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# ‘Hiring Sales People Who Can Sell’

## Sales Recruitment Kits & System

### *Proprietary Statement*

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## Sales Recruitment Kit

Hiring sales people who can sell is one the hardest jobs and many people follow no process when recruiting, making it even more risky. A structured recruitment process allows you to identify what talent you need and then to compare and contrast people in a disciplined and consistent way. Given the cost of bad recruitment is huge, being in control of the sales recruitment process is vital.

The step-by-step Barrett Recruitment Kit is a thorough and practical guide allowing you to recruitment the right sales people. Our Recruitment Kit takes the guess work out of recruiting sales staff by providing you with a framework that ensures you have the best chance of finding and placing the right person.



### Why the Barrett Recruitment Kit?

- Off-the-shelf for standard roles or customised to your business using Job design
- Competency based using the Australian research developed Barrett Sales Competency Dictionary
- Provides a clear, logical process that can be integrated across your organisation
- Collectively, we have interviewed over 10,000 sales people
- We can provide Assessment advice and support

## Step-by-Step Sales Recruitment Guide & Selection Kit

### Types of Sales Roles

- Direct Sales
- New Business Development
- Account Management
- Telephone Sales
- Sales Manager
- National Sales Manager
- Sales Coach
- Team Leader
- Sales Support
- Customer Service

### Kit Content

- Step by Step Recruitment Guide
- Selection Steps Matrix
- Competency Profile
- Job & Person Specification
- Recruitment Strategy Guide
- Candidate Summary Screening Template
- Telephone Screening Template
- Structured (competency based) Behavioral Interview Guide & Template
- Recommended Psychometric Assessments
- Second Interview Guide
- Reference Checking Template
- 'How to make a job offer' Guide

### HR Support Services

- Job Ads - advice and assistance with writing specific Job Ads for sales roles and where to advertise
- Resume & Telephone Candidate Screening
- Psychometric assessments for shortlisted candidates
- Expert Interview Support
- Advice on reputable recruitment agencies
- Development of Role Plays and other Sales Simulation Exercises
- Referencing Checking

If your role requires a mixture of competencies across several generic roles BARRETT can customise a recruitment kit for you. While the kits are designed to enable you to recruit sales people effectively, we recognise that not everyone is comfortable doing it themselves. We are available to provide you with as much or as little assistance as you require.

For further information please contact us on: (+61) 03 9532 7677 or contact [@barrett.com.au](mailto:@barrett.com.au)