feeling isn't always right in this situation. Research conducted on Chicago-area companies found that emotional bias led to hiring mistakes. Former chairman and CEO of GE revealed he never trusted his gut when it came to hiring decisions because feelings were unreliable and subjective. Plus, your emotions can lead to poor decision-making if you're already having a bad day.

In this step, you'll see how personality assessments are used to attract top sales professionals to determine if they are the perfect fit and how you can leverage these tests to recruit your next elite hire. You'll use and modify these personality tests to measure a candidate's personality, values, and (expected) behaviour. These three characteristics combined paint a picture of how the candidate will fit your company culture.

These Results Go Above And Beyond The Surface-Level Characteristics Of A Successful Sales Rep

Personality assessments aren't just fun tools to see what kind of person you are; they evaluate behaviour, values and personality. Think about attitude, what someone cares about the most, and how they might react in certain situations. These personality assessments can help you find the exact type of professional sales rep you want to add to your team. Your candidates' results tell you whether they'll be an asset to your company or a liability. You want someone whose personality not only fits with your company's culture and values but someone whom you can trust to do the job right.

How it works

Using personality assessments allows you to stand on the shoulders of giants and use decades of science-backed research to help you evaluate which candidates are the best fit to work for your company. Assessments work in several ways, showing you which candidates are serious and willing to take the time to complete the assessments. It also gives you a view into what makes them tick and how they may mesh with your team, culture and work environment.

There are a variety of personality assessments, such as the Myers-Briggs Type Indicator, Kolbe Test, or the tool The Sales Connection uses, Innermetrix Advanced DISC (Dominance, Influence, Steadiness, and Compliance) to assess personality, values and behavior. These tests are science-backed and have proven to be one of the most valuable parts of the application process. Don't make the mistake of skipping this part of your application process. Successful companies find qualified sales talent because they choose to use composite assessments.

Why it works

Some assessment providers (such as the ones listed above) let you modify their assessments to suit what you're looking for, so it's easier to find your star sales talent based on the characteristics, values, and personalities that are best for your company. These personality assessments are subjective; There is no human bias or human interaction involved.

Not only does using personality assessments in your application process reduce your reliance on in-person interviews, but it sets up the interviewer with a wealth of information. Your interview process will be supercharged when combined with personality assessments, video auditions, and aptitude assessments.

If a candidate's results are off base and don't fall within the ranges you want, the good news is, you can double-check against the audition or say "good luck" and send them on their way without wasting your interviewer's time. This step may seem like information overload, but Getting a sense of how people work, interact with others, think and sell is amazing.

Follow These Steps...

- 1) Choose a personality assessment like the [Kolbe Test](#), [Myers-Briggs](#), [Innermetrix DISC assessment](#) (highly recommended) or any other type.

Note: You can calibrate these assessments for specific roles, e.g. Sales rep, Sales Manager etc.

- 2) Modify the assessments based on what you need and want for your ideal remote sales team.

Note: If you choose to create custom personality assessment questions, research questions that best assess top talent. Use your existing sales teams' traits, skills, and working knowledge as a benchmark for the assessment questions.

- 3) Ask your candidates to complete one of the personality assessments you've chosen. Reduce drop-off by setting up a landing page for this or getting a dedicated link. Supporting your candidates' with consistent instructions is a must.
- 4) If your assessment doesn't automatically send the results to your ATS/CRM, work with a dev to make sure this is automated.
- 5) Evaluate the results to determine whether they are a compatible fit with your existing A-players and management style. You may use pre-employment testing software and industry-proven tools like [criteria.com](#), [bryq.com](#), [predictiveindex.com](#), [highmatch.com](#) or [testgorilla.com](#) to measure your candidate's results.

Note: Work with a professional interpreter for this step. Identify the minimum and maximum acceptable ranges for the core results and create a weighted score for the core components. This is done so that a non-trained individual can easily understand if a candidate is in or out of range. If they are on the edge, you can dig deeper. You can also (in addition to) the idea of the above range, make sure your Senior Internal Recruiter receives training on interpreting these results.

- 6) Track which results correlate the strongest with post hire performance. Build a feedback loop and adjust and test as necessary.



