

Salesperson Pre-Hire Checklist

10 Checklist items to make sure your business is ready to hire salespeople.

- ☐ **Do you know what problem your business solves?**
 - To be in business, we must solve a problem that companies will pay for.
 - To sell that solution we must be able to succinctly define the problem , the solution and the differentiators from our prospect's perspective..
- ☐ **Do you have at least 10 customers?**
 - There needs to be a proven product-market fit. You need to know people are willing to buy your solution.
 - You also need to know how to sell your solution.
- ☐ **Can your company support more sales?**
 - Your Operation must be able to scale with additional sales.
 - Salespeople need something to sell.
- ☐ **Is your Sales Strategy Aligned from top to bottom?**
 - Sales Strategies must be aligned from the Owner's Business Results Goals to Selling Objectives for the Sales Organization to Salesperson Activity Goals.
- ☐ **Do you have a focused, finite, written, workable target list?**
 - Salespeople need to know where to sell your solution.
- ☐ **Do you have a proven, repeatable sales process?**
 - You need proven processes to generate leads, create opportunities and close those opportunities as Won deals.
 - They need to be able to work for a non-business owner.
 - Salespeople need to know how to sell YOUR solution.
- ☐ **Do you Measure What Matters?**
 - You need to know what to measure and measure it.
 - You need dashboards to track your KPIs (Weekly, Monthly and Quarterly) for:
 - Sales Results



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- Sales Pipeline Health
- Sales Activity Metrics

☐ **Do you have the Right Sales Tools for your company?**

- Your sales tools need to support your sales strategy and sales processes.
- You need documented implementation plans for your sales tools.

☐ **Will a new salesperson be able to locate the right sales and marketing materials?**

- You need an organized library of sales and marketing materials for a new salesperson.

☐ *Are leads falling through the cracks?*

- You need your processes in place so you can hire salespeople to follow up on those leads in a timely manner.

To increase the probability of success, you need to make the time to properly onboard the new salesperson.

Now, you are ready to hire a salesperson.

Two more points to consider:

- Can you identify a \$1 Million or more worth of additional prospects.
- Have you budgeted more than 2 X the Sales Cycle in salesperson salary prior to the first sale, just in case it is needed? Time for the salesperson to ramp up and time for at least one sales cycle.

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