

## **The 3 Most Common Hiring Philosophies**

- 1. Hire Inexperienced Salespeople**
- 2. Hire Experienced Salespeople**
- 3. Just Fill The Seats**

Our "System" Will Take Care Of The Rest

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### **1.) Hire Inexperienced Salespeople**

**To These Companies, Their Training Programs  
Are Strategic Advantages Over Their Competitors.**

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#### **Advantages**

- Easier To Manage**
- More Eager To Learn**
- Lower Overall Sales Costs**
- Fewer Bad Habits To Break**
- Better Long Term Investment**
- Better Molded To Company Culture**
- Commitment Is Rewarded With Loyalty**

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## **Disadvantages**

- **Often Less Disciplined**
- **Higher Training Costs**
- **Slower "Speed To Profitability"**
- **Lack Of Skills And Experience**
- **Higher Risks To Turnover Customers**
- **May Be Using Opportunity  
As A Stepping Stone**

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## **2.) Hire Experienced Sales People**

**To These Companies, Speed To Contribution  
Is Their Primary Objective**

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## **Advantages**

- **Established Selling Skills**
- **Quicker Speed To Profitability**
- **More Realistic Job Expectations**
- **Possible Product / Market Experience**
- **Possible Existing Customer Relationships**

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## **Disadvantages**

- **Higher Overall Sales Costs**
  - **Harder To Break Bad Habits**
  - **Less Willingness To Conform**
  - **Greater Challenge To Manage**
  - **Possible Loyalty / Instability Traits**
  - **Ability To Hide Flaws In Hiring Process**
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### **3) Just Fill The Seats**

**These Companies Believe Their "System"  
Will Make The New Hires Successful.**

- **Highly Unprofitable Approach**