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ITNATION[®]
2019

Hiring an Experienced Sales Professional

Presented by

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Core Topics of Discussion



ConnectWise &
Service Leadership
Index benchmark



Identify the Role
you are trying to
hire



How to find
candidates



What to look for on
a Sales Professionals
resume



Interviewing &
Selling YOUR
organization



Negotiating &
Formal Offer

During Our Sales and Marketing Session Today

- » ConnectWise is deeply vested in your business success, which is a key reason I'm here.
- » Many of you have in hand, the Service Leadership Index® benchmark that ConnectWise has sponsored for you.
- » What we're going to talk about today, will help you further accelerate your financial performance.
- » Delivering the right lead flow and pipeline of closed deals drives your stock value. Take a look at your FDR or SLI benchmark and keep in mind how you're performing today, as we talk.

- How many are trying to transition from owner-led to non-owner-led sales?
- Identify what sales problem are you trying to solve
 - Day-to-day transactions
 - New client acquisition
 - Account Management
- Draft (inexperienced) or Free Agent (experienced) Sales Professional

Identify the
Role you are
trying to hire

How to find candidates



Same activities that find clients also find sales candidates!

Engage in the community, networking events
Social networks



Internal Employee Referral Program



Consider sales people you encounter in your daily life



Be proactive – reach out to sales people on LinkedIn

Successful sales people are already employed!

Screening Candidates

Look for indicators of personal development

- What team activities have they participated in (personally or professionally)
- Have they played and stuck with playing a musical instrument
- Trained for and completed a marathon or triathlon

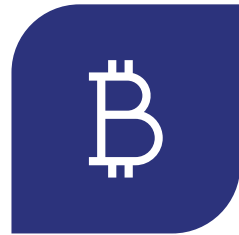
What you are hoping to uncover:

- Naturally inclined to be social – will they network well
- Self Motivated
- Continual improvement & life-long learner

What to look for on a Sales Professionals resume



TYPICAL TENURE FOR PAST JOBS (HAVE THEY STAYED ANYWHERE LONGER THAN 5 YEARS?)



BEING RECRUITED BY A HEAD HUNTER (ARE THEY ONLY IN IT FOR \$\$)



PROVEN PERFORMANCE



COMPLEX, RELATIONSHIP, VALUE BASED SALES EXPERIENCE



THE BEST INDICATOR OF FUTURE PERFORMANCE IS PAST BEHAVIOR.

Be Opportunistic!



Be open to the right candidate at all times (for any role but especially sales)



Experienced Sales People are not often looking for a new job



Budget and affordability need to be factored

Interviewing & Selling YOUR organization

Draftee's will not typically know as much of what they are seeking

QUALITY Free Agents will be looking for the following:

- Culture Fit
- Professional Development
- Long-Term Income Earning Potential

Sales Comp Plan - be able to talk about the sales comp plan (not too much detail early on – don't say 'I love you on the first date')

Be Transparent - Share the good, bad and ugly about your organization



**“The worst
thing you can
do with a
candidate...**

- **... during the interview process is paint a euphoric picture of your organization and the new hire realizes after they start that they made a mistake in accepting the position due to unrealistic expectations”**

Don't Assume Anything

Dig into each role on the resume to understand what they did day-to-day



Especially for Free Agents ask about engagement:

Clients

Service Team

Networking/Referral
Partners



Not all MSP's are alike if they have 'MSP' experience:

Product and T&M (Features,
speeds, feeds)

Managed Services & Fixed Fee
services (value)

MSP Free Agent Details to Cover

Do NOT hire based on the expectation that any clients will follow them from a previous MSP

Candidates looking to poach off of their clients over to your company should raise a RED FLAG!

Validate their past earnings by requesting the last 2 – 3 years of W2 and recent pay stub with year-to-date earnings

