

Profitable Sales Growth Strategies

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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?

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4.)	Is	There.	A	Budget	For	\mathbf{A}	Search	Firm	'S	Fees?	•
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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?