

Outbound Excellence

Job Description – Fallacy vs Reality

For Most Companies, High Turnover Begins At The First Stage
Of The Sales Model, The Job Description.

With Both Sides, The Employer & Sales Associate,
SELLING Their Best Side To Each Other,
Neither Really Understands The "True Picture."

The Job Description Should Be Used As The
"Foundation Stone" For The Entire Interview Process
As It Relates To The Daily Activities Of The Sales Associate,
The Results Expected, And How The Expected Results Will Be Measured.

The Explanation Of The Job Description Should Then Be Followed By An Explanation
Of The Compensation And Incentive Plans Which Should Have A Direct Correlation To
The Expected Results Outlined In The Job Description.

This Eliminates The "Misunderstanding" That Is The Cause For The Majority Of
Turnover In Most Telephone Sales Organizations.

Therefore, Step #1 For Achieving Excellence In Any B2B Sales Organization Is...

“Replace the Fallacy....With Reality”