



One of these potential sales candidates will succeed.



Can you tell which one?

SELECTING TOP SALES TALENT **A Hiring Workshop for CEO's and Sales Managers**

Hiring great salespeople is often one of the biggest challenges for CEO's and sales managers. It's hard to determine if you have a good salesperson in front of you or a good interviewer!

It has been reported that the wrong hire in sales is made over 68% of the time...and it's not getting any easier. A recession, the impact of the information age, and fear in the marketplace requires a new kind of sales professional. The sales professional of the future must possess critical thinking skills in order to sell value, not price. Top producing salespeople score high in emotional intelligence skills. These are soft skills that result in hard sales results.

Workshop Key Takeaways:

- How to identify and interview for the hard to train skills; i.e. self-starting, resiliency, problem solving, empathy and interpersonal skills
- Learn and avoid the top three mistakes made when selecting and hiring sales talent
- Discover how to install a formal hiring process that can be duplicated
- Learn why EQ (Emotional Intelligence) is more important than IQ in hiring top salespeople; i.e. assertiveness, impulse control and self regard
- Decrease 'ramp up' time for new hires
- Know how to determine if past sales success will translate into future success at your company

**Join us for *Selecting Top Sales Talent Workshop* on
Wednesday, July 29, 2009 from 7:30am – 9:30am**

7:30am – 7:45am:	Hired for Experience – Fired for Attitude
7:45am – 8:45am:	Building a Sales Robot: Farmer/Hunter, Workplace Motivators, Cognitive Skills, Emotional Intelligence Skills Found in Top Producers, Integrating Corporate Values in the Hiring Process
8:45am – 9:20am:	On-Boarding – Decreasing the Ramp-up Time for New Hires
9:20am – 9:30am:	Q & A

LOCATION:
SALESLEADERSHIP TRAINING CENTER
355 Union Blvd. Suite 300
Lakewood, CO 80228

REGISTRATION:
CALL Katie Kochenberger at
303.708.1128