STEP 5:

Conduct Interviews With Your Best Candidates To Put Their Profile To The Test And Find Your Elite Sales Rep

Here is the fun part. You have made it to the interview stage, where you get to challenge your top candidates. They've shown you that they can be the potential missing jewel in your crown, but are they prepared to show up and be honest about their experience and knowledge? This is your opportunity to use "top-grading" hiring interview methods (like WHO) to find your winning candidate and shoo away the charmers and smooth talkers.

The FoolProof Hiring Interview Method That Separates the "Interview Unicorns" From The True A-Players

The interview stage is where you are going to get a clear understanding of your candidate's history. Everything from high school to university/college to every job they've held, and of course, their sales knowledge will be put to the test. Instead of a go-with-the-flow type interview where the interviewee will potentially go off on tangents, have a standard set of questions ready for each candidate for consistency (and to make collecting the information easier when it's time to compare).

Make these questions your own, experiment and adjust. Don't fall into the trap of robotically using the same wording for each question over and over again. This will help you identify the "interview unicorn" candidates that interview as a ten out of ten but sell like a zero. To eliminate the interview unicorns, simply ask for their sales experience, how their manager would describe them and so on, and watch as they pull out the "fake-it-until-you-make-it" strategy.

How it works

The WHO Methodology was created by Geoff Smart and Randy Street to make the hiring process more effective. WHO is essentially looking at a map of someone's life in chronological order. Asking about the details of someone's history leaves clues about the interviewee and also forces them to be honest. Most times, people will exaggerate their experience and knowledge. So, asking them these simple life questions will get them in the right frame of mind, rather than pretend to be something they're not just to land the job. Don't be afraid to add a few relevant questions of your own about the role that doesn't have to be about their work history.

Why it works

There is truth in history. This interview method works because the questions you ask will make them answer honestly and remove the lying mask they have on. And, as they are telling you about their experiences, you can easily spot the patterns and any red flags that may come up. You want to get to the nitty-gritty and give them harder questions as they progress to catch them off guard. The idea here isn't to become a "trickster" interviewer. You want to be calculated with your questions using the WHO Method.

Having a standardized set of questions for each candidate helps them stay on track and avoid going off on tangents. This saves you extra time and gets them straight to the point. It also reduces the variability between interviews so you can ensure you're collecting the same data. Not only is this method a timesaver, but it also makes the process more streamlined versus allowing the interview to "wing it." And, when you come across a star candidate you like, this is your chance to sell them on working for your company. If you ask robotic questions at a slow pace, A-players will immediately bounce.

Follow These Steps...

- 1) Consult the well-researched reference interview book, WHO by Geoff Smart and Randy Street on their successful hiring process strategies.
- 2) Create your interview questions. Use inspiration from the book or research a standardized set of interview questions. The key is to make them your own. Modify the questions to reflect your company's voice and brand. Really put your interviewee to the test and see if they did their homework.
- 3) Keep your questions consistent throughout every interview you conduct.
- 4) Do not violate HR norms or protocols. Only ask appropriate questions that are relevant to the role and that demonstrate how the interviewee could potentially be your next best hire.
- 5) Use a guide to help the interviewer ask the right questions at the right time. They can look at this like a script and follow the questions in order.
- 6) If you choose to not use a CRM, standardize your interview questions using a template so your team can leverage it. You can do this by writing them down, using [Google Sheets](#), [ClickUp](#), [Asana](#), [Monday](#) or advanced options like [Close.com](#) or an ATS as your tracking system.
- 7) If you have a ton of candidates lined up for the interview stage, you can tailor part 5 and 6 here and do a two-step process:
 - a) Start with a group interview (Filters in the right people faster)
 - b) One-on-one interviews (You got a good sense of what this person is like and makes this interview smoother)





STEP 6:

Put Your Best Candidates To The Test With Follow-Up Role Play Interviews

Round two! The second round of interviews isn't about an unproductive "chit-chat" with your candidate and what they hope to accomplish with your company. That will quickly become a snooze fest. In Step Six, you're going to put your candidates to the test and have some fun with role-playing. Think of the "Sell me this pen" type scenario.

The real A-player sales reps won't shy away from role-playing. This is the battlefield they can't wait to walk on with you so they can show off their wildly honed sales skills. The second interview is where most can't fake their sales knowledge or performance so you'll quickly realize which candidates can prove themselves and which can't. The main focus of this interview is to assess their sales and roleplay skills, keep the flow sales-focused.

