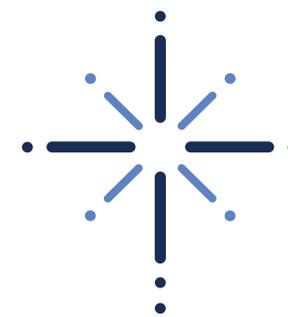




millennial sales hiring (& BDR)

17 Recruiting Tips
to Give Your Business the
Competitive Advantage

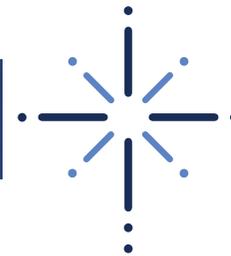


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Millennial Sales Hiring Tips

17 Recruiting Tips to Give Your Business the Competitive Advantage.

One of our most important sales-growth strategies is hiring and retaining BDRs and sales pros with a specific sales acumen to accomplish your revenue, margin or market share growth objectives.

For many businesses, the millennial perspective could provide the competitive advantage your business needs. However, there are many pitfalls on this journey. If you do not do it right, hiring mistakes can be costly with your time, energy and money..

I hope this resource will strengthen your sales recruiting and hiring process, while eliminating these mistakes.

SECTION 1: How to Write the Laser-focused Job Description

A detailed job description is useful throughout the entire employment cycle. It helps you create hiring agreements that leave no room for guesswork and can be used during performance appraisals and compensation reviews. To write the laser-focused job description, profile your unique sales culture and identify your ideal millennial sales person. Let's get started...

Tip 1: Adopt a smart hiring strategy

Are salespeople filing in and out of your company? If yes, then it's time to ask these important questions: How can I decipher the wrong sales acumen before I hire? How can I identify good sales acumen—the kind that is profitable for sales, hardwired to excel in our unique sales environment?

Hiring benefit: Find candidates that are the right fit for your company, market, and pricing strategy, and your unique positioning.

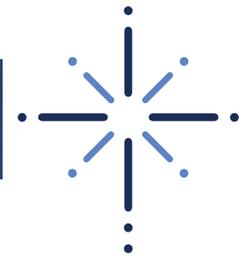
Tip 2: Define and understand your model sale

Outline a realistic best-case sale in which everything runs smoothly and margins are maximized. Consider the length of the sales cycle, presentation times, costs, and profit margins. This will enable you to hire a millennial salesperson who can execute your sale.

Hiring Benefit: A formal, structured, measurable, and criteria-based sales process creates a track for the sales people to run on.

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Tip 3: Detail Key Accountabilities & Expectations

Accountabilities can be used to specify, measure, and manage your eventual hire's performance. It is important to be specific about what you are measuring.

Hiring Benefit: This exercise helps you rank accountabilities according to the priority, as well as the percentage of the workday or effort you expect your salesperson to spend on each.

Tip 4: Advertise for people Instead of positions

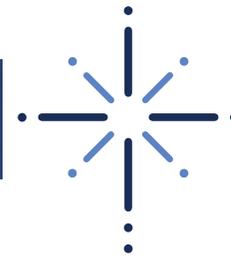
Instead of describing the position, detail the attributes and previous record of accomplishment you require from the candidates. Your advertisement must paint a clear picture of the person you want for the job, not the job you have for a person.

Hiring Benefit: This process narrows down the chances of unsuitable people applying, saving you time and effort.



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SECTION 2: How to Strengthen your Screening and Interviewing Process

You are looking for the candidate to demonstrate the sales behaviors that you will need them to execute if you hire them. The following tips will strengthen your screening and interviewing process.

Tip 5: Don't rely on the resume and interview

Studies indicate that 40% of resumes are distorted. Don't rely on resumes because they often project the candidate as they want to be, not as they are.

Hiring Benefit: Your interviewing process will be more objective with a sales-specific assessment, scorecards, and behavioral interviewing practices.

