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Introduction to
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Cloud Sales Management System

[Click Here to View](#)

[a Presentation of the](#)

Recruiting Strategy

Outbound Excellence - David Kalstrom - CEO - 602-770-0012
success@outboundexcellence.com - www.outboundexcellence.com



Our Profitable
Sales Growth System

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Profitable Sales Growth Strategies

Outbound Excellence
877-337-2674
602-770-0012
www.outboundexcellence.com

Increase Your Potential To Achieve Profitable Sales And Customer Growth

**With A More Effective Job Description
And Compensation Plan In Place ...**

**You Have Now Significantly Increased
The “Potential” To Improve The Productivity,
Performance & Profitability Of Your
Outbound B2B Telephone Sales Organization.**



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The Human Side Of The Enterprise

**We Now Add In The Human Side
Of The Enterprise And Watch
The Formula For Increasing
Profitability Come Into View:**



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Rating Your
Organization's
**Level of
Excellence**



LEADERSHIP

**A Relentless
Pursuit of Excellence**

Leadership 82

Culture 78

Strategy 68

Total Score 228

Rating

228 / 3 = 76

AVERAGE

CULTURE

A Passion for Achieving Excellence

STRATEGY

A Plan for Achieving Excellence

“Achievement of Excellence”



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The Formula For Profitable Sales Growth

Improved Processes + Improved People
=
Improved Profitability



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The Importance Of Hiring - "The Right" Salespeople

**The Most Profitable Strategy In The World
Won't Produce A Dollar Of Profit
Without The Right Salespeople
To Effectively Execute It**

**So We Will Now Discuss
How To Retract & Retain Salespeople
That Have The Knowledge & Skills
To Turn The Potential
For Achieving & Maintaining
Continuous Profitable Sales Growth**

**Into Actual Profitable Sales
Performance & Results**



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Attracting The Top 10% Of Sales Candidates

**If It Were Possible
To Attract & Retain The Top 10%
Of Sales Candidates In The Job Market
At Any Given Time ...**

**What Impact
Would This Single Component
Have On Your Sales Organization's Ability
To Achieve & Maintain Continuous
Profitable Sales & Customer Growth Performance?**



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Improving “New Hire” - Sales Performance

For The Past 12 Years

**We Have Designed, Implemented &
Supported Recruiting Solutions For B2B Sales
Organizations Throughout North America & Europe**

**The Resulting Performance From Sales Candidates Hired
Using Our Recruiting & Hiring Solutions
Has Consistently Ranked Among The Top 10% Of Each
Company's Historical New Hire Sales Performance**

Profitable Recruiting Processes

**There Are A Number Of Very Simple Processes
That Can Be Added To Any B2B Sales Recruiting Strategy
That Will Immediately:**

-
- **Reduce Bad Hires**
 - **Increase “Speed to Profitability”**
 - **Increase # of New Hires that are:**
 - **Highly Energized**
 - **Highly Focused**
 - **Highly Productive**
 - **Highly Profitable**
 - **Increase Profitable Sales & Customer Growth**



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Cost Of Bad Hires

**Before Getting Into The Processes
That Lead To More Profitable Hiring
Decisions, Here's A List Of Reasons Why
Developing A More Effective Recruiting
Strategy Is So Important**

Cost Of Bad Hires

A Bad Hiring Decision ...

- **Lowers Morale**
- **Increases Turnover**
- **Absorb And Waste Resources**
- **Lowers Leadership Credibility**
- **Deteriorates Positive Sales Culture**
- **Decrease Customer Retention Rates**
 - **Costs On Average Of 2.5x**

The New Hire's Annual Compensation

- **Frustrates Experienced Salespeople**
 - **They Make Up For The**
Quota Of Terminated Reps



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Ideal Sales Candidate Profile

**By Analyzing The Background, Experience, Behavioral
Traits And Performance Of Over 5,000 B2B
Sales Representatives**

**We Have Been Able To Identify The Profiles
Of Candidates That Have The Highest Probability
Of Success & Failure Selling Products & Services
Prospecting For New Customers**



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Chances Of Success: 1 in 16

**Of The 16 Possible Sales Profiles
One Single Profile Matches 76% Of The
Most Profitable B2B
Sales Representatives**



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**With Rising Sales Costs, Declining Profit Margins, And
An Average Turnover Rate Of Over 50% For
B2B Sales Representatives ...**

**How Important Is It To Ensure
This Single Component**

**The Outbound Excellence
Ideal Sales Candidate Profile**

Is Part Of Your 2008 Recruiting Strategy?



