SELECT METRIX SEQUENCE

Profile

Profile your ideal sale to create a benchmark that defines what skills, aptitudes and styles are critical to closing and retaining your most valuable prospects and customers. This key benchmark becomes the foundation for all ensuing steps.

Key: Always future-oriented. Focus on criteria based on future needs.

Attract

Translate the key accountabilities and skills from the Profile step into a specific, formatted employment ad. The content of the ad allows the applicants to quickly recognize a description of the skills they possess.

Key: Attract ability before experience. Selling skills always trump experience.

Screen

Phone screen applicants using techniques that simulate the pressure common to your typical prospect or customer call. This approach provides a glimpse of their true sales ability in a real world scenario. The skilled salespeople will rise to the challenge of this step.

Key: Apply pressure to the call. Use subtle, unexpected pressure to mirror a prospecting call.

Assess

Objectively assess the top candidates to determine the best fit for your position using web-based tools. We provide guidance pertaining to the threads that run between the candidates' aptitudes, skills, motivations, rewards and style. The blend of assessments accurately define the candidates' fit to your benchmark.

Key: Identify threads. Measure gaps between the position's requirements and the candidates' abilities.

Interview

Structured, face-to-face interview to observe how the candidate will interact with your prospects and customers. We are present during the initial interview and inject skill-based inquiries, behavioral-based questions and qualifying scenarios to develop a complete picture of the candidate's abilities.

Key: Incorporate assessment results. Use indirect questions to explore gaps between the benchmark and their abilities.

Develop

Development plan which identifies strengths to leverage, aptitudes to develop and rewards to maximize your new salesperson's efforts. The result is a shortened ramp to bringing your new salesperson up to their full potential. We individually debrief the manager followed by the salesperson on the results from the process.

Key: Develop strengths. Neutralize weaknesses and place energy into refining their existing strength areas.

SELECT METRIX