Tip 6: Screen on-line by telephone

Weed out 50-75 percent of the unqualified candidates. Telephone screening, before the face-to-face interview, gives you the opportunity to simulate conditions your candidate faces when prospecting, qualifying, or closing, whether in person, on the phone, or some other communication venue.

Hiring benefit: You identify key selling skills quickly and save time by developing a shortlist for actual interviews.

Tip 7: Talk less, listen more

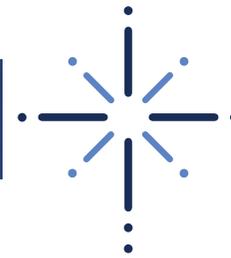
Use your active listening skills at each interview stage to dig deep and understand what is really being said. Listen to what is being said through body language and posture - and ask questions to verify you are reading the situation correctly. You gain invaluable information as you talk less and listen more.

Hiring benefit: This is my top tip. The one tip that will be valuable during all stages of the hiring process.



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Tip 8: Develop behavioral questions

Determine the behaviors and experiences that demonstrate the beliefs, skills and attributes essential for success in the position. Then, ask questions that zero in on them. Ask for specific examples and situations with names and places. Don't let them give you their opinion on how they would handle the situation. Get facts.

Hiring benefit: You get the opportunity to experience firsthand how the applicant will perform in this particular area. It's like taking them for a test drive.

Tip 9: Match the message and the measurements

During the interview stage, absolute clarity about expectations, and how they will be measured, is a must. Define details in a performance management document. Goals set must align with the company's vision, values, and strategic priorities.

Hiring benefit: Clear, documented goals and expectations allow you to measure performance and hold staff accountable.

Tip 10: Approach the interview intellectually

Don't let your emotions rule. The ability to be likable and exude warmth is not an indicator of sales success. Concentrate on finding the skills, acumen, and talents required for the position.

Hiring benefit: By staying objective, you are able to look beyond the 10% that's easily seen and figure out what's really driving the candidate.

Tip 11: See the interview as an audition

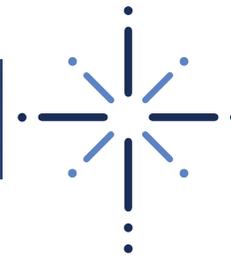
Look for the behaviors you want to see on a sales call. These include: self-presentation, composure, maturity, style, resilience, and questioning and listening skills.

Hiring benefit: By intentionally seeking and expecting to find a wide variety of important behaviors, you are less likely to be subjective - where the candidate can influence you with one or two strong traits.



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SECTION 3: Top Tips for Hiring Do's and Dont's

Tip 12: Don't automatically hire a rival's salesperson

Hiring the competition's top salesperson doesn't guarantee sales success in your business. They may not give you the "in" you want and need to exceed your growth targets. Will their customers follow? Have they been selling in a "comfort zone" and the challenges of your sales environment may prove to be too much of a stretch?

Hiring Benefit: Beware of paying top dollar for a competitor's superstar and not getting the same results in your business.

Tip 13: Hire someone with "drive" is focused and intent on being successful in sales.

Someone with "drive" has an intense desire to be successful in sales, and the sales behavior and actions to do whatever it takes (as long as it is legal, ethical, and not one gets hurt!) to achieve their goals, dreams and aspirations.

Hiring Benefit: Fire-in-the-belly salespeople are self-motivated, goal-oriented, perform tasks beyond comfort zone, and have an undying urge to be best at what they do.

Tip 14: Do hire disciplined, accountable salespeople

People with a high degree of personal responsibility don't make excuses for themselves. Their disciplined thoughts fuel superior results.

Hiring Benefit: These sales stars seek solutions for every challenge and relieve you of having to continuously enforce discipline.

Tip 15: Don't simply hire to fill headcount

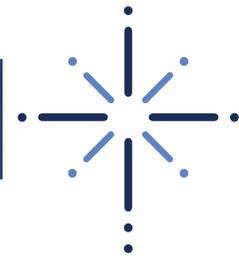
If your current list of potential candidates doesn't yield fruit, it is far better to keep your search open. Just filling the vacancy for now and hoping for the best is not a good policy.

