

Hiring the Best Sales Rep the First Time Around:

Then

“Do as I Say, Not as I Did”

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You know you made the wrong hire,
when...



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Let's Talk

5 Firsts

4 Resume

3 Interview

2 Online

1 All Other



5

Role Related Firsts

1. New business vs. Renewals
2. Complexity and # of products to sell
3. Size of the Opportunity
4. Industry experience
5. Define the skills needed



4 Resume Clues

1. Technology and web skills
2. Presentation of information
3. Manager versus a seller
4. Lack of growth



Interview Tips

1. Close verse journey
2. Tell me about a time you failed
3. Skills vs. experience



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Online Related Tips

1. LinkedIn

2. What do they follow/read to keep up

Ok, Wake Up!

- ✓ Why is a successful rep reaching out to you?
- ✓ Tell me something I don't already know
- ✓ What level of reporting are you comfortable with?
- ✓ Is their level of a satisfactory quality of life lower or higher than your expectations?

Ok, Wake Up! Continued...

All those things during the interview process?

- Who did they give eye contact?
- Did they negotiate salary?
- Did they send you a thank you note?
- Did they ask you probing questions?
- Did they do their homework?
- What was their body language?

So, what happened?

I Screwed Up!

- ✓ I thought I knew him?
- ✓ I was in a rush to make a hire
- ✓ I did not go through the usual HR process
- ✓ I made no phone calls

The Clues

- ✓ Changed his name
- ✓ Was not presently in media
- ✓ Polyester suit and tie
- ✓ On phone all day
- ✓ Screaming match w/wife

Thanks so much,
Questions?

Anybody but Scott