

TRENDING

# 7 strategies to hire a successful sales team

TIMESJOBS.COM | 0 | JUL 5, 2016, 09:52 AM

Facebook LinkedIn Twitter Google+ Reddit

Every organisation wants to hire the best sales professionals. But to do so one must understand the changing requirements of this job. We tell you how to hire a successful sales team...

**Apexha Kaushik, TimesJobs.com**

Historically, most organisations hired sales personnel on the basis of how well experienced or educated a person was in terms of selling. However, this practice does not hold good anymore.

Organisations are increasingly focusing on the hands-on selling abilities of a recruit, said Thiagu Radhakrishnan, vice-president, human resources and administration, Contus.

Hiring and building a great sales team needs a lot of patience and also needs to be aligned with the overall goals and the growth plan of the organisation. Hiring a good sales person is merely a job well begun and half done; the focus has to be on creating and building the right sales team, said Dinesh Kumaran T K, director-HR, Aspire Systems.

They shares some tips to hire a successful sales team.

- Hire from the right sources:** Hiring from the competition and market, referrals, online job portals, through professionals and social networks, consultants and from campuses are some of the available options. "The qualities to look out for in any potential candidate are passion, a hunger to succeed and their track record," says TK.
- Have a diverse interview panel:** A diverse interview panel consisting of members from related functions helps appraise the knowledge and selling ability of a recruit better. "It also aids in analysing the extent of knowledge they possess about the industry/product and the target customer group they are going to sell to. Opinions from several team leads help in arriving at a consensus easily, thus making the hiring decision more logical and favourable to the organisation as a whole," says Radhakrishnan.
- Look beyond resume and mentioned recommendations:** In sales, skills matter. Hence it is necessary to establish the veracity of the recommendations that the candidate bears, both offline and online, says Radhakrishnan. TK adds that not all sales positions are the same and thus the type of sales person one looks for will always vary according to the need of the moment. "It could be for generating leads, calling leads to completely owning the entire sales life cycle," he added.

**4. Assess the potential hire's behaviour from several dimensions:**

Radhakrishnan says, "at Contus, we rely on a series of standard observations to evaluate the selling prowess of a candidate, such as:

- Can a person communicate well? *Stammering, flawed language, an unpleasant talking style are considered red flags.*
- Does he/she have a never-die attitude?
- Can he/she magnify the USP of the product to entice the customer?
- Does he/she have in-out understanding of the product and the industry in which they are selling?
- How well do they know 'people' as customers? *Buying tendencies, creating a rapport, upselling skills, etc.*

These observations are ample enough to know whether the candidate is a perfect match for the organisation.

**5. Experience is not always the mandate:** *Experience is equal to the amount of resources you don't have to spend on training and development. So, experience is good, but it should not be over-emphasised upon. An inexperienced candidate with inborn selling acumen may be able to sell well; it's all about knowing how persistent the potential hire can be in convincing a customer to make a buying decision.*

**6. Fostering an internal referral culture:** Team building can happen only from within. The existing sales team members can themselves help the organisation in spotting potential hires from their personal circles. Such a referral mode of hiring can help find candidates who match the needs and expectations of the organisation. In addition, it helps in saving recruiting costs at the most crucial times without sacrificing on the quality.

**7. Leverage social media:** A candidate's social media profile scanning reveals a lot more about his/her suitability to the organisation. social media profiles give access to the professional network and recommendations that the potential hire has accumulated in the recent past. In some cases, it also reveals the nature of topics and interests that he/she participates in. Social media analyses help in knowing how perfectly aligned the candidate's views are to the organisation's requirements.

Putting together a perfect sales team is an arduous task. However, a strategy-oriented hiring process definitely weeds out the probability of a wrong hire.

Tomorrow: 6 attributes of an effective salesperson

FOLLOW T.JINSITE ON Facebook LIKE Twitter FOLLOW

More from this author



Not for laughs - 5 team management lessons from Kaushik



The Smart Cube appoints Sushma Rana as its first C...



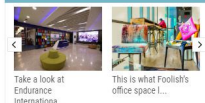
Subodh Bhargava's stint over at Tata Communications



Gender diversity in boards up by 18% from 2013-20...



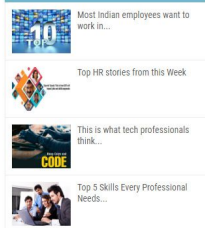
Corporate Galleries View All



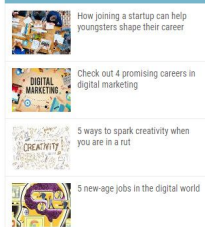
Career Videos View All



Career Slideshows View All

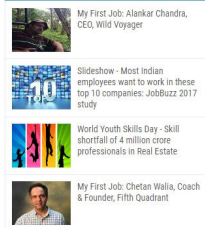


Career Blogs View All



SUBSCRIBE TO LATEST STORIES  
 [Subscribe](#)

Trending View All



Jobs by Function	IT Job Skills	Non-IT Job Skills	Jobs by Location	Gulf Jobs
IT Software Jobs	Java Jobs	Human resource Jobs	Jobs in New Delhi	Jobs in UAE
BPO Jobs	SAP Jobs	Trade execution Jobs	Jobs in Kolkata	Jobs in Bahrain
Sales Jobs	.net Jobs	Taxation Jobs	Jobs in Ahmedabad	Jobs in Dubai
Fresher Jobs	Oracle Jobs	Accounts executive Jobs	Jobs in Noida	Jobs in Qatar
Medical Jobs	SQL Server Jobs	Management Jobs	Jobs in Gurgaon	Jobs in Abu Dhabi
Bank Jobs	QA Jobs	Shipping Jobs	Jobs in Mumbai	Jobs in Saudi Arabia
All Functional Areas	HTML Jobs	Site Engineering Jobs	Jobs in Chennai	Jobs in Kuwait
Jobs by Role	COE Jobs	Soft Skills Trainer Jobs	Jobs in Hyderabad	Company
Accountant Jobs	CDMA Jobs	Software Developer & Tester Jobs	Jobs in Bangalore	About Us
Accountant Executive Jobs	Chordiant Jobs	Steel Jobs	Jobs in Pune	Terms of Use
Assistant Manager Jobs	CICS Jobs	Steno & Computer Operator Jobs	Jobs in Chandigarh	Privacy Policy
Branch Manager Jobs	COBOL Jobs	Steno & Office Assistant Jobs	All Locations	Security Advice
Chief Marketing Officer Jobs	Cognos Jobs		Jobs by company	Fraud Alert
Chief Executive Officer Jobs	ColdFusion Jobs		Search Company	Contact Us
Chief Technology Officer Jobs	All Skills			Sitemap
All Roles				