

How to hire the right sales people

by [Machiel Kunst](#), Founder of Bluebird Recruitment

Sales is critical to the success of your SaaS business. In order to close deals and bring in ARR, you need a talented sales team. But how do you identify the right sales people and where do you find them?

Here are some tips to help you on your search.

1. Look for relevant experience

When it comes to sales, relevant experience is key.

Look for candidates who have experience selling similar deal sizes and technology with similar complexity. If there is a big discrepancy between deal sizes they've previously closed, either way smaller or bigger, it proves difficult to adjust. Having someone who has experience selling something with similar complexity increases success rates significantly as well.

Ideally, but typically not a must-have, would be experience in your industry or with your target market. Albeit, great sales people will typically succeed regardless of the industry they sell to.

More importantly, when you're a startup, find someone who is mission oriented and cares about your company's vision.

2. Assess their sales skills

In addition to relevant experience, it's important to assess a candidate's sales skills. The Challenger Sale, my personal favorite sales methodology book, outlines five key skills that top-performing salespeople possess:

- Teaching: The ability to bring new ideas and perspectives to the customer.
- Tailoring: The ability to customize the sales approach to the specific customer and their needs.
- Taking control: The ability to take charge of the sales conversation and guide the customer to a solution.
- Commercial insight: The ability to understand the customer's business and industry, and offer insights that help them improve.
- Building relationships: The ability to establish and maintain strong relationships with customers.

During the interview process, ask candidates about how they approach these skills. For example, ask them to give an example of a time when they taught a customer something new or

tailored their sales approach to a specific customer's needs. You can also give them a scenario and ask them how they would take control of the conversation and offer commercial insights.

By assessing a candidate's sales skills based on The Challenger Sale, you can better determine whether they have the potential to be a top-performing salesperson at your SaaS company.

3. Look for a drive to self-improvement

While a competitive spirit is important in sales, it's important to also look for candidates who are driven to improve themselves rather than simply being competitive with their colleagues. A candidate who is solely focused on being the top performer on the team may not be willing to collaborate or help others.

Instead, look for candidates who are competitive with themselves and constantly strive to improve their own performance. They should be willing to learn from their mistakes, seek feedback, and take action to improve their skills and knowledge.

During the interview process, ask candidates about how they approach self-improvement. For example, ask them about a time when they received feedback and how they implemented that feedback to improve. You can also ask them about any books or courses they have taken to improve their sales skills.

By looking for candidates who have a drive to self-improvement, you can ensure that they will be a valuable addition to your sales team and will help drive the success of your SaaS company.

So, where do you find these talented salespeople?

Here are a few places to start:

1. LinkedIn

LinkedIn is a great place to start your search for sales talent. You can search for candidates with relevant experience, and you can also see if they have any endorsements or recommendations from past colleagues. Endorsements and recommendations can give you an idea of how the candidate has performed in the past, and whether they have a track record of success. To make the most of your LinkedIn search, make sure your job posting is clear and concise. Use keywords and phrases that are relevant to the position and your company, so that candidates can easily find and understand the job description. You can also use LinkedIn's messaging feature to reach out to potential candidates and invite them to apply.

2. Referrals

Don't underestimate the power of referrals when it comes to finding top sales talent. Reach out to your network and ask if they know of any talented salespeople who might be a good fit for your company. Referrals can be especially valuable because they often come from people who know the candidate personally and can vouch for their skills and work ethic.

When asking for referrals, be specific about the type of candidate you're looking for. Provide a clear job description and let your network know what qualities and skills you're looking for in a salesperson. You can also offer a referral bonus to incentivize your network to help you find the right candidate.

3. Online job boards

Online job boards, such as Indeed or Glassdoor, can also be a useful tool for finding sales talent. These platforms allow you to post job openings and search for candidates with relevant experience and qualifications. Make sure your job posting is clear and concise, and use relevant keywords to ensure that it appears in search results.

When using online job boards, keep in mind that there may be a high volume of applicants, so it's important to have a clear screening process in place to quickly identify top candidates.

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If you're struggling to find the best sales talent for your SaaS company, it may be time to consider working with a recruitment agency like Bluebird. The truth is, the best salespeople aren't usually actively looking for new jobs, and they're often already successful in their current positions. This can make it challenging to identify and recruit top talent on your own.


As a collective of former SaaS sales professionals, Bluebird has the expertise and network to help you find the best sales, marketing, and customer success talent for your company. We have a deep understanding of the SaaS industry and the qualities that make a successful salesperson, and we leverage our extensive network to identify top performers who may not be actively seeking new opportunities.


Partnering with Bluebird can save you time and resources, and ultimately lead to better hires and a stronger sales team. We work with you to understand your company's unique needs and culture, and we're committed to finding candidates who are the best fit for your organization. Contact us today to learn more about how we can help you find the right sales talent for your SaaS company.


Summary: How to hire the right sales people

Are you in the market for top sales talent to help drive the success of your SaaS business?


Here are some tips to help you identify and hire the best salespeople:


 Look for relevant experience: Focus on candidates who have experience selling similar deal sizes and technology with similar complexity. Also, look for someone who is mission-oriented and cares about your company's vision.


 Assess their sales skills: Use The Challenger Sale methodology to assess a candidate's sales skills. Look for candidates who possess the five key skills of teaching, tailoring, taking control, commercial insight, and building relationships.

 Look for a drive to self-improvement: Look for those who are competitive with themselves and constantly strive to improve their own performance.

Now that you know what to look for in a top-performing salesperson, where do you find them? Here are a few places to start:

 LinkedIn: Use LinkedIn to search for candidates with relevant experience and see if they have any endorsements or recommendations from past colleagues.

 Referrals: Reach out to your network and ask for referrals. Referrals can be especially valuable because they often come from people who know the candidate personally and can vouch for their skills and work ethic.

 Online job boards: Use online job boards like Indeed or Glassdoor to post job openings and search for candidates with relevant experience and qualifications.

And if you're still struggling to find the best sales talent for your SaaS company, consider working with a recruitment agency like Bluebird. We're **the only recruitment company that only consists of former SaaS sales professionals**. We have the expertise and network to help you find the best sales, marketing, and customer success talent for your company. With our extensive network and deep understanding of the SaaS industry, we can identify top performers who are typically not actively looking for new jobs.

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