

# WHAT ARE YOU LOOKING FOR IN HIRING A SALESPERSON?

You are looking for someone who can sell.

Too many businesses make the mistake of hiring a technically sophisticated person with good people skills rather than one who can persuade people to buy their company's services. It is easier to teach a salesperson basic industry knowledge than to teach a "techy" how to sell.

*If you want good sales, hire people who have sales skills.*

## Attributes

So what exactly are the attributes of a successful salesperson? In order, they are:

1. **Self-direction**
2. **Opportunism**
3. **People Skills**
4. **Effective Organization**

**Self-direction** is about how you think. Called the Internal Mindset, it separates winners from losers, successful people from those that fail. Internals sustain motivation and make money.

**Opportunism** is the capacity to focus on whether a sale is possible. Opportunists can smell money, find the opening, and move toward closing the sale.

**People Skills**--there are key bonding techniques every salesperson should know in building relationships.

**Effective Organization** is about making the best use of your time--turning minutes into money by using prime selling hours wisely rather than sitting in the office or driving aimlessly.

## Test

There are affordable tests that assess finalists in terms of personality type. We administer these tests religiously, because they are highly accurate.

## An Art

Hiring successfully is an art and a science. Although there are always surprises, looking for the right attributes—thoroughly—can move the odds in your favor.

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