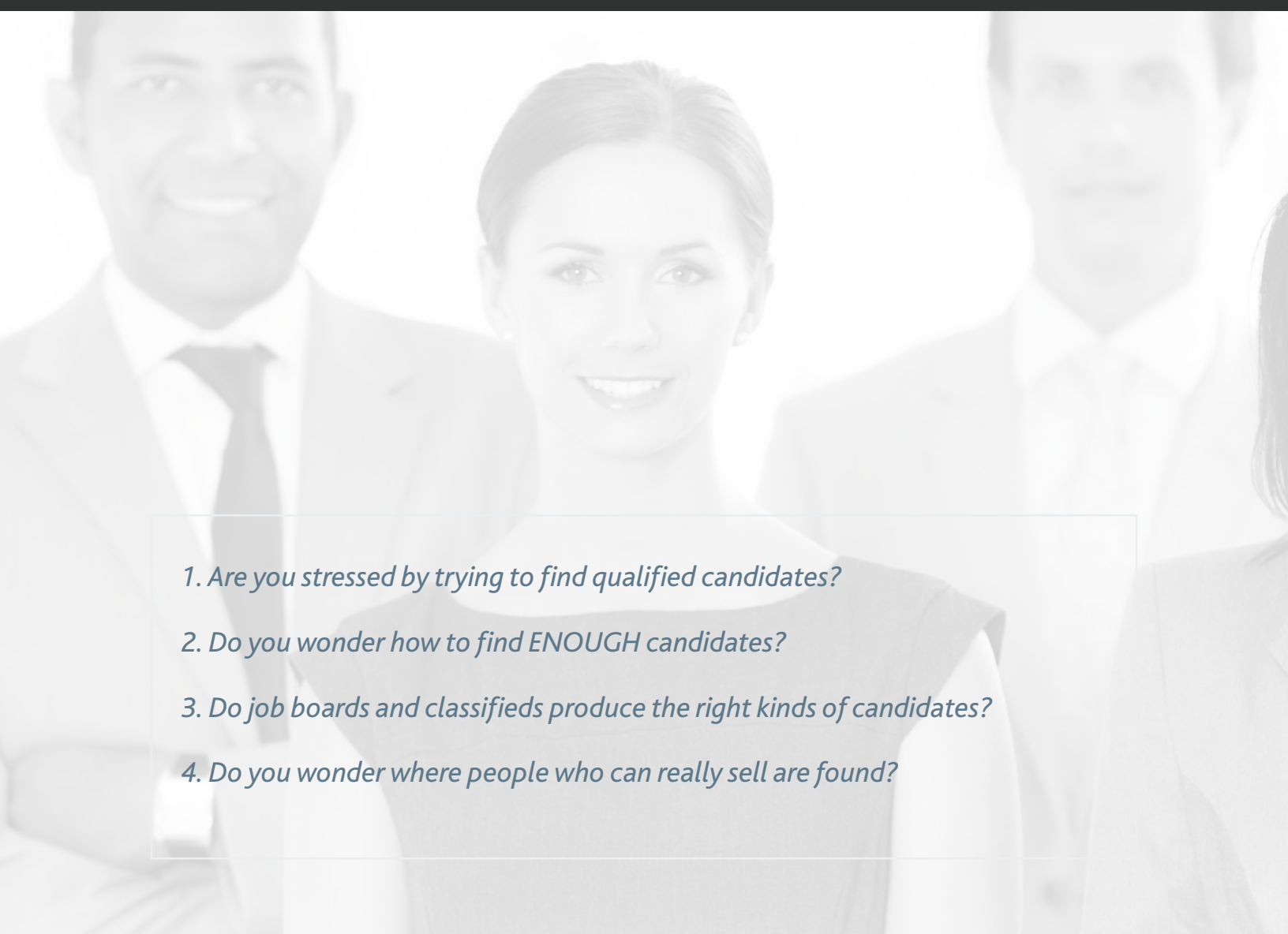


How to Find the Best Candidates for Sales

Sourcing for High-Activity Sales Professionals

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1. Are you stressed by trying to find qualified candidates?

