

Should You Hire Experienced Or Inexperienced Salespeople?

A Key Question That Often Arises When Outbound Sales Organizations Seek To Recruit And Hire New Salespeople Is Whether To Hire Candidates That Are New To The Sales Industry Or Whether To Hire Experienced Salespeople.

Here Are A List Of Questions To Ask In Determining Whether To Hire Experienced Or Inexperienced Salespeople

1.) Which Type Of Person Is The Compensation Plan Designed To Attract & Retain?

2.) Does The Compensation System Allow For Compensation Exceptions?

3.) Is There Adequate Time To Recruit & Hire Experienced Salespeople?

4.) Is There A Budget For A Search Firm's Fees?

**5.) Are There Adequate Processes In Place
To Access Knowledge & Skill Levels?**

**6.) Is The Sales Training Program Designed
For Tactical Or Strategic Selling?**

**7.) Are New Salespeople Being Hired
To Meet Short Term Or Long Term Objectives?**

**8.) Is The Goal To Attract New Customers
Or Expand Existing Customers?**

**9.) Are New Salespeople Being Hired To Develop A New Market Or
Sell A New Product?**

**10.) Would Previous Product / Market Experience Increase
Profitable Sales Growth?**

11.) Would Experienced Reps. Be Able To Leverage Existing Customer Relationships?

12.) What Is The Current Sales Culture & How Would Each Type Fit The Current Culture?

13.) How Would Experienced Reps React To A Rep Hired With A Compensation Exception?

14.) Would It Be Disruptive To Add Reps That Are Set In Their Ways & Resistance To Change?

15.) Would The Sales Organization Benefit More From Energy Or Experience?

16.) Could Internal Reps Be Developed Vs Hiring New Experienced Reps?

**17.) What Level & Type Of Sales Management Support Will
Develop The New Hires?**

**18.) Is The Sales Management Team Experienced Enough To
Develop & Manage Experienced Reps?**

**19.) Which Would Be A Better Fit For The New Hires Assigned
Market & Customer Segment?**

20.) Is It A Transaction Sale Or Relationship Sale?

**21.) Do Your Target Customers Require / Expect A High Level Of
Technical Knowledge?**