Hiring Benefit: The cost of a miss-hire is big, cutting directly into your company profits. Prevent having to go through the same costly process again within a month or two.



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Tip 16: Recruit when you don't need to

Always be on the lookout for talent. Analyze the vendors who call you, referrals from employees, or people you meet at industry events. Build and maintain a contingency folder with resumes of skilled, suitable candidates.

Hiring benefit: Pre-identified resources take the pressure off when you need to hire and it shortens the recruitment process.

Tip 17: Get outside help

When you are in doubt about making an offer, enlist the assistance of an independent, objective third party. They can provide invaluable insights, complementing your limitations and compensating for your blind spots.

Hiring benefit: Insights from a different perspective may uncover hidden agendas that you did not notice during your hiring process.

Hiring BDRs and sales pros with a specific sales acumen to accomplish your revenue, margin or market share growth objectives is a top priority for all sales leaders. It provides the competitive advantage your business needs. I trust this resource will strengthen your sales recruiting and hiring process and eliminate costly mistakes that stall your growth.

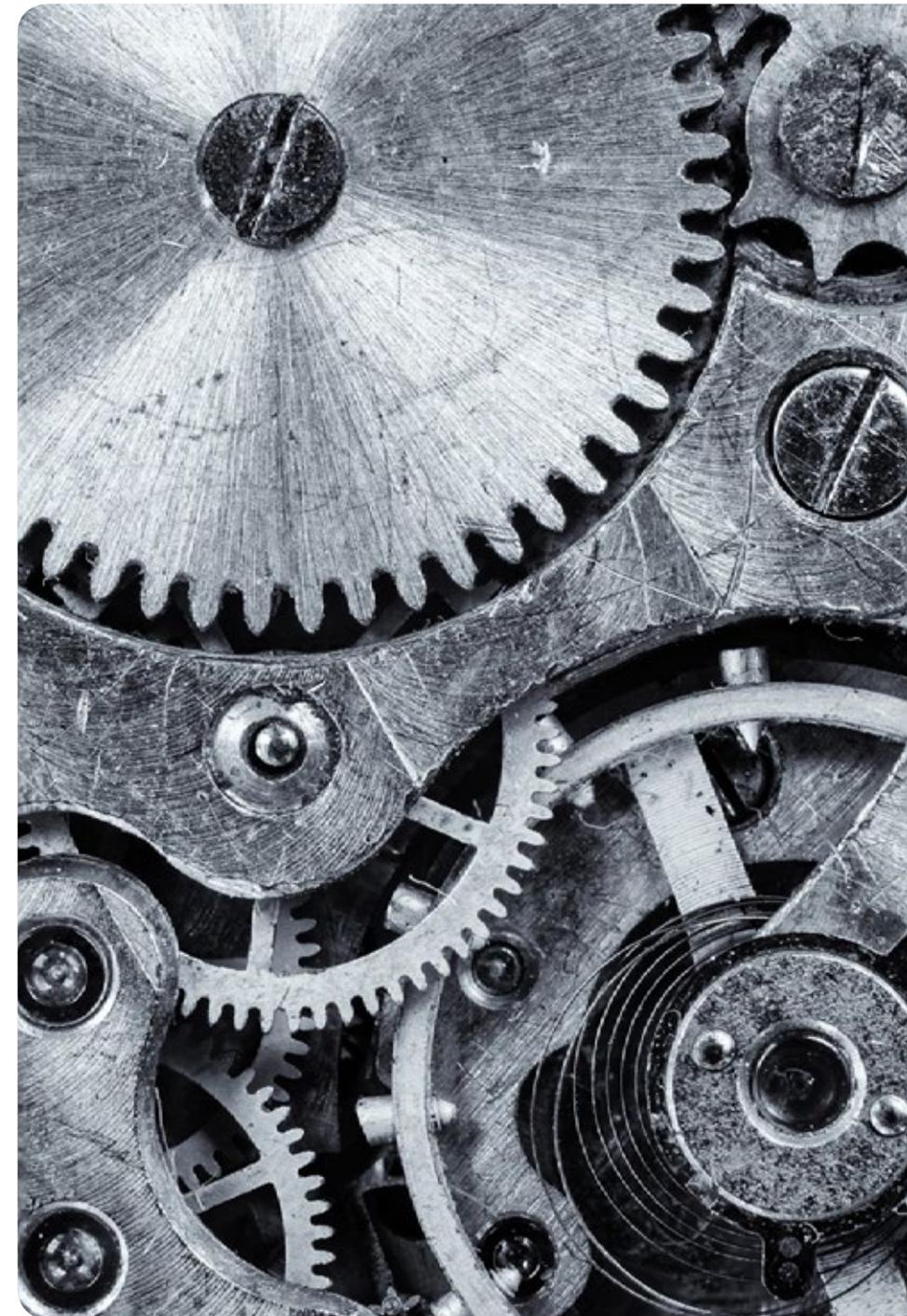
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[Millennial Sales Coaching](#)

