

EO BOSTON | VIRTUAL EVENT | MARCH 14TH, 2025

HOW TO HIRE THE RIGHT SALESPEOPLE FOR THE RIGHT SEATS



BEN TAGOE

CEO, Objective Management Group



33%

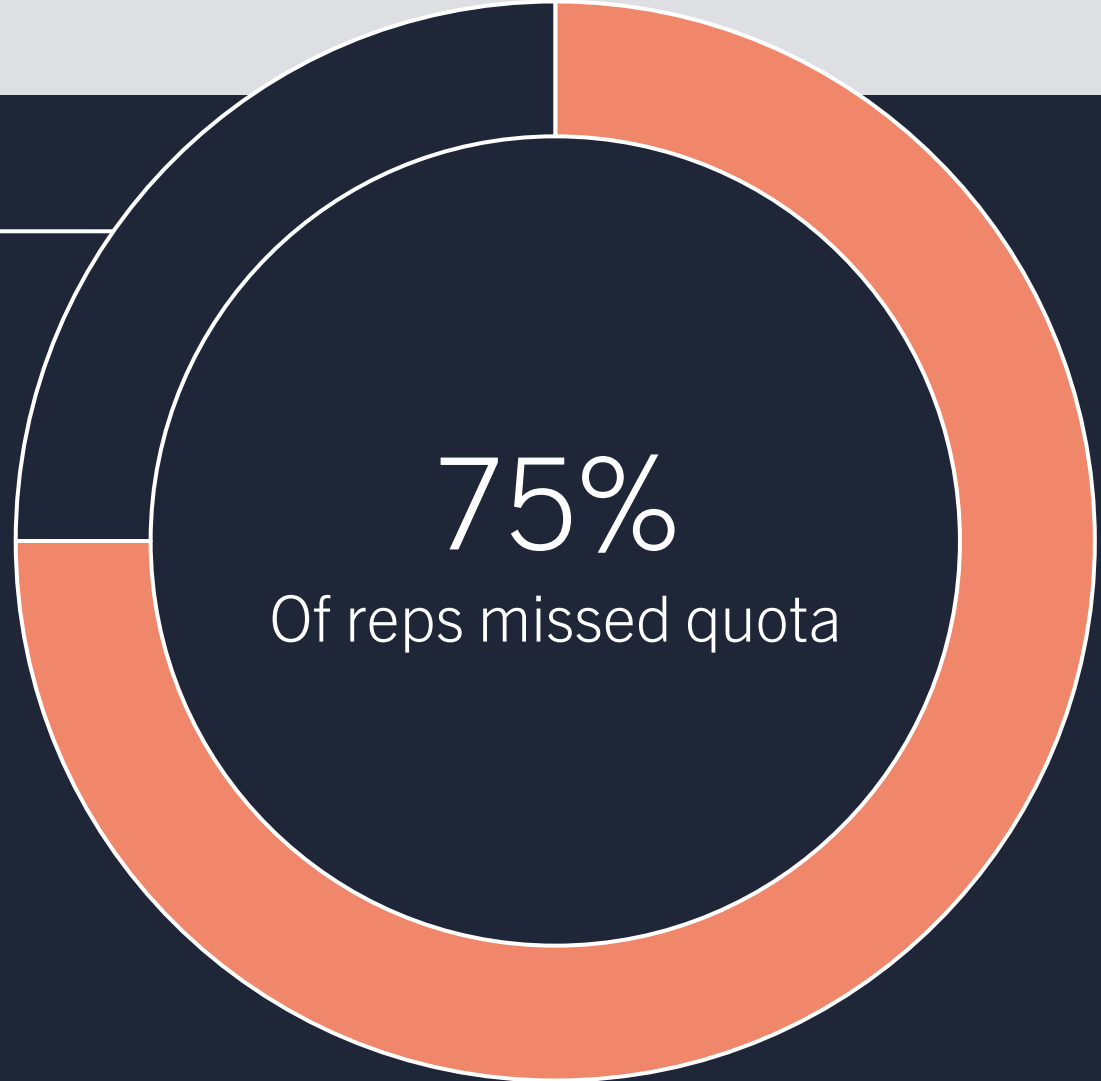


of all salespeople are fired in their first year

At a \$100k salary, the direct
cost for this hire is **\$30,000**

In 2024...

