



Kevin Spagone
(888) 477-561 or (203) 488-6944
Kevin@reitmanpersonnel.com

Reitman Personnel, 163 Cedar Street, Branford, CT 06405

JANUARY 2016

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

See Current Engagements and Placements below!

Key Characteristics to Identify Sales Hires

We're often asked about the baseline characteristics and traits that we measure when screening and selecting top sales talent for our clients. In recent months we've seen competition for leading industry sales professionals become more fierce than it has been in more than a decade...whether in the traditional VAR/Integrator/Distribution channel, A&E/Consultant community, or sales forces that engage the end-user directly. We felt the following guidelines from Insightsquared.com would prove useful.

1) Conscientiousness

Research by the American Psychological Association as far back as 1993 found that the most predictive indicator of sales rep success is "conscientiousness." **Conscientiousness simply means dependability and achievement.** Candidates who are conscientious are goal oriented, hardworking, persistent, and have high expectations for themselves - exactly what you want in a sales rep.

When you find a candidate that fits this description, you can count on them to not only set goals, but also to set a high bar for themselves and make a great effort to reach that bar. They'll be able to work autonomously. Conscientious sales reps typically have strength with **data transparency**. When they have access to their own sales performance data, they can track and adjust their efforts in real time.

Testing for Conscientiousness:

How do you gauge conscientiousness? Ask candidates to tell you about a time they set difficult goals. What did they do to stretch themselves and achieve these goals? Let them walk you through the process and purpose.

2) Coachability

While hard work and conscientiousness is important, the most successful sales candidates will find a healthy balance between that self-starter attitude and an ability to turn coaching into

results. So, what does this mean for you as a sales leader? You need to hire coachable reps and then dedicate time to actually coaching them. Well coached sales teams consistently outperform the competition and improve forecasting accuracy. Moreover, your reps must want to be coached because they want to develop their professional skills. It may be a serious time commitment, but prioritizing coaching has proven significant, long-term benefits.

Testing for Coachability:

Ask candidates about their mentors and coaches...and what they learned from them.

3) Intelligence

In order to be coachable and smart about sales, a rep must be intelligent. Sales is a data-driven field, so successful reps can analyze sales data and make well thought out decisions based on their analysis.

Testing for Intelligence:

Good indicators of intelligence include your candidate's academic and workplace experience and achievements, including GPA, but remember those can be arbitrary. A great question to ask in an interview is: **"In five minutes, could you explain something to me that is complicated, that you know well?"**

It can be a hobby, something technical... anything they want. Their response will tell you not only how well they can comprehend complex subjects, but also how well they can articulate them to someone who doesn't know much about the subjects. To succeed in sales, your candidate will need to explain your product, technology, and ideology to people who are mostly unfamiliar. That question will show you how naturally this comes to them; while also gauging intelligence.

4) Prior Success

This is critical because you want someone who has a track record of achievement. It doesn't matter in which area - even recent grads can show that either in academics or at sports or hobbies.

Testing for Prior Success:

This is easy - just look at the resume. Or look at their academics and grades, for candidates fresh out of college. Inc. Magazine published an article recently called, "The Only Interview Question That Matters." The question was: **What single project or task would you consider your most significant accomplishment in your career to date?**

Even more important are the follow-up questions. "Walk me through the plan, how you managed it and measured success.", "Give an example of how you managed and influenced others.", "What would you do differently if you could do it again?" and "Tell me about some mistakes you made." It's amazing how much insight you can gain about a candidate by asking questions about their #1 accomplishment.

5) Passion

Hire candidates that have passion for sales. And I suggest that you look for someone passionate about your company's mission, too.

Testing for Passion for Selling:

Ask your candidate why they went into sales. Ask them what books they've read about sales, which sales blogs they read regularly and what excites them about sales.

Testing for Passion for Your Company:

You also want sales reps who are passionate about working at your company. It is really important to be clear up front about your company's mission, culture and purpose. You can gauge passion and selling savvy by what questions they ask you when given the chance. Are they well-thought-out, difficult questions? That can give you a clue into whether they will maintain high interest in your organization over time. Ultimately, the candidate that will succeed on your sales team will passionately engage with you on this subject.

As always, we welcome and look forward to your insights and feedback on these characteristics and other hiring, selection & retention concepts and trends.

*Source: Zorian Rotenberg, Insightsquared.com

Recent Placements and Current Engagements

Eastern Sales Leader- Access Control

Regional Sales Manager- Enterprise Access Control- Multiple Territories: Bay Area/Houston/Gulf Coast/Northeast

Vertical Market Sales Manager- Retail Accounts- Southeast

Regional Sales Manager- Enterprise Access Control- Southern California

Solutions Engineer- Network Video Manufacturer- Southern California

Regional Sales Manager- IP Video- Ontario/GTA- **COMPLETED**

A&E Regional Sales Manager- Southeast

Regional Sales Manager- Network Video- Pacific Northwest

National Account Manager- Retail Vertical- Cloud Solutions

Regional Sales Manager- Enterprise Access Control- Mid-Atlantic Region- **COMPLETED**

Marketing Manager- Dealer Programs

Project Manager- Enterprise Solutions- Metro NYC

National Business Development Manager- Vertical Markets- Network Video- Western

National Account Manager- Network Video- Mid-Atlantic- **COMPLETED**

Trainer/Product Specialist- Access Control Technologies

Regional Sales Manager- Network Video- Southeast- **COMPLETED**

Director/Operations Monitoring- Managed Video Command Center

Vertical Market Sales Manager- Multi-Family Housing

Global Accounts- Integrated Solutions- CANADA

Business Development Manager- Managed Services- Houston

Product Manager- Intrusion Solutions/IoT- COMPLETED

Senior Business Development Consultant- Global Accounts

Business Development Manager- Managed Services-Chicago

Pre-Sales System Design/Project Management- Integrated Systems- Metro NYC

Business Development Manager- Managed Services-Metro NYC

Reitman Personnel | (888)477-5613 | www.ReitmanPersonnel.com