

Thank you for completing the Sales Role Analyzer from Peak Sales Recruiting. Applied properly, this tool should help you achieve superior results in hiring technology salespeople.

This tool is the product of years of success in sales hiring and management. Some of the conclusions are obvious, but our clients repeatedly tell us that the thoroughness with which we embark on this process is unique. This tool is representative of just one step in a successful recruiting process -- defining the selling environment so that candidates can be sourced, matched and screened appropriately.

Sales Responsibility

Territory development (new business)

You suggested this hire will be responsible for "territory development." Territory Development requires a "hunter" personality; the rep is unafraid to pick up the phone and make calls into new accounts. This person is optimistic, immune to rejection, and results oriented. Look for a track record of new business, new customers, new named and reference accounts. Use personality testing to determine "drive" and test for a hunter personality with questions about quota achievement and compensation, and about sacrifices they have made to achieve goals. Look for competitive candidates that enjoy the win, closing business and making money.

Experience

YES NO MORE INFO NEEDED

Based on the role you are hiring for, look for candidates who have experience (i.e. past demonstrable success) on roles that match up on 9 or 10 of these 12 factors. Use this form as a checklist when screening candidates.

- Offering type: End User Product
- Path to market: Direct
- Buyer: C-level
- Market stage: Early
- Deal size: \$0-\$50k
- Sales cycle: Short 1-3 months
- Sales approach: Solution
- Activity volume:
 - Calls/Week: 23
 - Deals/Week: 23
- Pipeline: 22 times quota
- Quota: \$0-500k
- Reporting system: Salesforce.com
- Marketing support: Exists

Additional Screening Notes

Skills (Factors to Consider)

The inventory of sales skills required varies based on the role and the company. Here are some of the common sales skills to consider (there are many more), with space for your notes (be as specific and discriminating as possible – rating all as equally important will hamstring your search). Add others as required.

- Prospecting/Cold Calling
- Prospecting/Warm Calling
- Qualifying
- Influencing decision makers
- Presenting
- Closing
- Negotiating contracts
- Complex sales
- Telephone selling
- Conducting Demonstrations/Online demos
- Selling to Senior Executives
- Account Planning
- Forecasting
- Territory Planning
- Sales Call Planning
- Account Management
- Managing Objections
- Type of sale (solution, consultative, relationship, transactional)
- Sales management
- Other
- Other
- Other

NOTES:

Sales DNA

One of the most important factors in the success of a salesperson, in particular for "hunter" roles, is their sales personality, their sales "DNA." In fact, for strategic roles, we might weigh personality as more than half of the total decision. The key character traits we include in screening for winning DNA are:

- results-oriented (need to achieve)
- positive in outlook and disposition
- competitive
- systematic, and
- extremely focused on the customer.

Use a combination of role-playing, testing, and behavioral interviewing to test for DNA. For instance, candidates that are competitive will always know exactly where they stood on the sales team (and it will be at or near the top) and they will be able to remember in detail their last loss (they will be able to recall in detail the conversation with the customer, what they were wearing, when it happened) and what they did about it (demonstrating further that they are positive in outlook and systematic). If using personality tests, make sure to use test geared as specifically as possible to the sales role in question. Need recommendations? [Contact us.](#)

For more on the importance of "sales DNA" and how we define it, please feel free download our whitepaper ([PDF](#)).

Can we help you with your search?

Feel free to let us know (recruit@peaksalesrecruiting.com, 800.964.0946 ext. 228) or visit www.peaksalesrecruiting.com for more information