16% of reps
contributed
83% of
revenue



Factoring in an average quota of \$1mm – and an average quota miss of 75%* – the indirect costs are **\$750,000**

One wrong hire costs the
average company nearly
\$800,000

What if...

 **We could lower attrition to 9%?**

 **We could increase quota attainment to 60%?**



Objective Management Group is the leading provider of sales-specific assessments

30+
Years

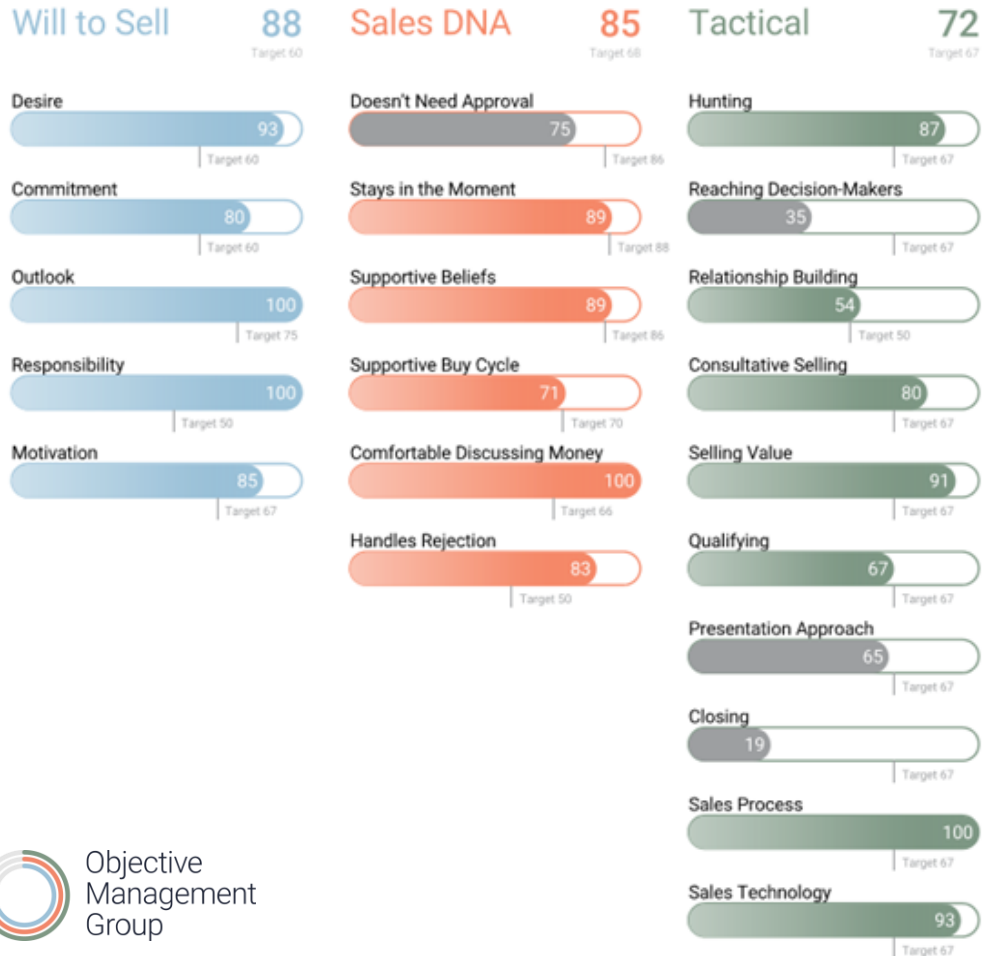
2,000
Companies each year

80,000
Salespeople assessed
last year



RECOMMENDED
IDEAL RAMP-UP SKILLS

Meets OMG Criteria YES
Meets Role Criteria YES



The only assessment that captures sales-specific

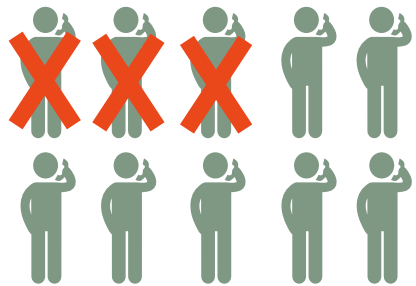
SKILLS

MINDSET

BEHAVIORS

Does it work?

