

Superstar Employees 2

Profit School

Today we cover...

1. Personality Profiles of Superstars
2. Top Sales Producers
3. Exercises
4. More Tips To Hire Sales Superstars
5. A Killer Advert

Personality Profiles of Superstars

DISC Profile

- Harvard Psychologist William Moulton Marston
- Dominance, Influence, Steadiness, Compliance
- Not just one but a combination of these – key
- Always look for the right combination for the right person for the right position – a receptionist is different to a sales person

Dominance

- Strong sense of self
- Confident
- Love action
- Get the job done fast
- Never take rejection personally

Influence

- Great social interaction and communication
- Love people
- Natural empathy
- Persuasive

Steadiness

- Patient
- Persistent
- Thoughtful
- Measured
- Focused

Compliance

- Structure and organisation
- Plan ahead
- Always prepared

Top Sales Producers

Top Sales Producers

- High Ego Strength
- High Empathy
- High Influence
- High Dominance
- Bond easily with other people
- Always see the good side in everyone
- Love to serve and please clients
- Make friends easily
- Always have a personal ambition to improve

Important Facts!

- On average it takes 5 – 10 rejections to get a meeting, therefore you must have a 10 – 12 step process (attempts) to secure meetings.
- Only 4 – 5% of sales people keep trying after 4 rejections

Exercises

Exercise 1: To grow, share the wealth!

1. List 3 initiatives that you'd like to hire someone to execute – that will help your company grow.
2. For each initiative: what would this mean to your business and bottom line (if done exceptionally well) – in monetary terms?
3. What would you pay each person?

Exercise 2

1. Now look at each initiative: write down the personality profile (PP) you think would succeed in each job.
2. Think of someone you know or someone famous that you think would do well in this job – describe their PP.
3. Now you have a guideline to advertise and screen for superstars.

More Tips To Hire Sales Superstars

More Tips To Hire Sales Superstars

- During interview: ask who is the best sales pro they know.
- Ask them to rate that person according to the list below. (If they say it's themselves ask them to self evaluate themselves). Rate 1 to 10.
- If they don't say it's themselves – ask them how is that person better than them.
- Ask them to give an example to justify each score

Winning Traits

- Ambition
- Confidence
- Ability to face rejection
- Establish rapport
- Qualifying skills
- Ability to create desire in prospects
- Closing skills
- Time management skills
- Presentation skills
- Strategic thinking
- Market knowledge
- Self-improvement
- Getting around gatekeepers

More Tips To Hire Sales Superstars

- Ask them what they have read or reading to keep improving (make notes and go check these out)
- Always keep calm even when they give you a shocking answer (top producers can come on too strong for most people to hire)
- You can hire as many people as you like if you are willing to share the wealth

More Tips To Hire Sales Superstars

- When you advertise – mention the maximum that a star can earn (not minimum)
- Eg: can you do 5 X R50 000 projects per month? Can you pay 20% commission?
Therefore its R50k per month commission and therefore it's R600k per annum.
- Hiring superstars (like any hiring) – sometimes doesn't work out. Never give up.

More Tips To Hire Sales Superstars

- Have a built-in procedure to always evaluate and to get rid of those that don't work out as soon as possible.
- Train and motivate your new superstars daily!

“They say motivation doesn't last. Well, neither does bathing. That's why you need it daily.”

- Zig Ziglar

A Killer Advert

SALES SUPERSTAR WANTED!!!

R200K TO R1MILLION

Don't even call unless you are the best and can prove it. Earn R200k if you're average, R500k if you're good, and R1million plus if you're great. This is in the XYZ industry, but we hire star performers, not backgrounds. If you have the stuff we'll know it. Will train someone who has everything we want. Small base, but huge performance rewards to get you to R1million and beyond, each year. Must be awesome at opening doors and getting appointments from a cold start. Must be highly self-motivated, a terrific presenter and communicator, and a master closer. Come and build your empire within our fine, progressive company. We have a superb reputation and need real stars to bring the best accounts. Call between 11:30am and 2:00pm, Thursday or Friday and tell me why on earth I would be MAD not to take you on for this position.

Telephone number and company details