

The Sales Talent Acquisition Routine

The Sales Talent Acquisition Routine (STAR) is a process developed to assist executives, managers and leaders with the often-difficult task of identifying, finding, attracting, interviewing, hiring, and retaining top sales talent.



The Goal of STAR - Hire salespeople that will be effective selling YOUR products and services.

A 5-Step Program to Hire Top Sales Performers Consistently

STEP 1 - IDENTIFY

Module 1 - Understanding Why Salespeople Are Different?

Module 2 - Understanding Why Salespeople Struggle in Your Business.

STEP 2 - SEARCH

Module 3 - Identifying Your Formula for A Successful Salesperson

Module 4 - Find and Attract Salespeople that will Succeed in Your Business

STEP 3 - ASSESS

Module 5 - Using Automation to Save Time and Only Speak with Qualified Applicants

Module 6 - Using a Sales Specific Pre-Employment Assessment to Access More Candidates

STEP 4 - QUALIFY

Module 7 - Reading Between the Lines of a Resume and Identifying What's Missing.

STEP 5 - INTERVIEW

Module 8 - Qualifying Candidates in Less Than 5 Minutes with a Phone Interview

Module 9 - The Interview - What to Look for and How to Be Sure

Module 10 - Compensation, Documentation, and the Job Offer

HIRE A STAR

Module 11 - What to Look for and How to Succeed in The Final Interview

Module 12 - Onboarding Sales Staff for Success in The First 90 Days

Can you develop enough belief to change your process?

This process has been validated using predictive validity, the most expensive and time consuming of all validation types.

The results of this study show that 92% of the recommended candidates hired succeeded, while 3 out of 4 candidates which were not recommended and hired any way failed.

All Candidates Tested (100%)

