

How To Hire and Train Amazing Sales People



www.BrainSwellMedia.com
Ryan Dohrn, Founder
Ryan@BrainSwellMedia.com





Idea #1:
Hire slow, fire fast.





Always be interviewing.





Look beyond the resume.





Look beyond the resume.





Idea #2:
Professional sales
people should be ready
to sell.





**Come to the interview and sell
me this...**





Idea #3: Create a Junior sales path.



6 months- sales admin
6 months – small sales tasks
6 months – shadow Sr. Rep
**6 months – Handle medium
accounts**
Move to Sr. Rep status





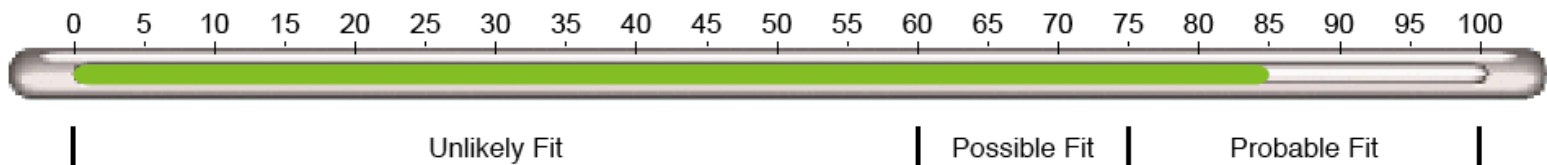
Idea #4: **Using sales assessments.**



BUSINESS INFORMATION & MEDIA SUMMIT

NOVEMBER 14-16, 2016 MADDIOTT RESORT EIGHT LAURELDALE E LAUROD BEACH

Overall Percentage of Suitability Fit = 85%



Essential traits (in order of importance)

Essential traits are traits in which higher scores generally relate to better performance.

Negative Impact



Positive Impact

	Ryan's Score	Very strong	Strong	Substantial	Moderate	Slight	no impact	Slight	Moderate	Substantial	Strong	Very strong
<p>Selling: The interest in convincing or influencing others to purchase a product or service Narrative: Ryan is extremely interested in selling. Ryan's level of interest in some aspects of selling will probably have a positive impact on job satisfaction and/or performance.</p>	10.0											
<p>Takes Initiative: The tendency to perceive what is necessary to be accomplished and to proceed on one's own Narrative: Ryan often tends to take initiative. This initiative will help him to achieve objectives. It is important that the employer provides opportunities for initiative and guidelines regarding what type of initiative can be taken. This will channel Ryan's initiative in an appropriate direction. Ryan's degree of initiative will probably have a slightly positive impact on job satisfaction and/or performance.</p>	7.8											



BUSINESS INFORMATION & MEDIA SUMMIT

NOVEMBER 14-16, 2016 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH



<p>Wants Challenge: The willingness to attempt difficult tasks or goals</p> <p>Narrative: Ryan is somewhat motivated by challenging tasks or projects. Ryan's degree of drive to achieve challenging objectives is sufficient for this job.</p>	7.0											
<p>Enthusiastic: The tendency to be eager and excited toward one's own goals</p> <p>Narrative: Ryan tends to be moderately enthusiastic about his goals. However, his goals could be clearer. Ryan's degree of enthusiasm for his goals will probably have a slightly negative impact on job satisfaction and/or performance.</p>	6.2											
<p>Optimistic: The tendency to believe the future will be positive</p> <p>Narrative: Ryan tends to be very optimistic and cheerful. Ryan's positive attitude will be very beneficial when dealing with staff and co-workers. Ryan's degree of optimism will probably have a slightly positive impact on job satisfaction and/or performance.</p>	8.9											

BUSINESS INFORMATION & MEDIA SUMMIT

NOVEMBER 14-16, 2016 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH



Essential traits (in order of importance) Essential traits are traits in which higher scores generally relate to better performance.	Negative Impact						Positive Impact					
	Ryan's Score	Very strong	Strong	Substantial	Moderate	Slight	no impact	Slight	Moderate	Substantial	Strong	Very strong
<p>Persistent: The tendency to be tenacious despite encountering significant obstacles Narrative: Ryan may tend to be only moderately persistent and prefers to avoid occupying a position which requires the overcoming of many obstacles. Ryan's degree of enjoyment of having to overcome obstacles will probably have a slightly negative impact on job satisfaction and/or performance.</p>	5.3											
<p>Influencing: The tendency to try to persuade others Narrative: Ryan has a strong need to persuade or influence others. Assuming he has the right balance of other interpersonal traits, Ryan is likely to be very skillful in expressing his ideas to staff, co-workers and/or clients. Ryan's degree of enjoyment of influencing others will probably have a somewhat positive impact on job satisfaction and/or performance.</p>	9.5											
<p>Analytical: The tendency to logically examine facts and situations (not necessarily analytical ability) Narrative: Ryan moderately enjoys analyzing problems and decisions. Ryan's degree of enjoyment of analyzing problems will probably have a slightly negative impact on job satisfaction and/or performance.</p>	6.0											





Idea #5:
**What does a great
recruitment ad look
like?**



BUSINESS INFORMATION & MEDIA SUMMIT

NOVEMBER 14-16, 2016 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH



Omnifortuna is in search of top talent as we continue to diversify our client portfolio and branch out into new markets. We have a success rate unparalleled in the industry when it comes to developing our people from entry-level sales through team leadership and into management.

This is a great opportunity to join a growing team in Miami As Business Development Executive you will be responsible for identifying new leads within a territory, developing relationships with new customers, and promoting the client's objectives and services.