WITHOUT OMG



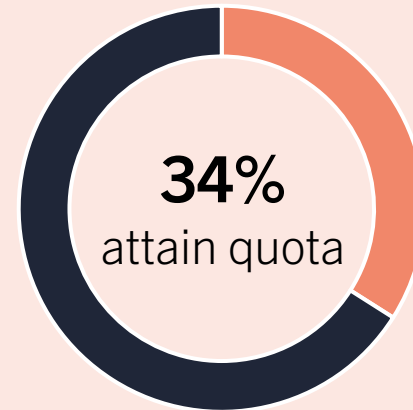
33%
Attrition

OMG RECOMMENDED

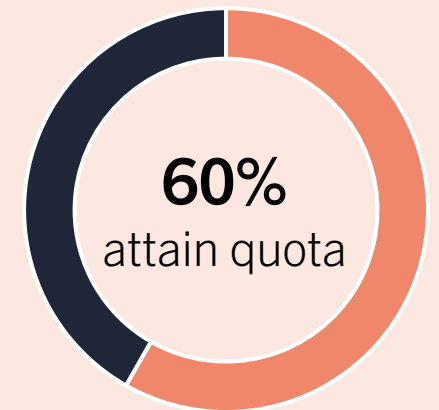


9%
Attrition

WRONG ROLE



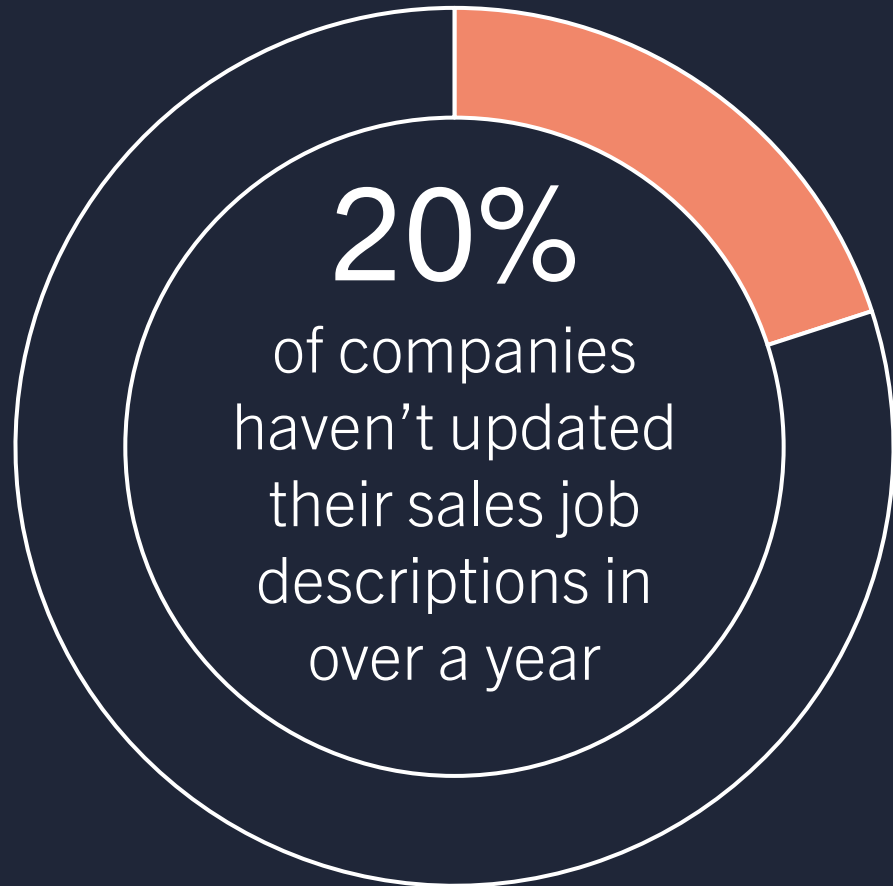
RIGHT ROLE



What do companies that consistently hire top sales performers do right?

Get your **job**
description right

Our research found...



A good job description has...

