

3 Important Hiring Selection Tips

Confirm Character Data

**Verifiable Facts Are The Most Reliable Data
For Testing A Sales Candidate's Character**

**Customer's Base Their Buying Decisions
Partially On A Provider's Credibility & Trust**

**We Would Make Wiser Hiring Decisions
If We Made Our Decisions Based On Verifiable Facts That
Confirm The Character Of Our New Hire Candidates**

Check For Self Motivation Indicators

**Before Hiring Any Sales Candidate
Identify Their Level Of Dedicated Commitment
To Personal & Professional Improvement.**

-
- 1. Ask About Their Favorite Sales Books**
 - 2. Find Out Their Favorite Motivational Speakers**
 - 3. Ask What Seminars Have They Attended
In The Past Year**
-

**Unmotivated Salespeople Equals
Unproductive & Unprofitable Salespeople**

Don't Be Misled By Generalizations

**Ask For Details About Employment History
And Listen For Ambiguous Phrases & Voids
Which Are Often Used To Hide Unstable
Work Histories**

**Phrases Such As
“Better Opportunity Elsewhere”
Are Often Used To Divert An Interviewer's Attention
From Unsuccessful Selling Experiences**