



10 Steps to Better Interviews

BUILD HIGH PERFORMANCE SALES TEAMS
BY CONDUCTING GREAT INTERVIEWS

**Optimal
Sales Search**

It's no secret that when you learn how to play the recruiting game like a pro, you'll be able to attract better sales candidates.

“NO STREAM RISES HIGHER THAN ITS SOURCE. WHATEVER MAN MIGHT BUILD COULD NEVER EXPRESS OR REFLECT MORE THAN HE WAS. HE COULD RECORD NEITHER MORE NOR LESS THAN HE HAD LEARNED OF LIFE WHEN THE BUILDINGS WERE BUILT....HIS PHILOSOPHY, TRUE OR FALSE, IS THERE.” ---FRANK LLOYD WRIGHT

Recruit and Grow Your Sales Team with Better Interviews

When you decide to become a better interviewer, you will start to attract higher quality candidates. Top notch sales professionals have plenty of choices and accept or reject potential positions based on a number of factors.

The main consideration when deciding between organizations typically comes down to the first impression formed about the hiring manager. One of the main focal points of consideration for any candidate is the impression they have of the person they will be reporting to once they are hired.

The better the interview experience, the easier it will be for you to establish a relationship with the candidate. Interview experience management is not magical; it comes down to a few key factors:

Interview Skill Development

Professionalism

Ability to Communicate the Organization's Sales Strategy and Goals

Thoughtful Messaging of the Sales Opportunity

**Understanding Candidate Motivations
Preparation & Attention to Detail**

On Boarding Program, Training and Support

Recruiting is won and lost in the details. Sales manager who hire top sales talent, do things differently.

They are typically managers other people want to work for, because they are consistently working on their own skill development; improving all aspects of the hiring, training, and sales management process.

If you make gradual improvements to your interview process, over time-- you will see results. This guide can serve as a starting point, helping you initiate the improvements you need to make so you can start building a winning sales team.

10 Steps to Becoming a Better Interviewer

Step #1: Never interview alone—Bring along a partner to observe your interviews. They will be able to make observations about your performance as well as pick up things you didn't notice about the applicant. If this isn't feasible, practice interviewing with a coworker.

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Step #2: Don't wing it—Going into an interview unprepared will give you and your company a disadvantage when hiring top talent. If you don't have the candidate's resume handy or arrive late to the meeting, you risk giving the interviewee signs that this meeting is not important. And they may rightfully believe this will be what working for you feels like.

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Step #3: Set the agenda expectations up front—Let the interviewee know what you want to discuss, the interview format, and how long you expect each part of the interview to take.

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Step #4: Professional courtesy—Remember that this person has come to your office on their own time. If you aren't interested in them for the role, finish the interview and tell them your concerns. Don't resort to avoidance when candidates inquire about their status in the interview process. Communicate with applicants about their candidacy in your search process.

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Step #5: Your first impression matters—Start building a relationship with the applicant in the first interview. Developing rapport and building a solid foundation for the relationship starts with the first interaction. Make sure you are prepared, professional, and give the interviewee your full attention.

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Step #6: Remember it's a small world—You will be interviewing at some point in the near future. The person you interview today could be someone who interviews you tomorrow. They will remember you, your behavior, and how you treat them during this process. Make sure you leave a positive impression. Use interviewing as an opportunity to expand your current network.

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Step #7: Still looking for the perfect candidate?—If this quest has gone on for too long... then you could be afraid of making a hiring mistake. Get to the core of what skills you must have and know what skills you can live without or develop. Look for must have skills and company culture fit, then get on with it and make a “best” decision.

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Step #8: Keep it 50/50—You should be talking about 50% of the time. If you are monopolizing the conversation, you will miss pertinent information. Both parties should have equal time to speak, ask questions and clarify points.

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Step #9: Put your selling shoes on—Know what you have to offer future employees. The more you understand what you have to offer, the easier it will be to attract the right people.

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Step #10: Advanced questions—Come to the interview with a list of questions you ask every candidate. This will allow you to focus on the applicant and the applicants' answers, rather than what you're going to say next. Make note of any additional candidate specific questions you want to ask prior to the interview. Your preparation will stand out and make a positive impression on the candidate.

We've Successfully Recruited Software Sales Professionals

One of the biggest challenges facing hiring managers today is recruiting strong sales hunters, the people who can bring in new clients with high-growth companies. Many would argue that human-capital is even more important today than an organization's products or services. For those who are interested, we offer sales recruitment at the mid and senior level for software firms. Please call 510.227.6677 or email contact@optimalss.com to discuss our services in more detail.

If you are serious about hiring an all- star sales professional, we suggest you contact us to discuss how we can assist you in identifying, attracting and landing your next top sales professional.

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