Identify

The goal of the second interview role-plays round is to test how comfortable your candidate is when put on the spot in a real-world situation. They have to be as prepared as possible for you to throw any questions or objections their way. Role play allows you to see if your candidate can think on their feet, overcome objections and close a sale as if it were the real thing. It's important to understand how your candidate will react under pressure. If they can't handle a little pressure in an interview, they certainly won't be able to hack it on the job.

How it works

This is your time to see how well your candidates can perform in a "real world" situation. Bring in your top sales manager or sales leadership to assess the sales talent. The interviewer (Sales Manager) will present a role-play of three scenarios. Another important member of your team will assess the candidate through a different lens. Then, you can get the perspective of what a salesperson versus a hiring manager thinks of the candidate. This is a raw, sales focused interview that forces the candidate to show their skills.

Top sales talent will fly through this role-play interview without hesitation or doubt. This exercise is a great way to find out who is sweating with anxiety and nerves and who is passing with flying colours. The top 1.3% of sales reps crush role-play interviews because they know their stuff.

Why it works

- Helps to reduce churn and saves you time from trying to find the right candidate
- Increases performance because you get to see first-hand how your candidate sells
- Establish mutual respect knowing that they can't just smile and persuade you with a fancy resume or credentials.
- If the candidate cracks under pressure - you have your answer.
- Adding role-playing to your hiring process enables you to separate the winners from the rest of the pack as the filtering should get more and more difficult as a candidate proceeds.

Follow These Steps...

- 1) Once you've congratulated your candidate on moving to the next step of the hiring process, curate a role-play exercise for your candidate. Create a set of three scenarios and make sure your Sales Manager is ready to lead these role plays.
- 2) Organize ahead of time by preparing a set of standardized questions mixed in with some from your sales team.
- 3) Talk to your sales team and have them give you ideas for what to say during the role play. You can also mix in the common objections your prospects are posing to your current team.
- 4) Remember, you are still selling the candidate on working with your company (if you think they have great potential). You'll want to get rid of the bad fits and sell the good ones like hell!
- 5) Speed is everything! Always book these role-play interviews as quickly as possible so you don't miss out on top-tier sales reps.





STEP 7:

References Are Your Last Line Of Defense – Don't Skip Them

You are almost at the finish line and you're about to hiring your all-star sales rep. At this point, you've explored their abilities through their aptitude, behavioural and personality assessments and interviews. Plus, you got to see your candidate in action as they role-played real-world sales situations with you. Now that you're becoming more confident in your decision to move forward, it's time to dig into their past and reach out to their references.

In Step Seven, you'll find out why completing the reference check is essential to weed out the bad eggs from the good. You'll discover the clues that give away a potential candidate's performance and the key reference you need that could make or break the candidate's chances of getting hired.

Get Multiple Perspectives On Your Candidate (Even If The Reference Doesn't Like Them)

Most people believe that a reference check is nothing more than a formality. They assume that because a candidate has provided you with the contact information of their references, they would never give you a bad reference. However, this is not always the case.

The goal of the reference check is to get an honest outside perspective of your candidate from someone who has worked with them in the past. The reference check is your last line of defence to ensure you're making the best decision for your company. If a candidate pushes back or can't get past references, that is a red flag. A-Players have a track record they are proud of and won't shy away from getting you their best references.

How it works

A reference check should be conducted over the phone and treated as an interview. The reference check is your last opportunity to validate your candidate's information and uncover hidden truths.

Prepare a short list of questions to ask the references based on what the candidate has told you. This reference check should verify every preceding step and it will protect you against your own biases. Time is money so make sure you get down to the most important questions quickly and chase those hard to reach references. You have to keep the candidate moving forward. Speed is critical during the recruiting process with the right candidates.

Why it works

- A solid reference check is a good safety net for you because you have an outsider's perspective on the person you're potentially about to hire.
- Getting references from people who have worked with them for a long time versus a short time gives you references who may or may not like them, giving you more honest answers and people willing to tell the truth and not only give you shining reviews.
- As humans, we have biases. The reference check will help eliminate those biases and confirm or challenge your assumptions.
- And, for those who can't or refuse to give you references is a huge red flag, so you know you can remove them from the hiring process if they can't complete this step.