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[Millennial Sales Compensation](#)



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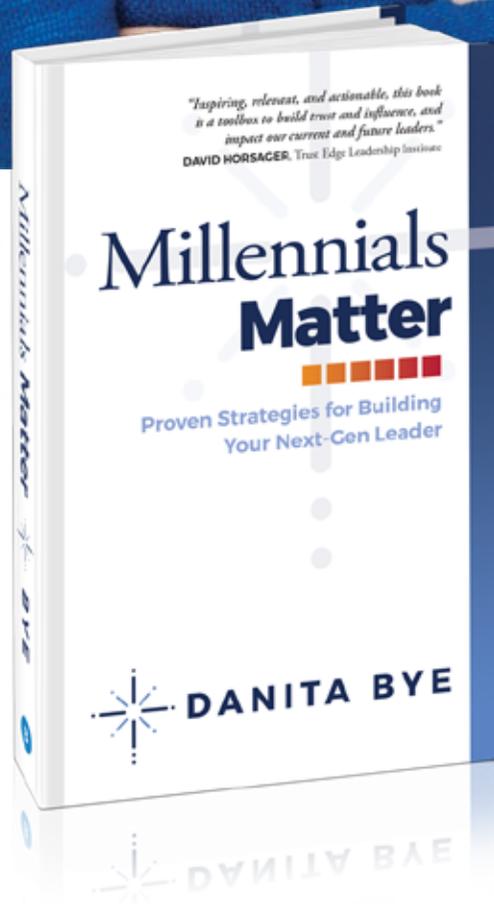


DANITA BYE, M.A. is a leadership and sales development expert serving on the Forbes Coaches Council. Valuable experiences, ranging from a sales leader at Xerox Corporation to private equity ownership, provided leadership coaching, mentoring and leadership insight for all ages.

Danita is the founder of Sales Growth Specialists and has served on the boards of private Christian universities. She is a mother of three millennials and is passionate about inspiring business leaders who see investing in their millennial leaders as a key business growth and succession strategy, integral to their leadership legacy.

With a practical, rubber-meets-the road style that focuses on values and character-based success, Danita helps experienced leaders gain an understanding of the importance of their role in shaping young leaders. Her vision is leaders of character with the skills and tools to coach millennials, our future leaders. She believes that leaders build leaders.

Danita writes a leadership blog at DanitaBye.com, which provides tips, tools, and talk tracks for those who mentor emerging leaders. She holds a master's degree in transformational leadership and a bachelor's degree in pre-med. Danita and her husband Gordon have been married for over thirty years and live in North Dakota.



“My goal is to energize and equip visionary business leaders of character who are committed to building their Next Gen leaders as a key sales growth or succession strategy. In so doing, they maximize their business, mobilize their leaders and realize their leadership legacy.” - **Danita Bye**



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