



Building Your Sales Robot

A commonly asked question is: "what is the perfect salesperson profile?" Many sales managers like to give the typical answer of competitive, personable and money motivated. So if the answer is that easy, why do so many sales managers struggle with building high performance sales teams? One reason is that many organizations don't take the time to benchmark the necessary competencies needed for success in their organization. We like to think of benchmarking as building the perfect 'sales robot' for the job. There are three areas to consider when building your 'sales robot':

Behavioral Style: How the salesperson will approach the job?

While many companies say they want a high "driver," certain sales jobs may not require this behavioral type. We have found that repeat, high relationship sales positions have greater success with less of a driver personality because the high driver may not take the time to build and maintain the relationship. Once the account is opened, the high driver is onto the next prospect.

Workplace Values: Why the salesperson will do the job?

Values are why a salesperson will work in this job and how the specific sales culture rewards the salesperson. If you have field salespeople, you may look for a salesperson that values independence and being in control of their own destiny. This same salesperson may not be motivated to work in a more corporate, structured environment because they can feel inhibited in achieving success.

Talent - Cognitive Thinking Skills: Can the salesperson do the job?

This is where most companies fall down in their hiring process. Talent is the hard to train skills such as problem solving, self-starting and conceptual thinking. One example is the salesperson that possesses great interpersonal skills but can't sell an intangible product if his/her life depended on it. They don't have the ability to take abstract concepts and put them into a concrete solution. Everyone likes them; no one buys from them.

**Start building your sales robot.
You can bring more technology to your hiring process than you think.**

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