Negotiating & Formal Offer

Draftee – Simpler Plan

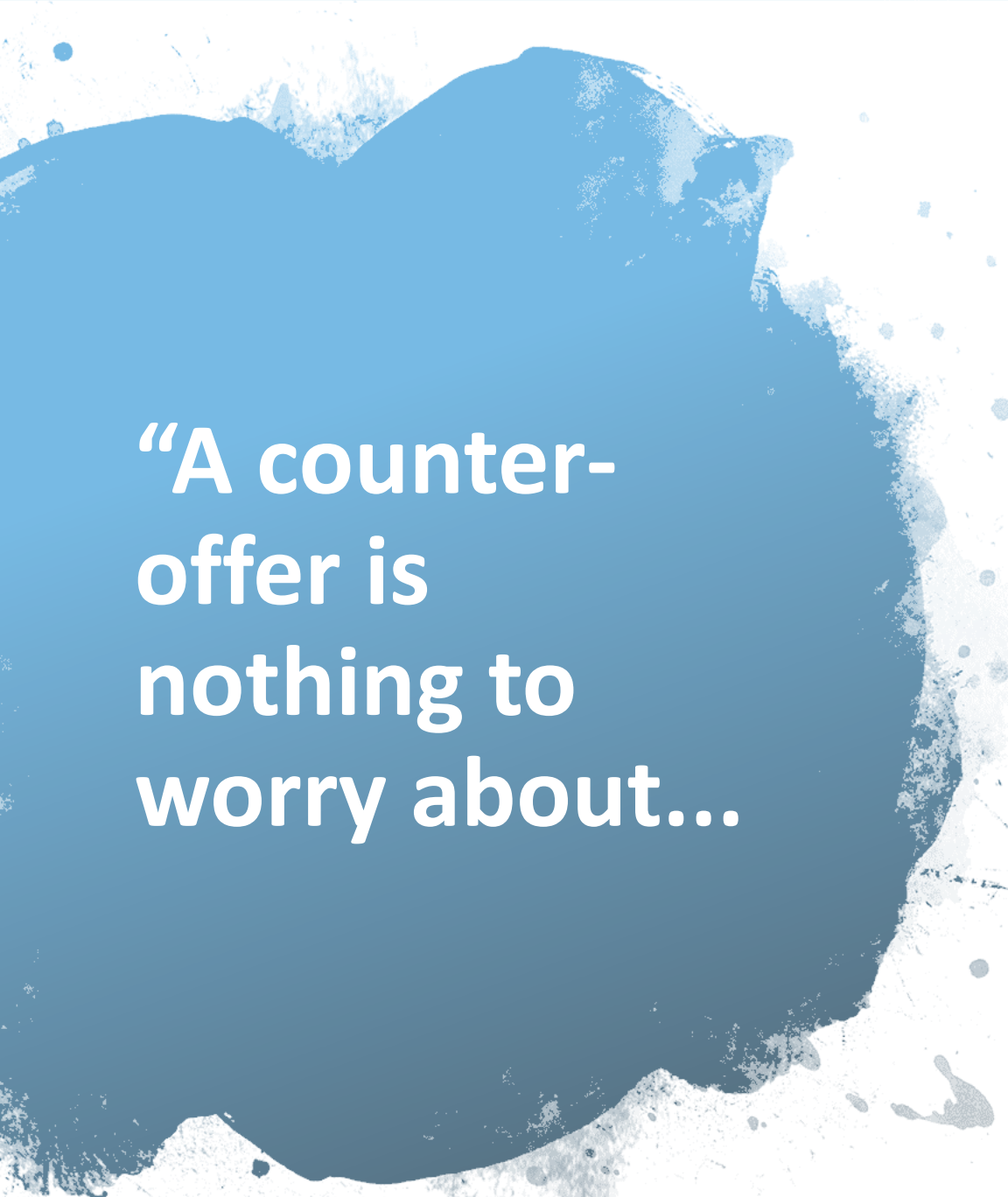
- Most likely get by with standard base + commission/bonus
- Might extend a guaranteed commission/bonus for a short period to help them learn the role (they are new and less experienced)

Free Agent – More challenging and custom:

- Higher base + higher guarantee (to come close to previous W2 earnings)
- Guarantee should last no longer than 12 – 18 months, could be as short as 6 months with key milestones, activities and goal attainment
- Collaborate to define a clear, reasonable plan that charts a path towards mutual revenue goals.

Offer Acceptance is NOT the end

- The candidate and your potential new hire still needs to resign.
 - Discuss the resignation with the candidate
 - Most likely going to receive a counter-offer
 - Ask them how they would respond if/when they receive a counter offer
 - Challenge them to think through the possible scenarios



**“A counter-
offer is
nothing to
worry about...”**

- **...IF the candidate is truly interested in working for your organization, they will not be interested in accepting a counter offer – you win. However, if they choose to stay with their current employer – you also win as they were never really that interested in working for your organization.”**



Congratulations

On your New Sales Professional Hire!

The background of the slide features a series of concentric, curved lines in a light gray color, creating a sense of motion and depth. These lines are more prominent on the left side and fade towards the right.

Supporting Documents & Templates

To help you 'Take Your Next Step' I have some supporting documents & templates that may be helpful in your Sales Onboarding Journey:

- Sample Sales Professional Offer Letter template
- Sample One-page first year milestone document
- Documents from my other three sales sessions on Onboarding New Sales Professionals, Managing & Compensation Planning

If you would like to receive an email with a link to download one or all of these documents, just provide me your business card and I will follow up with a page link where you can download.

Don't Forget to
Fill Out Your

» **SESSION** «
SURVEY



Thanks for Attending!

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