2. Do you wonder how to find ENOUGH candidates?

3. Do job boards and classifieds produce the right kinds of candidates?

4. Do you wonder where people who can really sell are found?



1

Introduction

Introduction

Where do you find people who can sell — who can sell what you sell and in a way that **people buy again and again**? The number one frustration we hear from recruiting professionals is:

“I can’t find enough people!”

Or:

“Where do I find enough good people — people who can sell?”

Thousands of young sales leaders, managers, insurance agents and entrepreneurs wake up each morning looking for people to add to their sales teams. It’s important for them to find people who can prospect, sell and serve customers. They want their salespeople to find selling opportunities, make sales, and create repeat customers; in order to grow their profits and brand reputation. Instead of low sales and high turnover, they want to build a high-retention sales force with a tradition of amazing performance.

With today’s competitive and economic realities, to recruit the best salespeople we must overcome two major problems in order of priority. These are:

1. Find Enough of the Right Kind of Candidates.
2. Make the Right Selections and Hire the Best.

BONUS

Thanks for getting this E-book. As a free bonus, we are also giving you a workbook with charts and fill-in spaces, which you can duplicate and use to start your sourcing notebook. We also provide recommended language and email scripts to use as you build your network. If you have not yet downloaded it, check the page where you downloaded this E-book, and download the 11-page Sourcing Workbook.

*“Where do I find
enough good
people - people
who can sell?”*



2

Sourcing Candidates

Find Enough of the Right Kind of Candidates

You should use multiple channels — some are better than others. Some are more appropriate for the type of person you may need (especially for high-activity salespeople). Make sure you work the places and develop the influential sources that produce enough high quality candidates. The channels most often used are:



Internet
Facebook and LinkedIn



People & Businesses
Who Serve You



Advertisements
and Seminars



Other Areas of Company
Existing Reps



Search Firms
Placement Programs



Religious Organizations
and Non-Profits



Educational Institutions
and Higher Learning



Competitors
Existing Reps



Personal Network
and Connections

Just like mining for gold or prospecting for sales, **some sources produce better quality candidates than others**. Be sure you use multiple sources for the greatest return. Also make sure you do not put too much energy into mostly passive retail or clerking methods dependent solely on internet job boards and newspaper advertising. Those have some value as backups, but they are limited. You must get out in the community to look for candidates and develop your network of referral sources. Often, your best reps and community centers of influence are good starting points.



