



The Essential Guide to Hiring First-Class Sales Hunters

You run a Sales Team – and you want the *best of the best* sales reps fighting for your bottom line. There’s no time for empty seats or unexpected departures – and zero tolerance for sub-par talent. How, then, can you eliminate “empty seat syndrome” in a high-stakes, global marketplace?

The answer is – you must think differently. Sales team leaders must change their mindset and Embrace 24/7 Recruitment.

Yes, that’s right – by recruiting 24/7, 365, with a consistent, results-oriented hiring process in place – not only do you eliminate empty seat syndrome – you’re always attuned to the market. Once you master this mindset – the quality of your hires can increase substantially and your team will sell more, faster.

“I’M A COMPETITOR AND I HATE TO LOSE – SO I MAKE SURE I STACK THE DECK IN MY FAVOR.”

– JOSEPH SKURSKY, FOUNDER & OWNER OF MARKET LEADER SOLUTIONS & CREATOR OF SALES HUNTER DNA

In our work and research at **Market Leader Solutions**, we’ve determined that there are distinct, crucial keys to hiring not only first-class salespeople – but what we like to call First-Class **Sales Hunters**. You need a special breed of salesperson – and this is why we’ve created **Sales Hunter DNA**.

Discovering Sales Hunter DNA to Multiply Revenues

There are **tens of thousands** of salespeople in America – but not everyone is a true, bona fide Sales Hunter. For you to achieve fast, profitable results – you need to hire top notch talent.

How do you stop wasting time and ensure you consistently hire impeccable sales pros?

IF YOU FAIL TO DEFINE ROLE SUCCESS...YOU’RE SETTING YOURSELF UP FOR FAILURE.

Even before your hiring search starts, you must identify and communicate **exactly** what is required for success in the sales role. This may seem like an obvious, fundamental practice, but rarely do hiring managers clearly define role success. Instead, they create a laundry list of requirements and responsibilities that are difficult to remember and overwhelming to verify. Incidentally, we’ve found that the laundry list is often the minimum “standard”, which tends to appear more attractive to low performers than top performers.



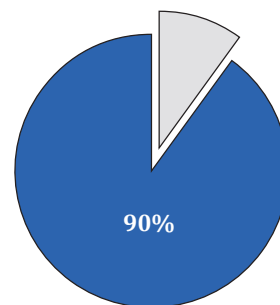
If you *fail to define role success* or merely create a laundry list of minimum requirements, you're setting yourself – and your sales team – up for failure.

A Stumbling Block to Hiring the Right Sales Hunter – Emotional Bias

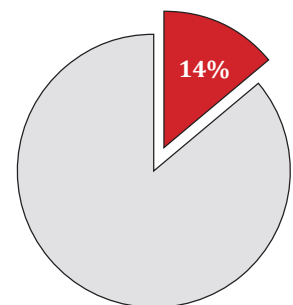
We're business pros – but we're also human beings, and like it or not, we emit emotional bias. [Emotional bias](#) is a behavioral psychology phenomenon that suggests that we can have distortions in cognition and decision-making due to emotional factors, or feelings we have, positive or negative, toward a given candidate.

In fact, a *Harvard Business Review* study showed that 90 percent of hiring decisions are based on the face to face interview, even though a **University of Michigan** study demonstrated that interviews only reveal 14 percent of the true individual.

Emotional bias creates a blind spot. It can be particularly costly when hiring sales reps. Frankly, this is the main reason that companies don't like to pay recruiting fees commensurate with the value brought to the organization - they feel it's too risky. The reality is that the "like" factor will fool hiring managers more often than not. You need other evidence that talent exists and connects with the role success factors. If you have a higher standard for hiring on the front-end without the emotional subjectivity, your management of that person over the long-term can be simplified and include much less difficulty and potential interpersonal challenges.



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Identifying the Knockout Factor

The best **Sales Hunters** possess two important characteristics: resiliency and competitiveness. For instance, reps with resiliency but lacking in competitiveness can be very good salespeople, but not the Hunter you're looking for. Conversely, if you have a rep with low resiliency and high competitiveness, you'll manage either a drama queen or someone looking for the shortcut to easy money. No matter what, without resiliency, you won't find the Sales Hunter you want.

THE BEST SALES HUNTERS POSSESS TWO IMPORTANT CHARACTERISTICS: RESILIENCY AND COMPETITIVENESS.



How do you determine if a person has resiliency? If you ask someone if they're resilient, they'll undoubtedly say "Yes". The hiring manager can't even take a behavioral-based interview approach for the same reason. "Tell me about a time when you were resilient...", and the next thing that follows is a tantalizing lie or conjured exaggeration.

We must be able to determine resiliency without error. With all of the data and analytics power available today, the best way to determine the true knockout factors that are essential to your Sales Hunters' work is by utilizing a fail-proof, algorithm-based assessment.

Re-Engineering the Hiring Process with Sales Hunter DNA

Looking back historically, when was the last time the hiring process was significantly overhauled? Typically, a job description becomes a job ad, which gets posted on the Internet or in print. Resumes file in and are sorted, either by computers who search text, or a human being, sometimes by clear and specific criteria and just as often by "gut feel," particularly in sales roles. Then there's a phone interview followed by a face to face – you know how it goes. At what point, however, was inherent, raw talent identified?

Gallup says that the best managers define talent as "recurring patterns of thought". And according to Ralph Waldo Emerson, the ancestor to every action is a thought. What if there was an easily-accessible assessment that measured how people thought about the sales role more clearly?

This was our question here at Market Leader Solutions, and once we defined those mission-critical elements, like resiliency and competitiveness, we added into our assessment other important factors we've honed in on from experience, like prospecting, and ability to qualify and close – that make the premier sales reps.

Utilizing Sales Hunter DNA to Multiply Revenues

At this point, you may be wondering if we're suggesting that Sales Hunter DNA is the only way to find top sales talent. We won't go that far – because you may find your Sales Hunters eventually. They're out there – but we'll identify them faster, which equals both a major time savings, and even more importantly, no emotional connection or bias involved.

Based on a **tremendous amount of research**, we have created an easy-to-use tool that clearly indicates, via a simple-to-use dashboard, who has the natural talent to succeed.



Learn More about Market Leader Solutions & Sales Hunter DNA

Market Leader Solutions' Sales Hunter DNA reveals the deepest talent of a Sales Hunter – the intangibles you can't detect on a resume or in an interview. In fact, Sales Hunter DNA is now a driving force behind some of Market Leader Solutions' most popular service offerings.

It's simple – our clients asked us to help them consistently hire the best sales hunters without having to learn a complex system of analysis – and we've delivered.

For almost 20 years, Market Leader Solutions Founder & Owner Joseph Skursky has been growing businesses and advising leaders in companies across North America. His model of Leadership, People, and Execution provides a clear roadmap to grow almost any business. It has been field-tested and proven effective for over 9 years in the industry.

For years, clients of Market Leader Solutions have relied on the models and principles demonstrated by Joseph to grow their businesses. His accomplishments as a sales leader demonstrate the know-how and experience to deliver practical application of business growth principles across multiple industries.

We Deliver Results. Market Leader Solutions has:

- **Tripled** one company's revenues in less than 4 months
- **Doubled** one group's sales revenue in 9 months
- Transformed a struggling small business practice into a thriving workplace with **50% revenue growth** in 15 months

Want to experience the same success in hiring first-rate Sales Hunters?

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