Recruit & Retain Salespeople

How can you find & keep the best salespeople to help your business grow?

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Business Plan

• Mission and Vision Statement
• Product or Service Description
• Market Analysis
• Management Description
• Marketing Plan
• Opportunities and Challenges
• Cash Flow Statement and Revenue Projections

Other Essentials

• Location Selection
• Business Operations
• Business Registration
• Business Finance
• Business Lending
• Business Funding (Grants)
• Human Resources
• Marketing & Sales
• Taxes

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Tim started UCF six years ago with the desire to expedite sales recruitment processes. The company is a national recruiting solution, in the business of “uniting great companies with great candidates.” Their goal is to provide a great opportunity for sales professionals to meet with potential employers through our Sales Only Career Fairs and other Recruiting Services.

We want to talk about selling!

- Sale: Exchange of commodity or service in exchange for money
- Selling: to persuade or induce someone to buy something

salesperson
[seylz-pur-suh n]  
Syllables  
Examples Word Origin  
noun  
1. a person who sells goods, services, etc.
What sales is not:

- Order taking
- Customer Service
- Maintaining Accounts
- Communication - talking A LOT

What sales is:

- Prospecting
- Cold Calling
- Influencing not manipulating
- Closing
- Building Relationships
- All of the above
Coaching Salespeople

Know What Motivates Them

- Ask Questions
  - What keeps you up at night
  - What would you change
  - How are you growing
- Listen
- Don’t assume you know because...
Creating an Incentivized Strategy

- Based on sales & other goals:
  - Money has to play a part in it
  - Prospects entered ACTIVITY = don’t reward just numbers
  - Change the plan – don’t be afraid to change it from time to time as long as you still have a pathway to get to the end dollar amount
  - It should be the same for everyone but challenges should be different
    - During weekly meetings offer a challenge that has a reward – this can be done privately

Practical Coaching

It’s not done in the game, it’s the practice where people grow
**Weekly Meetings**

- Review numbers
- Challenge
- Accountability
- Work on a specific thing
  - Joe McCartney being kind
- Listen

**Yearly Business Meeting**

- Create personal business plans
  - Include
    - Earnings
    - Area’s of growth
    - Markets to penetrate
Train Together as a Team

• Work through a specific book or training together as a team
  • Builds comradeship
  • Bounce ideas off each other
  • Challenges each other to grow

Send Them Practical Things

• Articles
• Sales statistics
• Jokes

Remember, the secret to selling is sincerity, once you can fake that you have it made!
Retaining Sales People

Now we know what motivates salespeople. If you have motivated them, retaining them will be easy!
Valued

- We have to make salespeople feel valued!
  - Recognition
  - Trips
  - Bonuses
  - Spiffs
  - Personal & Public Appreciation
    - If you only told your spouse you loved them in private, but never in public, how would they feel?

Compensation

- Performance based
- How to design a compensation plan that makes sense for employee and employer
Increased Responsibility

- Some people do not want it – that is OK
- Pass down tasks = what do you think we should do?
- Get people to think critically
Thanks to Tim Neff for sharing his knowledge and expertise with us!