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AUGUST 2018

Reitman Security Search is a leader in executive recruitment and consulting, supporting the electronic security/critical building systems space globally. Our clients include the industry's most sought-after employers; public and private electronic security technology manufacturers, systems integrators, specifiers/consultants and distributors. Here are some examples of our practice.

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4 Interview Questions That Will Shine a Light on Top Sales Candidates

Sales employees are the face of your company. Obviously, the importance of hiring the right reps can't be underestimated.

It's critical to find top sales reps - and you know it's a challenge to recruit them once you do. With unemployment at an all-time low, it's especially important to make every interview as effective as possible.

First, delve into sales candidates' minds. Since you're not a mind reader, you'll need to ask the most revealing interview questions. But you don't have time to ask hundreds of questions. And, according to LinkedIn's "Inside the Mind of Today's Candidate" report, job seekers want you to keep the process short and sweet with just three interviews.

So, each individual question you ask must serve a specific purpose, allowing you to see below the surface. Here are four questions that will shine a light on the top sales candidates in your talent pool:

1. "Here's an Overview of a Current Client. How Would You Expand the Relationship?"

Adaptability is a critical skill for all successful sales reps. They must be able to jump from client to client, product to product, and even industry to industry. Knowing from the start if sales talent can sell to your specific clients is the best way to weed out talent that isn't right for your team.

As candidates answer, listen for key phrases or words that show their adaptability. For example, those who speak directly about the client's goals, previous objections, and current spending are paying attention to specific details. This shows they're already prepared to understand your clients' unique needs and overcome their objections.

2. "Why Did You Leave Your Previous Job?"

The sales industry is known for high turnover rates. Some turnover is good, such as when letting low performers go. However, with sales industry turnover rates at a high, many sales recruiters are struggling to keep up with talent acquisition demands.

Find out why candidates are looking to move on. Are they hoping to improve their sales career? Are they passionate about your product but need to gain experience first? Did they get bored? Are they looking for another, better opportunity?

Be aware of red flags suggesting candidates don't have the dedicated spirit needed to stick with a company for the long haul.

3. "What Is the Single Most Important Salesperson Trait?"

This is a question to which you'll get an array of answers - and that's a positive. To find the best sales talent, you need to pull candidates outside of their comfort zones and take them off script. Asking candidates this question during the interview, rather than on an application, pushes them to speak honestly.

Sales reps who are already successful will know a few answers to this immediately. Dig deeper into their responses by following up with: "Why is this the most important salesperson trait?"

Listen for responses that include personal accounts, like:

- "In my experience ..."
- "My clients appreciate this because ..."
- "I made a sale specifically because of this trait."

If candidates are able to reach into their prior job experiences to explain their answers, you know they're already successfully using this trait.

4. "When Was Your Last Rejection? How Did You Handle/Move On From the Client?"

Rejection is a natural part of sales. In fact, most seasoned and successful reps say rejection is a healthy part of the process. It gives them opportunities to improve their strategies and develop relationships.

Help your company keep retention high by finding sales talent who can quickly overcome rejection. Candidates who admit to rejection while framing it in terms of resulting growth are more likely to succeed and stick around longer.

Recent Placements and Current Engagements

VP, Strategic Alliances- Enterprise Software- **COMPLETED**

VP Global Engineering- Access/Video/Intrusion Solutions

Director of Architect, Engineer & Consultant Programs- Enterprise Software- **COMPLETED**

Regional Sales Manager- Enterprise Capture- Network Video Software- Northeast

Business Development Manager- Transit/Transportation Vertical- Network Video Solutions

Regional Business Consultant- IoT/Connected Building Solutions- Southern California Region

Metro NY Regional Sales- Access Control

Regional Sales Manager- Access/Video/Intrusion- Texas Region

Regional Sales- Central FL and Chicago Territories- Access Control

Service Sales Executive-Named Accounts- HVAC/Controls/Fire/Life Safety- Chicago

Area Vice President- Enterprise Software- **COMPLETED**

Regional Sales Manager- Enterprise Software- New England Region

Regional Sales Manager- Access & Video Solutions- Carolinas

Distribution Channel Sales- Network Video Solutions- Metro NYC

Regional Sales Manager- (Access/Video/Intrusion)- MN/WI/MI- **COMPLETED**

Regional Sales Manager- Network Video Solutions- Northern California

Regional Sales, Critical Infrastructure- Enterprise Software- NY Region

National Account Manager- Network Video Solutions- Midwest- **COMPLETED**

A&E Business Development Manager- Southern California

Regional Sales Manager- Enterprise Software/Surveillance- Pacific Northwest

Field Applications Engineer- Enterprise Access Control Software- Pacific Northwest-
COMPLETED

Major Projects Capture- Chicago Region- Integrated/Connected Building Solutions

Regional Sales Manager- Access/Video/Intrusion- DC/VA/MD Region

Product Manager- Fire & Life Safety

Regional Sales Managers- Multiple Territories- Electro-Mechanical Access Control/Locking

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