

# Hiring & Recruiting Winners

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*"Inspiring Dreams, Realizing Potential"*



## Hiring & Recruiting Winners

Tom C. from Syracuse....



# Hiring & Recruiting Winners

## Today's program goals:

- 1. Identify the qualities of a sales achiever.
- 2. Where to find them.
- 3. How to attract them.
- 4. Interview tips to help identify the best.
- 5. Retention.



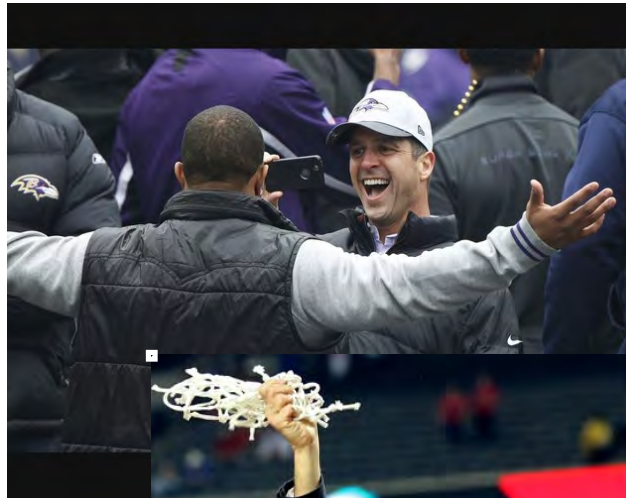
# Hiring & Recruiting Winners

## Free agents and draftees



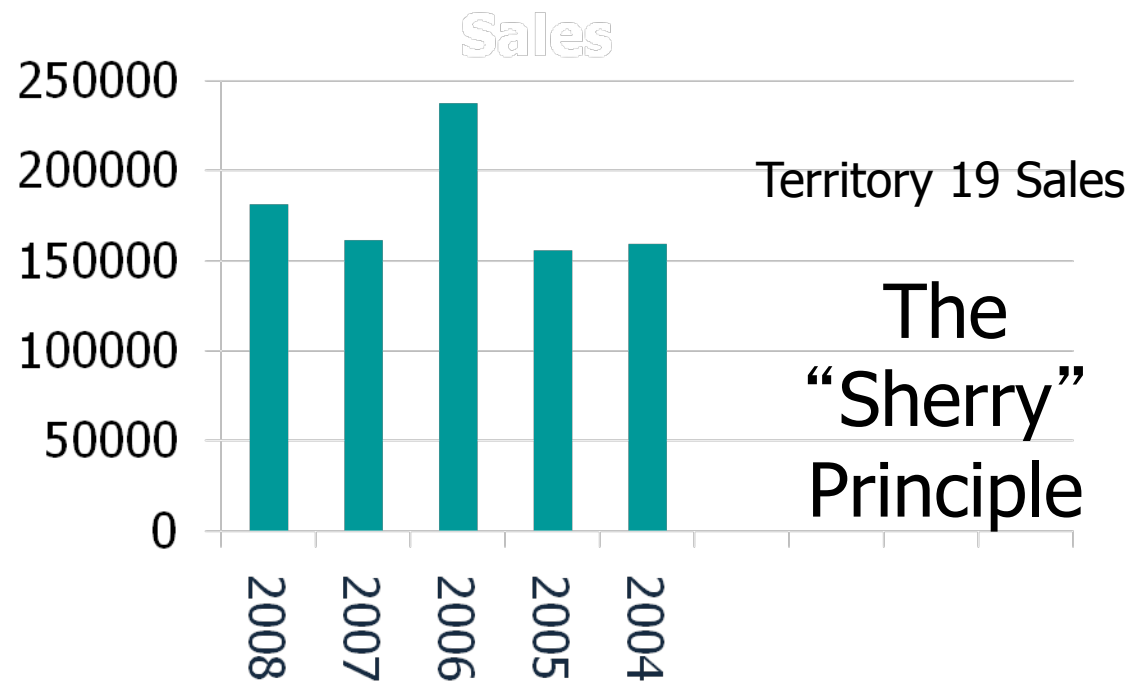
## Hiring & Recruiting Winners

# You have to win now





## Hiring & Recruiting Winners



## Hiring & Recruiting Winners

# Is the economy still challenging?

- *Creates evolving challenges that affect your team-building*
- *Never forget the basics*



# Hiring & Recruiting Winners

## Character & personality components

- 1. Integrity & Honesty
- 2. Doers -- Responsibility
- 3. Drive & personal motivation
- 4. Intelligence
- 5. Communication ability
- 6. Desire to learn & grow





# Hiring & Recruiting Winners

## Technical & skill components

- 1. Listening
- 2. Language – Spoken & Written
- 3. Self discipline
- 4. Math comprehension
- 5. Computer skills
- 6. Research ability



## Hiring & Recruiting Winners

### Where do we find winners?

- Where are they?

