

Recruiting Talent: Building a World Class Sales Force

I recently read an article called "Building a World-Class Sales Force", which as the title states discusses several factors in creating a sales organization that has real, measurable success. One point struck me as the most significant key to building such an organization -- talent! This article presented their extensive research with more than 170 sales forces and over 250,000 sales representatives that showed that sales is essentially a talent-driven occupation. They indicated the way to improve the talent in your sales force is to make sure that the new people you recruit have talent configurations that closely match those of the best producers in your existing sales force.

So what are the talent configurations that make up a successful person at HBW? I have thought about the common denominators of our very best leaders, producers and builders and have come up with four huge factors. Raymond Berry would tell you that these four factors are critical for building a world class football team as well. I believe that these factors are common with successful people in almost every field.

First, the best people at HBW are bright; they are not necessarily geniuses, but they are smart, alert people that are aware of what's going on around them. They love learning new things and do not think they know everything already, so they are open to new ideas. They generally do not resist change and are engaging people to be around.

Second, these HBW leaders are driven to be successful and want to win. They care about doing well, strive to be the best, like to compete and want to make every day special. Winning, doing well, rising above the crowd to live a purposeful life and wanting to be recognized as a person of influence are goals that define them.

Third, these HBW leaders care about their fellow man. They want to be the best person they possibly can, always putting their clients and their downlines needs ahead of their own. They want to win in the right manner, by helping other people win. The leaders are great teammates and friends. They are the kind of people that you can count on to do what they say they are going to do.

Fourth and lastly, they are all extremely tough minded. Part of why they are so talented is the relentless pursuit of their goals. They take what they do very seriously, more seriously than most people, and they do not back down from challenges or adversity. When presented with difficult situations, they always look within themselves for the answers first before looking to others or placing blame. They are stubborn enough to fight for what they believe in but smart enough to know when to change course in their direction. These people recognize that quitting is a habit, but so is winning, and they work on developing mental toughness every day. Interestingly, in spite of their extreme toughness, they are almost all quite tender as well, caring deeply about the feelings and circumstances of other people.

This combination of intellect, drive, caring and mental toughness describes the best people I know at HBW. Their values are aligned with their actions, giving them a level of joy and peace that most others do not experience. If you are recruiting someone who is missing any of these attributes, you may be wasting your time. If a prospect is highly intelligent but has absolutely no drive, why bother? If someone is driven but selfish by nature and doesn't have much mental toughness, again, why go to the effort?

The good news is that these traits can be developed and improved over time, so it is not a black and white set of guidelines. However, if you focus on recruiting people who possess the four attributes to some measure, you are guaranteed to improve your odds and have a great business experience in your pursuit of building a world class organization, one that will continue to grow and proliferate over time. Believe me, when you meet and get to know someone, you can usually tell whether they are bright, driven, tough and caring people. You can tell by how they speak, carry themselves, treat others, etc.

While we never can truly judge the heart of a person to tell whether they have a chance to be successful, working in a qualified market of people with the attributes discussed above will lead to much higher levels of success. Remember that while everyone does not fit that criterion, the world is full of people who share those qualities. In other words, while you may want to recruit large numbers of people, focus your efforts on this selective group that will minimize frustration and maximize success!