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**REASONS  
YOUR SALES  
HIRING IS  
FAILING**



# 1 YOUR BUDGET IS UNREALISTIC

The competition for sales talent is still very real and you are competing with deep pockets still. Despite the drive for profitability, tech companies want to hire the best and are still prepared to pay for it. If you aren't able to compete then you will need to manage your expectations much better. Top performers attract top packages and that hasn't changed.



# 2

## YOUR EXPECTATIONS ARE UNACHIEVABLE

Not only are you expecting to attract only the A players to your business, you may have also set unrealistic expectations in terms of performance. Too many companies expect new sales hires to land deals in weeks. If you can't clearly map out and agree what is realistic in the first 3 months, from training to pipeline, you are setting them up to fail before they've even started.



# 3 YOU ARE RELYING ON YOUR ADVERTISING

“Post and Pray” is not a Strategy ! Everyone knows that the top performers do not need to apply to jobs, they are already working and being headhunted. Without a structured outbound strategy you will only ever be focusing on a very small percentage of the market, missing out on a huge number of prospective candidates.



# 4 YOU ARE NOT FORWARD THINKING

Most sales hiring is completely reactive, starting a process when someone leaves or headcount increases. Being reactive means you relying on luck and timing only. Sales has the highest turnover of any department, so plan for it. Build a pipeline of potential future hires so when the time comes (and it will) you are not starting from scratch.



# 5 YOUR HIRING PROCESS IS POOR

Too many interviews, irrelevant tasks and weeks of silence will lose candidates fast and the top sales performers don't need to hang around. If someone looks good on paper, get them straight in front of the Sales Leader and build an efficient hiring process from there, that clearly demonstrates that you are a company to work for.



# 6 YOU HAVE NO LEAD GENERATION

Expecting to hire great sales people without proper support is a quick route to failure. You must have an efficient lead generation machine in place to not only attract talent but to ensure they are set up to succeed. It's not going to work if you are expecting someone to come in and prospect from cold. Focus on getting the lead generation right first.



# 7 YOU OVERVALUE PAST PERFORMANCE

It's very hard not to get excited when you meet someone with a great record with their current employer. But, this very often does not guarantee success and so many companies fall into this trap. You must analyse the environment this person works in that promotes such success and ensure you can offer the same.



# 8 YOUR ONBOARDING IS UNSTRUCTURED

You've done the hard work and found someone great and all that goes to waste because your onboarding is badly prepared. The first 90 days really sets the tone and if you haven't delivered on your promises, or have left them to feel isolated, your great hire is unlikely to perform well and will leave.



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