*Look for common experiences  
and habits*

- How do we reach them?

*Everyway you can!*



# Hiring & Recruiting Winners

## Sources of prospects:

- Advertise *Where?*
- Recruiters
- Promote from within
- Your staff as recruiters
- Your customers & clients
- Your competitors
- Your personal network
- Social media



# Hiring & Recruiting Winners

## The Interview

- Develop questions that detect levels of non-trainable qualities first, trainable second
- Use the same questionnaire for each candidate
- Use the Evaluation Matrix to quantify results



## Hiring & Recruiting Winners

### Sample (*Simple*) Matrix

<u>Candidates:</u>	<u>Communications</u>	<u>Intelligence</u>	<u>Motivation</u>	<u>TOTAL</u>
Tom:	2	1	2	5
Dick:	3	3	1	7
Harriet:	1	2	3	6

***LOW SCORE WINS!***



## Hiring & Recruiting Winners

### When to interview?

- The three step process:

*1st:* One-on-one in your traditional setting

*2nd:* Second interview with other staff member(s)

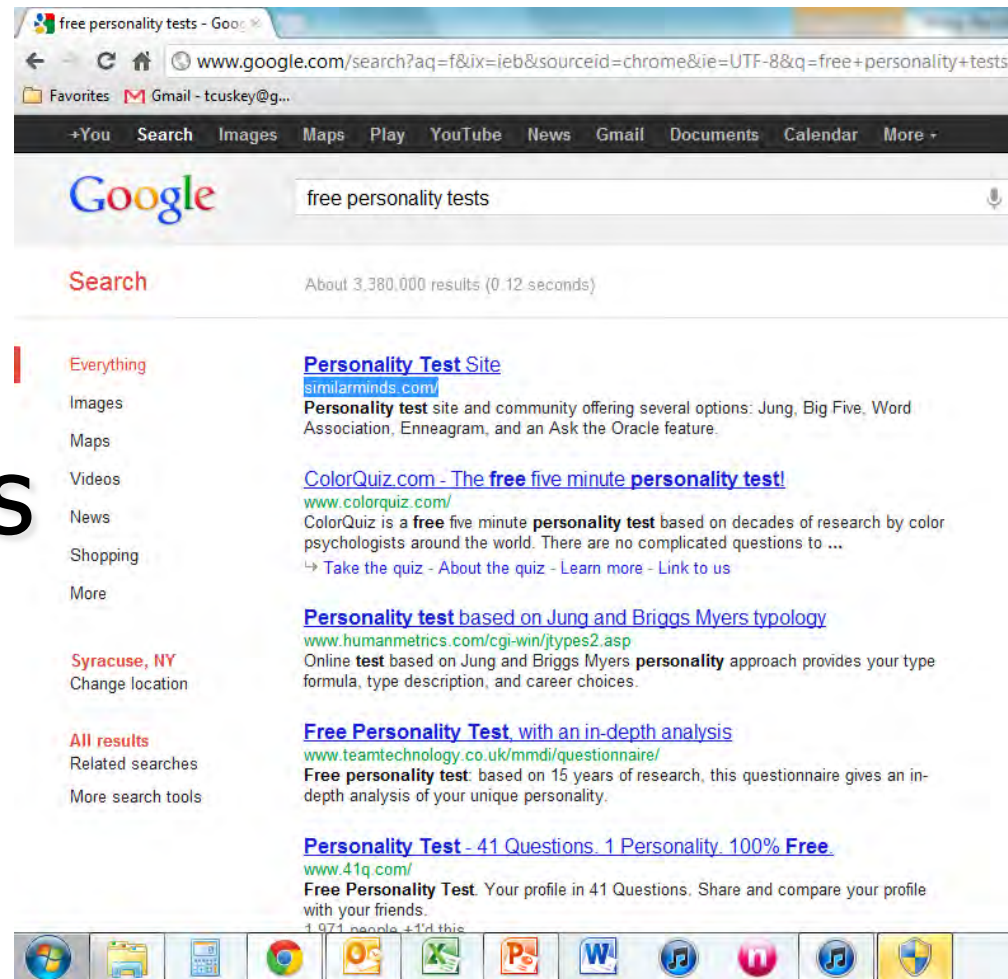
*3rd:* Final interview in a more casual setting





# Hiring & Recruiting Winners

60  
second  
solutions



## Hiring & Recruiting Winners

### Hold onto them!

- Communicate consistently with them
- Coach one-on-one; be objective
- Solicit their suggestions
- Reinforce their contributions
- Recognize success often and consistently
- Use external motivations
- Encourage a sense of team



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Good luck recruiting and hiring sales winners!

Questions & Discussion

On behalf of The Leadership Institute, I would like to thank you for attending this training and wish you the best of luck in all of your future endeavors.

