



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 Neff
 Partner, United Career Fairs
<http://unitedcareerfairs.com/>



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]

Spell Syllables

Examples Word Origin

noun

1. a person who sells goods, services, etc.

<http://dictionary.com>

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

SALES




Coaching Salespeople

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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...



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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



http://www.anshonor.com/assets_c/2010/03/Michigan-football-practice-031710-thumb-537x375-32496.jpg

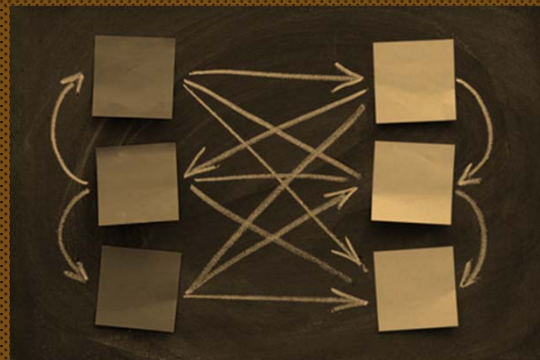
Weekly Meetings

- 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 idea's 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!



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

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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





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Thanks to Tim Neff for sharing his knowledge and expertise with us!