Follow These Steps...

- 1) After you've completed your role-playing interview, ask the candidate to give you two to three references.
- 2) Get candidates to request them from past employers, managers, colleagues and anyone who may know them really well or someone who isn't close to them so you can get different views of the candidate. The key isn't to only hear from people who like them and will give them a shining review.
- 3) Ask your candidate to not only give you references from jobs they were at for a long time, even the shorter time-frame jobs matter, too.
- 4) Call each of your candidate's references. Speed, consistency and respect are incredibly important at this stage. Make this step easy for the references by keeping the conversation short and to the point by being prepared.
- 5) During the reference check, ask the references a set of standardized questions that are congruent with what the interviewee told you during the hiring process. This keeps the process consistent.
- 6) Document everything the references tell you about the candidate so you can spot their hidden red flags, and the gaps in their background and ask for anything you'd like clarification on.
- 7) Add the references to your tracker, CRM or ATS.





STEP 8:

Hire And Onboard Your New Sales Rep (With A Twist) & Build Your Dream Team

Finally, it's time to hire your A-player sales rep. But the work doesn't stop there. Rather than take the easy route of simply sending your job offer to your top candidate, have them sign the contract and begin onboarding, you want to take this a step further.

Don't just let them start taking expensive calls without setting them up for success. Skipping onboarding can cost you 6-7 figures in lost talent. You just spent 15-30 days getting them here and have been through hundreds of thousands of candidates. Talk about tripping at the finish line. If you want the best of the best, you have to support them as they continue to prove themselves. After the onboarding move them into a 30-60 day probationary period. They'll have to bring their A-game to get up to speed quickly and meet the KPIs you've already set to keep their spot on the team. Pp

To avoid your new hire from churning (leaving) or worse yet, underperforming make sure your onboarding is fully mapped out and trackable. You'll learn how to structure the onboarding process so your new hire has a smooth and successful transition.

Re-Sell The Opportunity And Get Their First Sale Quick

Most people believe onboarding is a filtering process and that you should be tough as nails on candidates. The reality is, this is still a two-way conversation, and you're both still selling each other. This entire hiring process has sold at the same time as it filtered. Now you must keep drawing them in like a magnet and pulling them fluidly toward their first sale. The idea is to have them salivating over the opportunity and fighting for their spot.. Again, speed is king here and you must quickly get them onboarded before they drop off and fail. This is where most companies fail miserably.

How it works

Onboarding that combines check-ins with a trackable system gives you two ways to keep tabs on progress. You'll be able to see what they are doing and have personal check-ins where you can adjust and assist. This requires you to have a strong onboarding process that we like to call an On-Ramp. Set up your sales rep for success by giving them the tools and resources they need to jump right in. They and you have invested a lot of time and money getting here which means you both have skin in the game. This will motivate you both to do a good job here and press forward to their first sale.

Why it works

Having a structured onboarding process gives your new hire a smooth highway to being successful in their new role. This method lets your new hire prove themselves to you and the sales team and lets them get in on the action right away. The onboarding process may be longer than what you're used to, but it's shown to support higher-level performance and increased retention rates. Meaning you get the satisfaction of knowing your A-Players is going from offer letter to first sale the right way.

Follow These Steps...

- 1) Establish expectations for the onboarding and make sure your candidates understand.
- 2) Consider using a Learning Management System (LMS) that automatically signs them up after they sign the offer letter.
- 3) Give the new hire a clear understanding of your company's mission, vision, values, and unique selling proposition.
- 4) Give the new hire access to your sales playbook and give them a week to review it.
- 5) Set goals with timelines to complete them and checking several times per week for the first 3 weeks. (First sales call can start within 7 days at a reduced volume)
- 6) Include recorded sales calls and comprehensive training that aligns with your team's style so they know what it takes to be a successful addition to the team.
- 7) A "Welcome Meeting" where your sales team can meet your new hire and lean and help them get started
- 8) Check-in to evaluate their progress over the 30-90 day probationary period.
- 9) Do a final evaluation as the probation period ends.

Want To Take The Easy Route?

Even though we've laid out all the steps for you to implement our recruiting process successfully, it isn't a piece of cake.

