

11-Page Sourcing Workbook



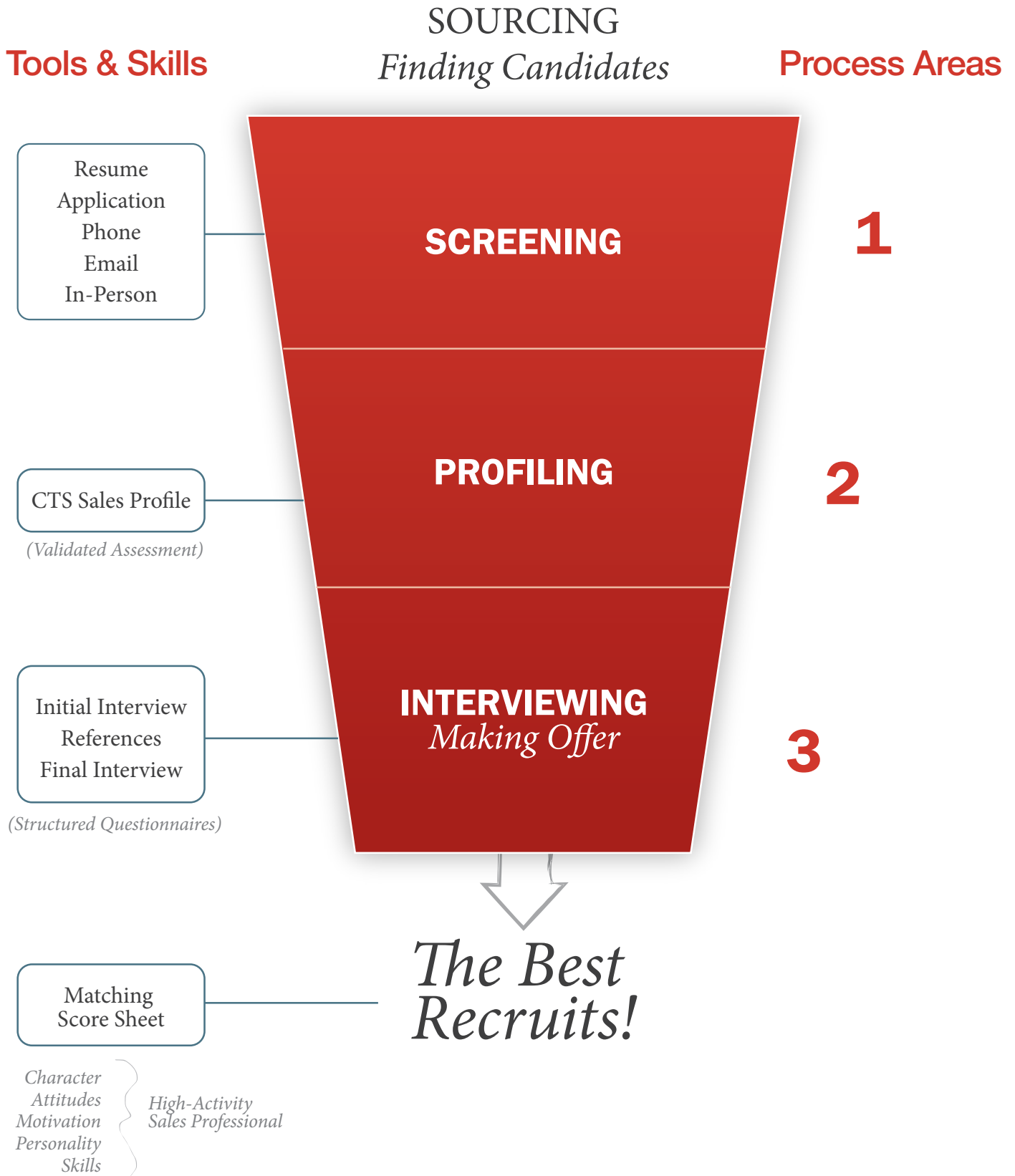
can|they|sell

This Workbook is excerpted from the

Recruit the Best™

FIELD MANUAL

Recruit the Best System



Welcome


We are happy to share with you this excerpt from the Recruit the Best Field Manual!

The tools and questionnaires in this manual follow the system outlined in the book:
Can They Sell - Learn to Recruit the Best Salespeople.