Overall Key Objectives:

- Generate and maintain a healthy sales pipeline
- Be an ambassador for the company and have a thorough knowledge of all services & solutions
- Exceed acquisition targets
- Ensure a smooth handover to the account management team during the implementation stage
- Generate and deliver effective face-to-face sales meetings and demonstrate our product and services
- Manage own diary and work independently
- Provide insight and knowledge via feedback from the industry to help the company consistently evolve
- Develop opportunities through company leads & through own research



BUSINESS INFORMATION & MEDIA SUMMIT

NOVEMBER 14-16, 2016 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH

Do you want a career where you make a lasting impact with a global company? Where your passions and entrepreneurial mindset are fostered through world-class training and professional development? Where you are surrounded by some of the most inspiring recruiters in NYC? Then PageGroup is the place for you.

Read on to learn more about your role as a Business Development Executive.

Client Details

At PageGroup, we have five values that have always contributed to our success; take pride, be passionate, never give up, work as a team and make it fun. Our values are reflected in everything we do, it's what sets us apart.

Plus, we have some of the best rewards in the industry, including uncapped quarterly bonuses for both individual and team success, and once in a lifetime VIP trips around the world every quarter.

Our emphasis on career growth starts with our world-class training, which spans across your entire career trajectory. In fact, 48% of our US staff were promoted last year. We are invested in your professional development.



@ryandohrn – Ryan@BrainSwellMedia.com - www.BrainSwellMedia.com

BUSINESS INFORMATION & MEDIA SUMMIT

NOVEMBER 14-16, 2016 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH

Description

Our growing company has a fantastic opportunity available for you in our New York City office! As a Business Development Executive you will:

- Manage your own portfolio of candidates and clients, both existing and new
- Build close partnerships with clients and help their business grow by developing and delivering the best solutions for attracting candidates
- Offer resume, interview and general career advice to candidates
- Manage the process from interview through offer stage
- Network to build business information that be converted into commercial opportunities



@ryandohrn – Ryan@BrainSwellMedia.com - www.BrainSwellMedia.com

BUSINESS INFORMATION & MEDIA SUMMIT

NOVEMBER 14-16, 2016 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH

Fun Perks:

- Quarterly High Flyer Trips for our Top Performers
- Regular Team Building Outings
- Happy Hours & Social Events
- End of Month Champagne Awards
- Charitable Events & Fundraisers
- Breakfast provided on Mondays
- Complimentary Water & Soft Drinks
- Summer Fridays' Incentives



@ryandohrn – Ryan@BrainSwellMedia.com - www.BrainSwellMedia.com



Idea #6: Team interviewing strategy.





Idea #7:
**Set up your
expectations very
clearly during the
interview.**



BUSINESS INFORMATION & MEDIA SUMMIT

NOVEMBER 14-16, 2016 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH



Account Executive Pledge of Expectations:

1. Be early for weekly sales meeting, 8am, Monday
2. Be early and prepared for weekly numbers one-on-one with Ryan. Be prepared to discuss your 10 next meetings.
3. Be early and prepared for weekly coaching one-on-one with Ryan. Be prepared to discuss what you are doing to grow as sales person.
4. Create and maintain a list of 50 prospects at all times.
5. Actively work 10 of the above 50 prospects daily via phone and email. Email only is NOT acceptable.
6. All sales activity must be logged in the CRM. No exceptions.
7. Be early for work each day. Work day starts at 8am.
8. Expect to be assigned other duties as needed to help the team succeed.
9. Leave all personal baggage at home. Come to work with a positive attitude.
10. Look for ways every day to contribute in a positive way to the team.

I agree: _____



@ryandohrn – Ryan@BrainSwellMedia.com - www.BrainSwellMedia.com



Idea #8: Networking is critical.





IDEAS
into
A.C.T.I.O.N



Motivating Superstar Sales Execs

www.BrainSwellMedia.com

Ryan Dohrn, Founder

Ryan@BrainSwellMedia.com





Veterans / Traditionalists
1922-1945 Boomers 1946-1960
Gen X 1961-1983
Gen Y / Millennials born after
1984



BUSINESS INFORMATION & MEDIA SUMMIT

NOVEMBER 14-16, 2016 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH





MIT STUDY:

**Question: Will more money
cause people to perform better?**





MIT STUDY:

**Answer in USA: Yes, if the task
is mechanical.**





MIT STUDY:

**Answer in India: Yes, if the task
is mechanical.**





MIT STUDY:

**Once the task went into
cognitive skills, the answer...**





WHAT PART OF
CO **NO**
DON'T YOU UNDERSTAND?





Performance Pyramid





6 Factors Of Sales Motivation

- 1. Quality Comp Plan**
- 2. Affiliation**
- 3. Mastery**
- 4. Purpose**
- 5. Rewards and recognition**
- 6. Job security**





Quality Comp Plan

- 1. Consistent plan**
- 2. Simple to understand**
- 3. Big rewards for doing big things**
- 4. Consistent monitoring**





Comp plan for success

Base +

Sample numbers only!

50% of goal – 10% commission

80% of goal – 15% commission

100% of goal – 18% commission

110% of goal – 25% commission





Questions and discussion



BUSINESS INFORMATION & MEDIA SUMMIT
NOVEMBER 14-16, 2016 MARRIOTT RESORT FORT LAUDERDALE HARBOR BEACH

www.BrainSwellMedia.com
Ryan Dohrn, Founder
Ryan@BrainSwellMedia.com