We've seen people try to do it, but either they don't have the time, or they don't have a team behind them that can execute the process.

Luckily, those people found The Sales Connection, and we were able to help them out. We do all the work for you while you focus on running your company.

Our team will take care of the entire process from start to finish and ensure that we recruit top sales talent that is the perfect match for your company. All you have to do is sit back, relax, and wait for us to deliver the results.

No headache, no hassle - just top-tier sales reps delivered right to you without having to lift a finger.

Apply to work with us by clicking the button below.



APPLY NOW TO UPGRADE YOUR SALES TEAM

BONUS ROUND:

The 3 Intangibles Everyone Forgets

1. You need good people to run this entire **8-step recruiting process**, and you need the proper tools and systems.
2. **Implement tracking and review performance** of the hiring process weekly – continue to test, iterate and improve over time.
3. The first implementation may not work, **continuously test and revise** for a healthy flowing hiring funnel and maximize your sales success.



Congratulations!

I bet you feel like you've unlocked the secrets to the universe!

You have reached the end of the 8-step recruiting process for finding and hiring the world's top sales talent. You've just witnessed how we run the show at The Sales Connection. You now have the meat and potatoes of our battle-tested process so you can replicate it and find the diamond in the rough to fill the missing jewel in your crown. But, if that felt like we bombarded you with a ton of overwhelming information, we can do the heavy lifting for you.

Executing this entire process on your own is 100% doable. But it will take you countless hours and hundreds of rounds of the process before you find what works for you. The work and time you're in for could take months - and let's be real, you don't have time for that.

We've spent four years developing and refining this successful recruiting process to find the top 1.3% of sales talent and help our clients build their virtual sales teams. At this point, we've done these thousands of times for our clients. Here are the numbers to prove it:

+\$157M
Sales Made

73,082
Calls Booked

219,245
Objections Handled

12,173
Trained Reps

Take what we've given you in this playbook and apply it to your business to repair your sales rep hiring process. But, understand that you're in for multiple trials and errors and expect to go through multiple iterations of this process before you nail it on the head.

To bypass the months it will take you to set it up, test and run it, consider partnering with us. Your time is valuable, so we'll do the heavy lifting and shortcut the timeline for you.

Apply Now to see if you're eligible to plug directly into our **8-Step Recruiting process** and have this done for you.



APPLY NOW TO UPGRADE YOUR SALES TEAM

We would rather you focus on your zone of genius as a business owner, manager, coach or consultant, than stress over finding and recruiting the world's best sales talent.

The Sales Connection isn't like most agencies. We don't just provide a "one-and-done" service. We take a vested interest in the success of our clients.

When you partner with us, we become an extension of your team. We want you to succeed as much as you do. We don't look within our bubble, we take a global search for the best sales reps that are looking to work for companies like yours. We pan for gold; searching for the diamonds in the rough to meet your needs.

We're not just a recruiting agency, but a partner that will walk with you every step of the way to grow your business. We'll take on the recruiting and sales training so you can focus on what you're good at.

By partnering with us, you can cut through the noise of the talent marketplace, hire the Top 1.3% of sales talent to scale your company and put the hiring power back in your hands.



APPLY NOW TO UPGRADE YOUR SALES TEAM



What Our Customers Say



DAVID ZALESKI

ECOMHUB

Working with The Sales Connection for the past 12 months has 3x'd my program. In fact, I never thought I could solely focus on the things I love about my business and outsource the rest to a team of dedicated and highly driven AAA players until I met Marcus and Kayvon - One of the best decisions I've ever made for my business!



ABDUL CHANCE

MODERN MILLIONAIRES

We hired The Sales Connection to help us with our sales process and training. Since working with them, we have invited them back to work on several more projects with us and helped us Scale to \$30 million in Revenue. Our conversion rates drastically increased.



MIKE DILLIARD

MD

I've been a marketer for over two decades, working with The Sales Connection was the exact amplifier I needed to bridge the gap between my years of marketing success and building a loyal sales division that I can trust and lean on. Marcus and Kayvon are a rare and perfect blend of Sales and Operational excellence.



DON'T SWEAT IT WE GOT YOU COVERED



APPLY TO WORK WITH US TODAY