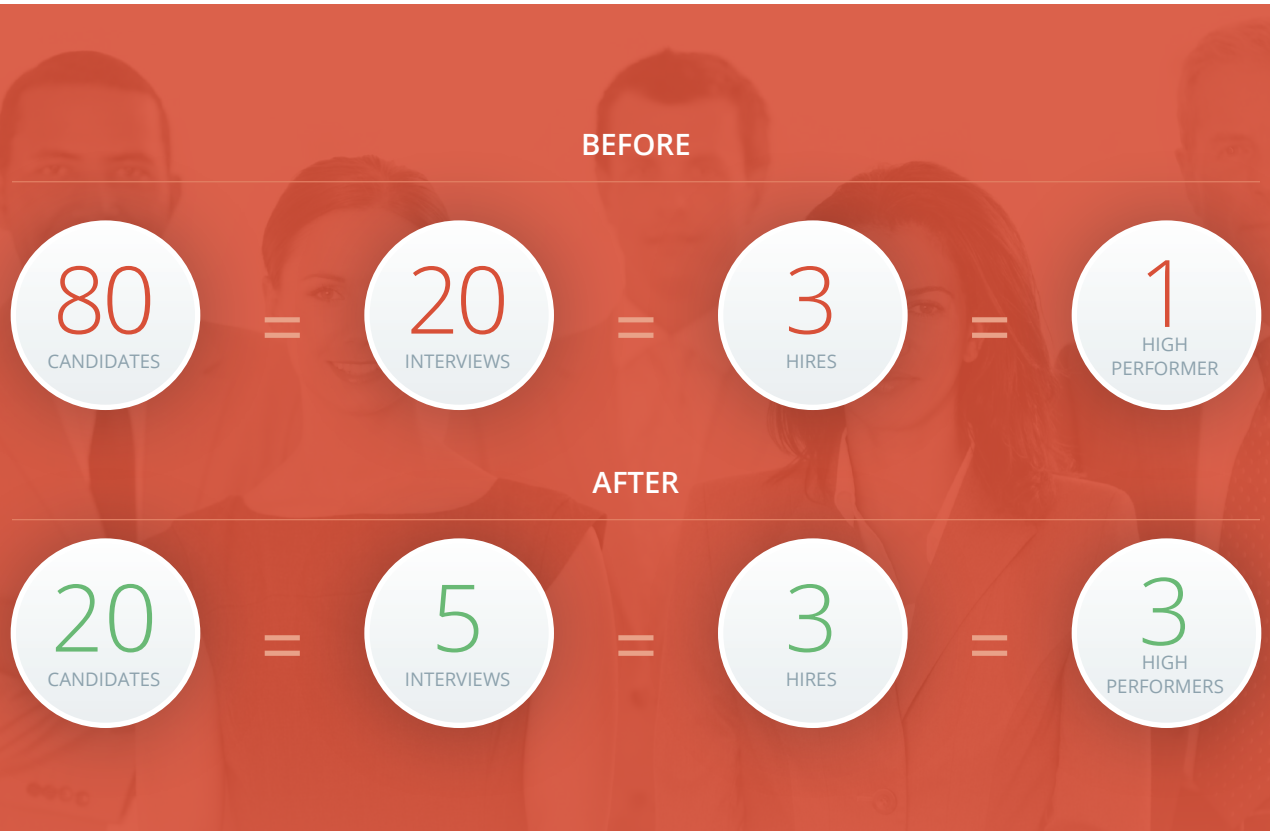
3

A Personal Network

The Proven Path to Your Success - A Personal Network

Imagine this picture. Each day you struggle to find quality candidates. You place ads in your local newspaper and check the Internet boards. You get many responses. However, many of these come from people who cannot find a job anywhere else. *You sift through dozens of resumes to find only a few candidates worth screening by phone.* After screening, some make it to your office for an interview. The resumes may look better than they do! Even so, you decide to move ahead with the best candidates of the lot, but **you know they don't have the high quality characteristics you seek.** You begin to lower your standards, and blame your inability to recruit high quality people on being in a difficult career field. Of the three people you recruit, only one seems to start off well.

Now picture this alternative. You spend the next several weeks focused on *developing relationships with many people you know and respect.* You gain their support in helping you find high quality people. The number of people you interview drops by 70%. However, the number of high quality people you see goes up by 80%. You spend most of your time nurturing and developing your network. **As a result, you primarily spend screening and interviewing time with high-quality candidates.** Of the resulting three people you recruit, all three achieve a fast start and go on to become high producing reps. Company morale also blossoms.



Interested People Help You Find Quality Candidates

A personal network opens up a proven path to successful recruiting. It can provide enough high quality candidates to keep your prospecting funnel full of new hire potential. Great recruiting begins with getting the names of quality candidates. (*Quality is more important than quantity.*) To do this well, it is important to keep developing your network of individuals who look for and refer high quality candidates.

Remember, people like to help, especially if you ask them to. This is especially true if they already like you and your business. It gives them a great feeling to point other good people your way.

Studies show that certain sources provide the best candidates for top-producing sales reps. Recruits from these sources produce high quality candidates who get off to a fast start, are highly motivated, and remain productively employed. Lesser prospecting sources may produce struggling recruits that have lower motivation and hurt your retention rate.

Top recruiters use many referral sources to increase their chances of success. Jay Levinson, Guerrilla Marketing author, is frequently asked which of his 100 ideas will produce the most results. He replies, *“All 100.”*

In other words, use multiple activities for the greatest return!

Task:

Start by asking: “Who are the “Interested People” who can help me find others? — Who are the people who like my business and what we do?”



