

RECRUITING YOUR SALESMEN

Complete the intuitive approach with efficient tools:

Objectives

Acquiring methodologies and essential tools adapted to sales people wages.

Concerned people

Every person brought to recruit salesmen.

Knowledge required

Communication ability

Duration

1 or 2 days

Pedagogy & Practice

- Lectures
- Experience shared with participants

Practical exercises:

- Business case (from the participants or suggested)

- Game: Multiple-Choice Questionnaire

- Filmed and analysed role-plays (only with the 2 days option)

- Providing practical tools

- Self-evaluation form

Know-How acquired



Preparing the business recruitment :

Define the recruitments objectives
The business recruitment specificities
Define the salesman's ranked missions
Define the profile and required skills
Define the wage package
External assistance: human & financial resources



Hunting for candidates :

Keys for a good advertisement
What you should know to succeed your direct approach



Interviews :

How to organize the interview?
How to proceed during the interview?
How to select your short list



Extra tools during the meeting:

What are the possible tools?
What to think about them
Graphology
Personality tests
I.Q. tests
Others



The candidate's final choice

Formulation and negotiation of the proposal

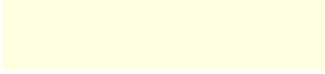


Integration within the company

Failure sources
Organising the first days and first weeks
Different types of coaching
Integration result



Set up a personal action plan:



Self-analysis and participants' diagnosis
Improvement objectives