1. This workbook is taken from the first section of the “Recruit The Best™” Field Manual for recruiting high-activity salespeople. The entire manual, along with other recruiting resources, can be ordered at SalesManage.com/cantheysell/
2. Included in this workbook (page 10) is a printable Recruit The Best™ Sales Manager’s Assessment. This is a self-assessment for you to take which will help you analyze your sourcing and recruiting processes.
3. We are also providing a sample page from the rest of the “Recruit the Best™” field Manual on page 11 of this workbook. This will give you a little more of an idea how the entire Recruit The Best™ System progresses after dealing with sourcing best practices.
4. The manual(s), books and other tools used in the Recruit The Best™ system are also bundled as part of a monthly unlimited subscription to the scientifically-validated CTS Sales Profile assessment, developed by Sales Manage Solutions. (For more information on this option, contact us at info@salesmanage.com.)
5. We would also like to recommend our book (written by Sales Manage Solutions Executive VP Steve Suggs) “Can They Sell - Learn to Recruit the Best Salespeople.” This book, both in the print form and in the audiobook form are available in the Can They Sell products section at SalesManage.com/cantheysell/.
6. Our flagship product is the CTS Sales Profile (CTS) which delivers accurate, scientifically-validated scoring (per industry). This assessment measures scores for your candidates’ hard-wired personality traits and compares them with those of the most successful sales professionals in various industries.


Learn more at www.ctssalesprofile.com

1 Can They Sell Products




Can They Sell (\$24.95)
A “best practice system” for recruiting and retaining the best salespeople.

[ADD TO CART](#)




Field Manual - Sales Person (\$99.95)
Printable Interview Questionnaires & Tools – Companion to the book.

[ADD TO CART](#)



Field Manual - Service Person (\$24.95)
Printable Interview Questionnaires & Tools for Servicing Team Members

[ADD TO CART](#)



Audio Book (\$24.95)
Learn to Recruit the Best on the go with this mp3 version of the book.

[ADD TO CART](#)

The product order list above is found on the order page SalesManage.com/cantheysell/

Please keep in mind that all the pages in this workbook are protected by copyright laws. This means it is illegal to share any of these files with anyone. They are to be used only by the individual who made the original purchase. Any distribution without permission will be prosecuted.



Teachers



Rotary Club



Advertising Sales
Reps for Radio/TV



Ministers



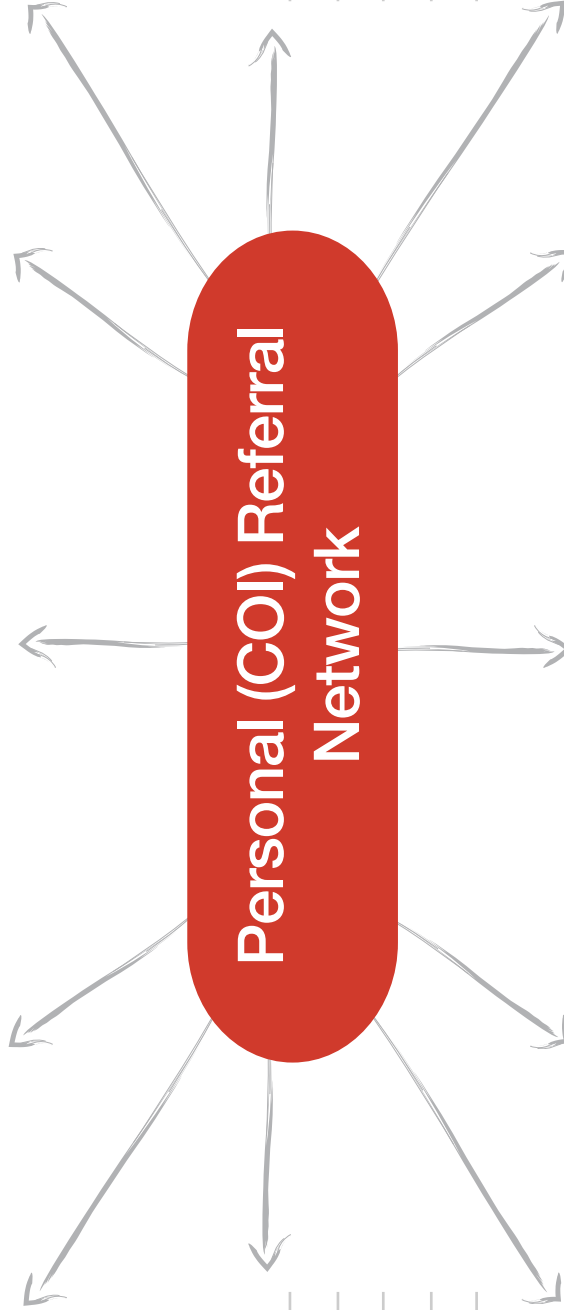
Coaches



Colleges and
Universities



CPAs



Chamber of
Commerce & their
Sales Reps



Salespeople



Business
Networking
International (BNI)



Attorneys



Business Bankers

Personal Referral Network

Language to use when building a Center of Influence (COI)

Language for a CPA, Attorney or Business Banker

“I am expanding and growing my business. In order to do so, I must hire high quality salespeople. I have found that the best way to find quality people is to establish relationships with people in the community who have regular contact with the type of people whom I seek to hire. Based on my experience, individuals in your position regularly come across people who are looking to change careers or are looking for a better opportunity. I would like to meet you and tell you more about this great opportunity with the hope that we can mutually benefit someone looking for a career change.”