Title and Reports to	Overview of the Job	Expectations re: Daily Activities	KPIs
Experience Needed	Required Competencies incl. Mindset	Compensation	Grounds for Performance Termination

NOT A JOB POSTING

Your homework...

1

Think of a sales position you're hiring for right now, or you need to hire for...sketch out what these **8 attributes** look like for your role.

2

When you go home, give that to your Head of Sales, HR, Marketing, Product...ask them to give you their job description. Don't stop until your team agrees on **one JD** for this role.



Test their **skills**

IF YOUR TECH HIRES DO THIS...

Coding Window

```
1 #include <stdio.h>
2 #include <stdlib.h>
3
4 int* countIntegers(int n, int val, int arr[]) {
5     int* counts = (int*)malloc(3 * sizeof(int));
6     int smaller = 0, equal = 0, greater = 0;
7
8     for (int i = 0; i < n; i++) {
9         if (arr[i] < val) {
10            smaller++;
11        } else if (arr[i] == val) {
12            equal++;

```

Tests

Test Case	Input	Expected output
Example 1	This is a test case example we recommend for this task. Run tests	
Example 2	22 34	25
Test 1	23 1223	
Test 2		

AND YOUR FINANCE HIRES DO THIS...

A company bought a machine for \$50,000 assuming, it would have ten years of useful life, and then sold it five years later for \$30,000. What was the profit/loss recognized upon the sale if the company uses the straight-line depreciation method?

- A. \$30,000 profit
- B. \$5,000 profit
- C. \$5,000 loss
- D. Cannot be determined

Why not your Sales hires?

Pop Quiz

Before I attempt to close an opportunity, the most important step I take is to:

A) Demo my product

B) Summarize my prospect's needs

C) Get my prospect to commit to making a decision

Closing

The Closing Competency measures an individual's ability to get commitments and decisions when an opportunity becomes closable.

- | | | |
|----------------------------------|--|--|
| <input type="radio"/> | Gets Prospect to Agree to Make a Decision | Your answers show that you can shorten your sales cycle by getting your prospects to agree when decision-making will take place. |
| <input type="radio"/> | Not Likely to Take "Think it Overs" | Your personal habit of thinking over major decisions may cause you to be sympathetic when prospects ask for time to think over their purchase, delaying closing. |
| <input checked="" type="radio"/> | Unlikely to be Derailed by Put-Offs | You are able to successfully avoid prospect's stalls, focusing instead on tangible next steps and decisions. |
| <input checked="" type="radio"/> | Manages Appropriate Amount of Patience | You exhibit an appropriate amount of patience at closing time, not being too impatient to appear pushy and not being too patient to accept delays. |
| <input type="radio"/> | Closing Urgency | Your responses show that you may not be pushing back on your clients strongly enough when they ask you to follow up later about a final purchasing decision. |
| <input checked="" type="radio"/> | Sales Assertiveness | You exhibit an appropriate amount of assertiveness with customers, being neither too timid nor too overconfident. |
| <input type="radio"/> | Won't Make Inappropriate Quotes | If possible, try to only create quotes and proposals when you are likely to win the business, and otherwise ask more questions and try to get a firm commitment. |

Closing

55

Target 67

Use test results to guide your interview questions



What is your standard practice to get opportunities to close?

Use a **structured interview**

Salespeople are
different

Sales Interview Scorecard



		MIN. SCORE NEEDED	CANDIDATE 1	CANDIDATE 2	CANDIDATE 3
INTERVIEW STAGES					
RESUME CV					
PHONE SCREEN					
FIRST INTERVIEWER Product Knowledge	1 = Unfamiliar with our product specs 5 = Knows our specs, how they compare to competition	5			
SECOND INTERVIEWER Knows Buyers in Our Industry	1 = No experience calling on Buyers in our Industry 5 = Specific examples of how they have generated new business from buyers in our industry	3			
MUST HAVE COMPETENCIES (FROM ASSESSMENT)					
HUNTING		85			
QUALIFYING		70			
NEED FOR APPROVAL		90			
RECOMMENDED HIRE		YES / NO			