4

Building Your Network

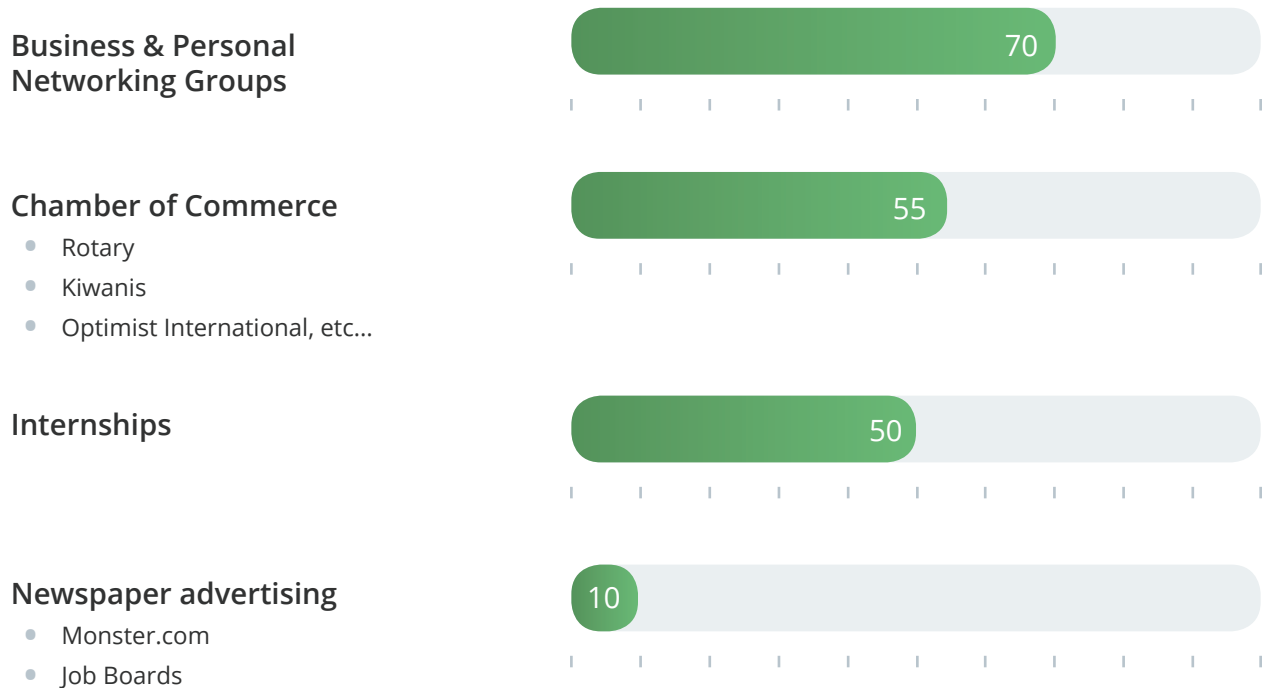
How to Build An Amazing Network That Helps You

We want you to find the solutions for building a winning sourcing effort. To do that, let's start with two simple steps. **First, find and get to know great referral sources.** They are the people who work in occupations that put them in front of possible candidates, and they can understand the difficulty and rewards of your business. Below is a list of occupations ranked by their ability to provide strong candidates.



These professionals know people who are looking for a career change. Many people want to work for themselves but do not have the capital to invest. Once they understand your opportunity and its minimal investment, they will also understand what it can mean to people they know and to their families.