Language for Churches

“I am expanding and growing my business. I am looking to hire several salespeople for this area. I have found that a great way to find quality people is to visit the churches in the area and speak to the person who deals with those individuals who are looking for jobs. Most churches either have a job seeker’s ministry or a person in the church who is praying for and working with those individuals looking for jobs. May I have the opportunity to meet this person? I am confident we can help some of your members.”

Language for Current Salespeople

“As you have heard by now, _____ (your company name) needs to recruit more high quality salespeople. In order for us to keep our products competitive, grow market share and continue to provide a great place to work for all current salespeople, we need to recruit more salespeople who see this as a long-term career. The better salespeople we recruit, the more all of us benefit; you, our certificate holders and their families. We need your help. You know this career well. You know the high caliber person we are looking for, and I know if you recommend someone to this career, you will feel personally responsible if they do not make it. For these reasons, we have found the best referrals come from our existing salespeople.”

“I would like to visit with you on a regular basis, once per month, and gain your help and support in meeting quality people you feel will be a great fit for this business. We are planning on having a recruiting seminar on _____ and would like to ask you to please bring or refer ____ candidates to the seminar.”

Recruiting Referral Network Activities

Create a network of people and events that lead you to candidates to put into your recruiting funnel. These are centers of influence: community and public social gatherings, career fairs, recruiting seminars, etc. Create a combination of COI’s and events totaling 25. See or attend a total of 2 per week. This will result in seeing these COI’s or attending these events once per quarter or 4 times per year. Sales managers and recruiting professionals who build strong COI’s tell us that this weekly focus has been shown to be the number one activity that results in the most quality candidates found for their recruiting funnel.

Personal Referral Network Worksheet

Source	Action	Date Complete
Current Customers <i>Email all customers and ask them to refer friends/family who can sell. If you don't have an email list, send a postcard to customers asking for their email address.</i>	Create email list	
	Write email	
	Send Email	
Current Team (Personnel) <i>Write short job description and have team members post on their personal Facebook and LinkedIn pages. Email job description to their contacts. Have them contact their church/temple about the job opening.</i>	Write short job description	
	Facebook	
	LinkedIn	
	Email	
	Church/Temple	
	Team Member 1	
	Team Member 2	
	Team Member 3	
	Team Member 4	
	Team Member 5	
Team Member 6		
Sales Trainers/Consultants <i>Find certified trainers at these companies in your city and meet with them.</i>	Integrity Solutions	
	Sandler	
	Dale Carnegie	
	Wilson Learning	
	Steven Covey	
	Jeff Gitomer	
Directors of Networking Groups <i>These are the most networked people in your city. Email them job posting and ask to distribute to members. Meet with them.</i>	BNI	
	e-Women	

Personal Referral Network Worksheet

Source	Action	Date Complete
Social Networking <i>Spend 15 minutes daily building your social media profiles.</i>	LinkedIn	
	Facebook	
Churches/Temples <i>Most have job boards and jobs ministries. Contact and ask for minister/volunteer who heads up this ministry. List 5 target organizations.</i>	1.	
	2.	
	3.	
	4.	
	5.	
Small Business CPA <i>Contact and ask them to direct people to you who are closing businesses or changing careers.</i>	1.	
	2.	
	3.	
Small Business Attorneys <i>Contact and ask them to direct people to you who are closing businesses or changing careers.</i>	1.	
	2.	
	3.	
Chamber of Commerce <i>Contact sales manager and salespeople. Ask them to direct people to you who are looking for jobs.</i>	Sales Manager	
	Salesperson 1	
	Salesperson 2	
	Salesperson 3	
Chamber of Commerce <i>Business Afterhours Events.</i>	Attend all of these events. Many salespeople who are changing careers attend these events.	
President – Community Service Organizations <i>These people are leaders and well connected. Meet with these.</i>	Rotary	
	Lions Club	
	Kiwanus	
	United Way	
	Boy Scouts	
	Girl Scouts	
	Jr. League	