Sales Interview Scorecard



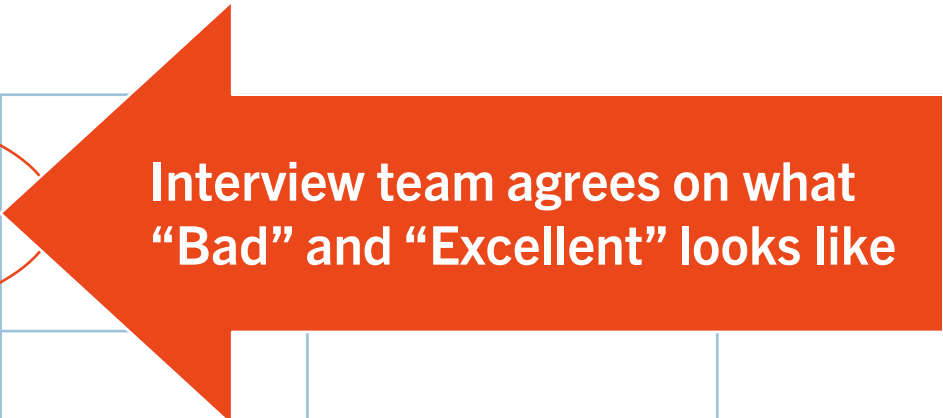
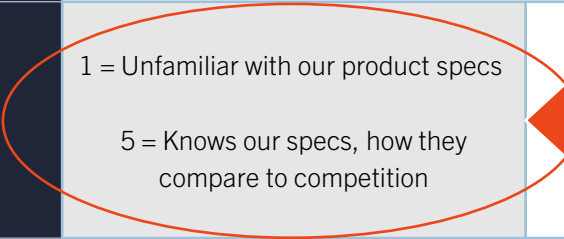
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Each interviewer is assigned a topic, tied to Job Description

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QUALIFYING				
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RECOMMENDED HIRE	YES / NO			

Objective measure of how Candidate performs on required competencies

Only **30%** of companies
do all of this

(but the ones that do don't make hiring mistakes)

Sales hiring is a hidden **cost center**

Get your **job description** right

Test their **skills**

Use a **structured interview**

Quick Exercise

Score your own interview process 1 to 10... (10 is best.)



If you didn't give yourself a 10, what would make it a 10?



If you gave yourself a 10, what makes you so great?



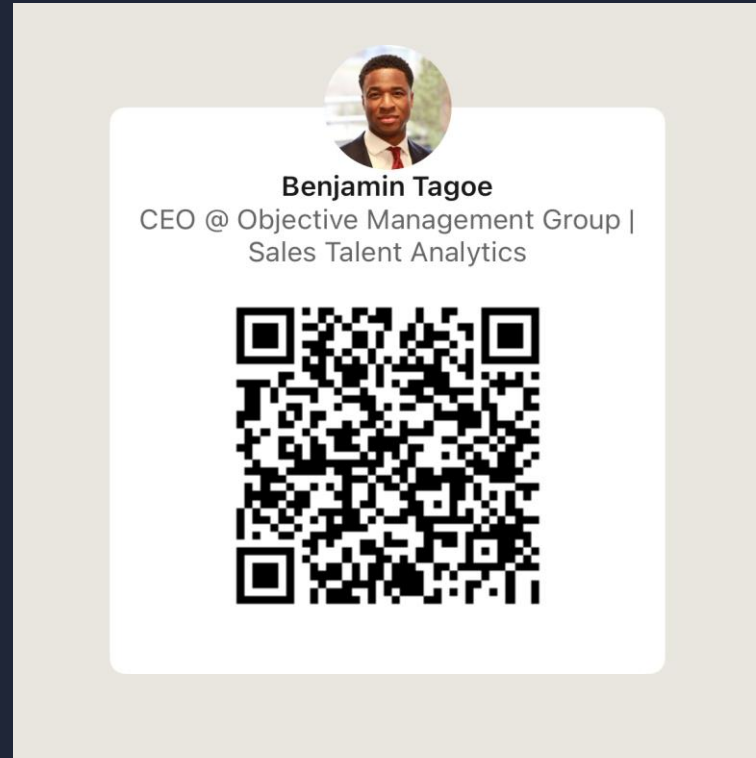
Example Sales Interview Scorecard



9 Additional Best Practices for Sales Hiring Excellence



Connect with me



Thank you!

For more information, visit
www.objectivemanagement.com