

SALES

RECRUITING & HIRING

Only 17% of candidates have today's optimal EQ/IQ for Challenger selling. Screen for hires with a proclivity to teach and challenge the status quo.

Decision bias is always present. As a result, managers often get the sales hire wrong. Seeing a new face for just one-tenth of a second is enough to form a judgment, but a bad judgement is very costly. It's a fact, most recruiting processes have not evolved to identify the optimal skill set to win business today.

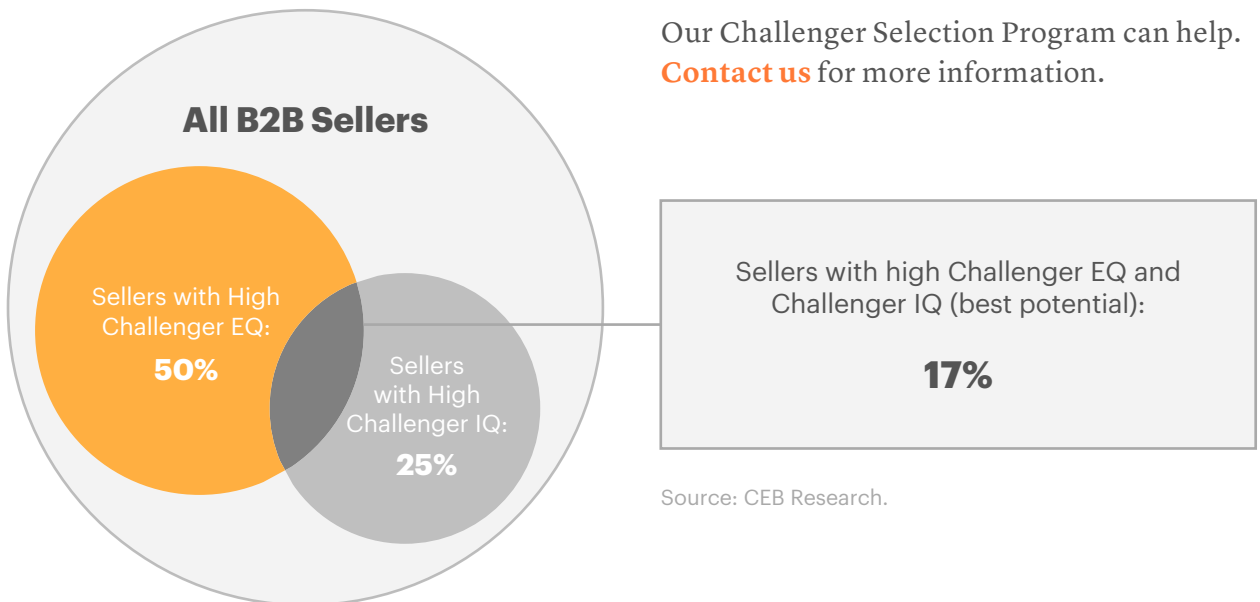
What does a bad sales hire cost your business? It's enough to really hurt. Let's say you hire 30 sales people in a year, with an

average quota of \$2.5 million. In this scenario, given the scarcity of high potential talent, wrong choices could cost you as much as \$6 million in lost revenue.¹ This doesn't include the direct costs of attrition and re-hiring replacements.

Hiring Challengers requires recruiting a different skill set, with not only traditional sales competencies (e.g. persuasion and persistence) but also new competencies like strategic thinking and business acumen.

We recommend using a pre-hire assessment to identify Challenger proclivity. You should test a larger and more diverse pool of candidates initially and let the screening assessment help you prioritize those with high potential.

Our Challenger Selection Program can help. **Contact us** for more information.



Source: CEB Research.

1. 30 hires x \$2.5M Average Quota x 20% Low/High Delta x 40% Frequency Change Hiring HiPos = \$6M