

HOW TO HIRE TOP PERFORMERS

Step-by-Step Process to Recruiting, Interviewing & Hiring

**Hiring winners is a matter of choice, not chance.
Find out how to make the right choice.**

“If a person is not performing as expected, it is probably because they have been miscast for the job.” - W. Edward Demming

Research tells us that it can cost between \$10,000 & \$80,000 to train one new employee. Those dollars are lost on an unqualified candidate. 90% of all hiring decisions are based on skills, experience, education and training. However, success is dictated by an employee's behavior and attitude. Our **Hiring System** clearly indicates whether an applicant has the behavior and attitude necessary to succeed as a sales person.

The Salesperson Hiring System

This book includes a diagnostic software system for hiring and training sales personnel.

- √ Establishes a positive environment
- √ Improves employee performance
- √ Reduces hiring and training costs
- √ Positions the right person for the job
- √ Maximizes productivity and boosts sales
- √ Identifies outstanding characteristics
- √ Establishes a successful model for future hiring
- √ Revitalizes present employees
- √ Reduces absenteeism
- √ Identifies areas of stress
- √ Reduces conflict
- √ Encourages productive interpersonal communication
- √ Provides crucial keys to motivating and managing
- √ Evaluates performance of new and existing employees

Think what this could mean for your business...

When you work with a computer, you use an operations manual. **The Hiring System** serves as an **operations manual for your salespeople**. This system will give you a complete guide for managing and coaching sales personnel to reach their fullest potential, thus increasing performance, productivity and profitability.

The Salesperson Assessment System begins by setting benchmarks of behavior and attitudes for the position you are hiring for. The candidate is then tested with 2 separate validated and tested profiling tools. The results are compared to show if they match what you are looking for. The combination of these profiles identifies not only *how a salesperson performs* but also *what motivates them* to do so. This is also an effective tool for team building and managing existing personnel. You will see how their attitude drives their behavior.

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