

## **3 Important Hiring Selection Tips**

### **Confirm Character Data**

**Verifiable Facts Are The Most Reliable Data  
For Testing A Sales Candidate's Character**

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**Customer's Base Their Buying Decisions  
Partially On A Provider's Credibility & Trust**

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**We Would Make Wiser Hiring Decisions  
If We Made Our Decisions Based On Verifiable Facts That  
Confirm The Character Of Our New Hire Candidates**

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### **Check For Self Motivation Indicators**

**Before Hiring Any Sales Candidate  
Identify Their Level Of Dedicated Commitment  
To Personal & Professional Improvement.**

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- 1. Ask About Their Favorite Sales Books**
  - 2. Find Out Their Favorite Motivational Speakers**
  - 3. Ask What Seminars Have They Attended  
In The Past Year**
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**Unmotivated Salespeople Equals  
Unproductive & Unprofitable Salespeople**

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**Don't Be Misled By Generalizations**

**Ask For Details About Employment History  
And Listen For Ambiguous Phrases & Voids  
Which Are Often Used To Hide Unstable  
Work Histories**

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**Phrases Such As  
“Better Opportunity Elsewhere”  
Are Often Used To Divert An Interviewer's Attention  
From Unsuccessful Selling Experiences**