

Hiring For the Strategy

Video Script



Tips on how to match sales people to your sales strategy.

Hi, Nick Miller, Clarity Advantage, this time to talk about matching sales people to strategy.

I can't tell you the number of times in our consulting practice that a sales leader has said to us, "we need sales training" and we discover there's been a change of strategy or job descriptions. Like, team members hired for "inside" or technical sales jobs are now to be "outside" sales people. Or team members hired to sell one product are now asked to sell a much broader product set. And, yes, training may be needed, and also 30% to 50% of their people aren't a good fit. And the client's response is, "no, no, we can't change out the people."

Look at me.

I'm 5'11" and I weigh 150 pounds. Well, on a good day, that would be true. [I was 6'5" and 270 before I downsized. Just kidding.]

So, if your strategy involves thinking and ideas and figuring stuff out and conceptual sales, I'm your guy. If you change the strategy and we're now in the furniture moving business, you could train me all day long and I'm not going to be able to do what a well-conditioned football lineman can do.

Same in sales. If we want people to knock on doors and move fast, then we hire for that. If we now want door kickers to be thoughtful, challenger sales types, then we need to think through the recruiting strategy first. THEN think about the onboarding and training strategy to develop those people.

While it's true I could make myself stronger through weightlifting and other conditioning, I'm never going to make it as an offensive lineman "slash" furniture mover. And your "door kickers" and transaction jockeys are not likely to make it as thoughtful, value-adding, challenger sales people either.

Clarity Advantage Corporation is a business consulting firm. We help banks implement and execute sales strategies to generate more profitable relationships faster. Banks accelerate sales by focusing on their value propositions, improving sales processes, and boosting sales manager effectiveness.

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