Personal Referral Network Worksheet

Source	Action	Date Complete
Recruiters at other Companies in your Industry <i>Develop reciprocal relationship, trade resumes.</i>	1.	
	2.	
	3.	
	4.	
Universities/Colleges Career Services Dept. <i>Set up interview day. Most will market the position to students.</i>	1.	
	2.	
	3.	
	4.	
	5.	
Social Network Job Boards <i>Post job here.</i>	Salesgravy.com	
	LinkedIn	
	LinkedIn Groups	
Traditional Job Boards <i>Post job here.</i>	Monster	
	Career Builder	
	Snagajob.com	
	Findtherightjob.com	
	Newspapers	
Sales Reps	Tell receptionist to set a time to meet every sales rep that calls on your office, and recruit and/or network with them.	
Job Fairs <i>If you recruit in large numbers, this is a way to get many people interested in your position. Attend job fairs in your city, or hold your own.</i>	1.	
	2.	
	3.	
	4.	
	5.	

Personal Referral Network Worksheet

Samples

Sample email to send to your current customers or list of contacts:

“Please assist me in helping someone you know. I have an open position on my sales team. If you know the right candidates for the job, please help them find a great career by sending them to see me. The right candidates will have the following traits: Honesty, Hard Work Ethic, a Concern for Others and Personal Responsibility. Strong candidates will have personalities which cause them to network to find prospects, pursue goals, and handle themselves with confidence. Sales Experience _____ Please have them forward their resume to me at _____ Thank you for helping me find the right individuals and for helping them to find a great career.”*

** fill in your desired level of sales experience.*

Sample Wording for Job Posting

“Salesperson wanted. _____(Company Name) is looking for salespeople to work in the city of _____ calling on customers to sell _____(your product/service). Requirements: Must have the following traits: Honesty, Hard Work Ethic, a Concern for Others and Personal Responsibility. Strong candidates will have personalities which cause them to network to find prospects, pursue goals, and handle themselves with confidence. Sales Experience _____ Please forward resume to _____”

– Add additional information and requirements about the position as necessary.

This Sales Manager's Self-Assessment is reprinted for your use from the Recruit The Best™ Training Materials.

SALES MANAGER'S ASSESSMENT for *Recruit the Best*™

Please rate yourself from ... 1 = never ... to 7 = all the time.

① ② ③ ④ ⑤ ⑥ ⑦

- 1. I set goals for number of interviews and hires required.
- 2. I monitor the recruitment goals that I set.
- 3. I know and recruit for specific traits and skills in a position.
- 4. I follow a step-by-step funnel process:screen-profile-interview.
- 5. I use multiple search methods and I know my best method.
- 6. I keep an active file in my office of potential candidates.
- 7. I use various screening methods to better use recruiting time. ...
- 8. I screen resumes for employment gaps and multiple jobs.
- 9. I screen resumes for evidence of required traits and behaviors.
- 10. I look for past performance to predict future success.
- 11. I do not consider age or school grades as success indicators. ...
- 12. I have candidates take validated assessments before interviews.
- 13. I develop rapport with a candidate at the start of an interview. ..
- 14. I ask a standard set of “structured” interview questions.
- 15. I ask primarily open-ended questions in an interview.
- 16. I listen at least 80% of the time during an interview.
- 17. I take notes during an interview.
- 18. I ask to answer questions at the end of the interview.
- 19. I collect evidence in the process to find traits & competencies.
- 20. I get others involved with the candidate and value their input. .
- 21. I make an offer based on all the parts of the recruiting process.
- 22. I do not prejudge candidates based on age, sex, or race.
- 23. I make recruitment a top priority as a manager.
- 24. I read books and take courses to improve my recruiting.

Totals

Grand Total = _____ (out of 168)

_____ ©2005 SalesManage Solutions

Matching Score Sheet

Candidate Name: _____ Date: _____

Can they achieve the goals? Do they possess the competencies for the job? How do their personality traits match with what they must do? Do they have the most important attitudes and beliefs for your culture? How fast will they learn?

The Matching Score Sheet answers these questions by helping you score your candidate on all five dimensions of the *Best Salesperson Profile*. Use this tool throughout the selection process to document your assessment of the strength of each Character Trait, Attitude, Motivation, Personality Trait and Sales Skill as they are revealed to you. Using the checklist (page 13) along with the Matching Score Sheet will help you make a logical rather than an emotional recruiting decision.

		GREAT			GOOD			MARGINAL			
	SCORE	10	9	8	7	6	5	4	3	2	1
Character Trait											
Honesty											
Concern for others											
Hard Work Ethic											
Personal Responsibility											

		GREAT			GOOD			MARGINAL			
	SCORE	10	9	8	7	6	5	4	3	2	1
Attitude											
Product											
Sales											

		GREAT			GOOD			MARGINAL			
	SCORE	10	9	8	7	6	5	4	3	2	1
Motivation – income or competition											