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**Critically Important If Your Goal Is To
Achieve & Maintain Continuous
"Profitable" Sales & Customer Growth**



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Outbound Excellence Will Provide You With ... The "Ideal" B2B Sales Candidate Profile

**Along With The Analysis Tools
To Identify "Ideal" Sales Candidates
With Each Outbound Excellence
Profitable Recruiting Solution**



**Profitable
Sales Growth Strategies**

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Eliminate 70% Of Bad Hire Costs

Adding This “Single Process”

The Ideal Sales Candidate Profile

To Your Existing Sales Growth Strategy

Can Eliminate Up To 70% Of The Costs You

Have Previously Spent Recruiting, Hiring,

Training and Developing "Bad Hires."



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2 Most Effective Sources Of New Hires

The First Step In Developing A More Profitable Recruiting Strategy Is To Understand The Recruiting Sources That Provide The Greatest Return On Your Recruiting Investment Dollar:

Referrals = 44%

Search Firms = 33%



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Referrals Provide The Greatest Return For Your Recruiting Investment Dollar

1. Referral Programs, When Developed And Implemented Effectively, Consistently Result In Attracting And Retaining Sales Candidates That Produce The Greatest Return For Your Recruiting Investment Dollar

2. Referrals Are The Most Dependable, Demonstrate The Best Work Ethic And Achieve Quicker “Speed To Profitability”



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3 Benefits Of Effective Referral Programs

- 1. When An Employee Refers A Sales Candidate To An Organization, The Referral Is A Reflection Of The Employee That Referred The Candidate**

**Therefore, Good Outbound Sales Representatives
Will Be Selective In The Candidates They Refer**

**3 Benefits Of
Effective Referral Programs**

**2. Referrals Usually Have A Better
Understanding of the Organization's
Strengths & Weaknesses**

**So They Have More Realistic Expectations
Of The Benefits, Challenges & Potential
Rewards**

3. Sales Representatives That Refer Candidates Have A Vested Interest In Their Referrals ...

**So They Have A Tendency To Mentor Their Referrals In
Understanding “Key” Developmental Areas:**

- **Who To Contact**
- **Generating Quotes**
- **Processing Orders**
- **Handling Customer Requests**
- **Providing Assistance In Ramping Up Their
Product Knowledge As Well As Their Selling Skills**



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Recruiting Strategy - Incentives

**One Way To Increase
the # of Qualified Referrals
Is To Provide Your Sales Team With A
\$250.00 Referral Fee For All Sales Referrals
Who Successfully Complete Their 90 Day
Probationary Period**



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Recruiting Strategy - Job Fairs

Another Key Process That Can Significantly Increase The Number of Quality Referral Candidates You Hire Is To Add Our Job Fair Components To Your Existing Recruiting Strategy.

Job Fair - 5 Key Success Factors

Here Are A Number Of “Key Success Factors”

That Must Be Adhered To When Developing & Implementing Profitable
Job Fair Strategies:

1. Hold Your Job Fairs On A Regular Basis
2. Advertise & Brand Your Job Fairs Effectively
3. Use Our “Ideal Sales Candidate Profile” To Immediately Identify
Candidates With The Highest Probability Of Success
4. Make It A Mandatory Requirement For All Sales Managers With Open
Positions, To Attend The Job Fairs So They Can Conduct Immediate 1st
Interviews With Top Candidates
5. Hold Off-Site Job Fairs - Ranging From City Job Fairs At Convention
Centers To Career Job Fairs At Colleges



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Here Are 5 More Recruiting Processes That Will Improve The Profitability Of Your Sales Organization's Recruiting Strategy



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Profitable Recruiting Processes

- 1. Implement A Process In Your Recruiting Strategy That Will Provide You With “Automated Electronic Notifications”**

When Résumés Are Posted To Key Internet Job Sites That Meet Your - Ideal Sales Candidate Background and Profile Criteria.



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Profitable Recruiting Processes

**2. Obtain Outbound Excellence's
Recruiting "Call Guideline" To Maximize
The Number Of Ideal Sales Candidates
You Convert From Resume Posters To
"Top Revenue Producers"**



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Profitable Recruiting Processes

**3. Establish An Internship Program
With Local Colleges And Universities**

**4. Relentlessly Pursue The Development Of
Internal Non-Sales Candidates To Fill Your
Outbound Telephone Sales Positions**



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Profitable Recruiting Processes

5. Contact Outbound Excellence For Other Proven Processes That Will Increase The Profitable Sales & Customer Growth Produced By Your Future New Hires



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The Benefits Of Improving Your Existing Recruiting Strategy With Outbound Excellence

In Instances Where We Have Integrated Our

- Ideal Sales Profile
- Job Fair Program
- Prospecting Call Guideline
- Automated Resume Notification
- Referral & Referral Incentive Processes

To Existing Recruiting Strategies

**New Hire Sales Performance Has Increased by 32%,
While Recruiting Costs Have Decreased By 37%**



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After viewing the
Recruiting Strategy Section of our
Cloud Sales Management System.
If you have any questions or would
like to discuss how our New! Sales
Management System can Increase
your Sales Performance
Please give us a call....

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