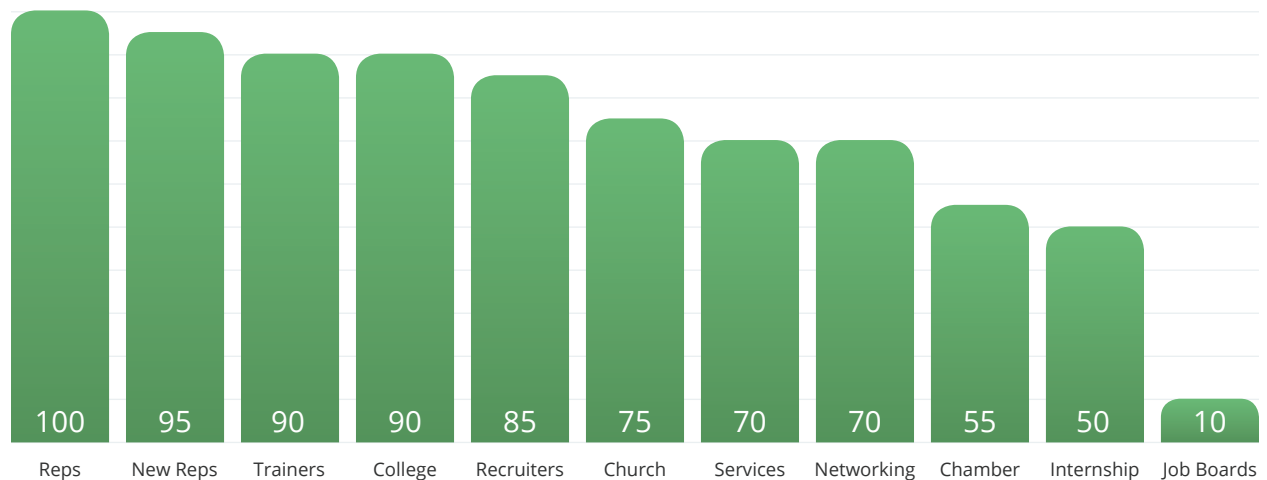
Prioritize the time and energy you invest in each main source group. The following activities and investments are ranked according to their strength as a recruiting source. Please notice that internet job boards and newspaper advertising generally produce the weakest candidates.



- Chamber of Commerce**
- Rotary
 - Kiwanis
 - Optimist International, etc...

- Newspaper advertising**
- Monster.com
 - Job Boards

Networks Overview





5

Next Steps

Next Steps

If a trusted friend gives you a treasure map pointing to a diamond mine, and you know for certain you will find diamonds if you follow the directions, what will you do?

You now have in your possession a map to a diamond mine with an endless supply of recruiting diamonds. This roadmap has been compiled from personal experience, industry experts, and studies of very successful people and companies. If you act upon this information and follow the directions for the next 90 days — and then continue to take care of and nurture your network, **you will experience a minimum of 50% increase in your income over the next two years.**

Let's get started!

Follow a 90-Day start-up process

Build out your personal sourcing network. This is the **second step** to create amazing sourcing in your recruiting efforts.

1. **Build a Network Grid** (*please print the FREE bonus workbook download mentioned on page 4*).
2. **Build a Contact Data Base** (*Connect with each person on LinkedIn and Facebook*).
3. **Commit to two appointments** (*coffee, lunch or breakfast*) weekly with the people within your personal network of "interested people." (*Set a goal to eventually have 25 referral sources. If you have two appointments weekly, that will mean you will meet with each person once per quarter*).
4. **Develop a flyer to send to your Network on a monthly basis** (*remember: out of sight — out of mind*).

Ask Yourself These Questions

1. **What are your recruitment goals for this year?** (*number of people to recruit*).

2. **If you recruit salespeople who perform well, how much additional income will you earn?** (*How will having people who can sell change your lifestyle, give you more recognition or help your life?*)

3. **What will you do with the income?** *(Let yourself dream).*

4. **Do this regular exercise: Regularly track your recruitment funnel file. Check: How many candidates are in your funnel at a given time? Start now.** *(Remember to always be recruiting).*

5. **How many candidates will you need to interview this year to meet your recruiting goal?** *(Use a six to one ratio from in-depth (final) interview to one successful hire).*

Remember These Tips

1. What's the difference between prospecting for applications and prospecting for recruits? Great salespeople can do either one. Manage a funnel.
2. Sourcing well depends upon how much you believe in your company's opportunity, the process you use to find people, and the goals you desire.
3. Multiple activities increase your candidate pool.
4. A personal network wants to help you succeed. Develop one! Get started over the next 90 days!



Your solution to better hiring

Learn more: www.ctssalesprofile.com

The Author



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Lance Cooper was born in Knoxville, Tennessee, to Scotch-Irish parents, grew up there and finished college with a B.S. in Engineering and a Masters Degree in Speech and Theater. He is President of SalesManage Solutions and teaches sales managers how to coach their people from good to great. His company has trained over 30,000 salespeople and leaders within more than 300 corporations.

He lives in Tennessee, and after training or speaking, he enjoys spending time with his family, fishing, kayaking, and writing.

Lance and Sales Manage Solutions Executive Vice President, Steve Suggs, are co-developers of the Recruit The Best™ system and the CTS Sales Profile.™

