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For information about how The Benjamin Group can help you, check out our website at [www.benjamin-group.com](http://www.benjamin-group.com).

### Welcome back to "Sales Sagacity"!



**Are you thinking about changing or adding to your sales staff** in the fall? It can be a hard decision.

There are some great sales recruiters out there (*I can refer you to some*); but after all the candidates have been presented and the final feedback is tallied, **you're the one who must make (and live with) the final decision.**

This month, we'll discuss a few ways to help you **make that final "sales hire gut check"!** Thanks for your continued interest!

Ron Visocchi  
Managing Partner and Sales Sage

### Sales Hire "Gut Check"



**Hiring or choosing to keep sales people presents a special challenge:** Trained sales professionals can sell you into wasting nearly a year before you realize that they were a wrong fit!

Before your final decision, do a sales hire "gut check:"

- ❖ First, **look for a consistent track record.** Anyone can ride a wave of "good times;" we call those people *order takers*, not sales people!
  - ✓ Look for a trend of sales performance throughout various companies, industries and economic times. **Those who find a way to succeed through adversity and change are the true achievers.**
- ❖ Second, **consider whether a good sales person may be a wrong fit.**
  - ✓ For example, if you're filling a remote territory for a small company, then look for a strong individual contributor who doesn't need constant support and a big corporate structure to succeed. **A big company sales person** who sells in a team environment **is very different from a remote strategist** who knows when to send for expensive resources.
- ❖ Third, **deal size and level of contact experience matters.**
  - ✓ Selling a \$2 million dollar deal to an executive vice president takes a high level of skill and credibility; **a great commodities sales person is not the best choice to drive major account / big-ticket sales.**
- ❖ Finally, **consider how well the person complements the sales team.**
  - ✓ **Individual super stars** with some false of entitlement will **rarely add anything** to a sales team **except headaches!**

**It takes too long to recover from a bad sales hire.** Before you pull the trigger, make sure you **do a final sales hire gut check!**

### Sales Tip of the Month

I once ignored a negative *gut* feeling and hired a channel sales director that perfectly matched my job requirements. Six months later, I was overwhelmed with channel partner complaints about this individual. *Here's the tip:*

- ✓ **Follow your gut!** Things can look great on paper, but your experience and instincts count; the final sales hire "gut check" is your own *gut* feeling!

### About The Benjamin Group

The Benjamin Group is a management services company that achieves sales growth for its clients by developing and implementing sound sales strategies and tactics.

The firm's mission is to partner with management to produce immediate and measurable business results through proven disciplines and experience.

The firm was founded because of a strong belief in the need for hands-on consulting that is results-oriented, practical, and consistent with the corporate culture and goals of the client.



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