

TIPS FOR RECRUITING SALESPEOPLE



- Constantly be looking for new salespeople
- Identify and build relationships with the top salespeople in your industry
- Offer employees staggered bonuses for finding new salespeople
 - 50% of the bonus when the salesperson joins
 - 50% of the bonus after six months of successful employment
- Make the same offer to your channel partners, vendors and suppliers
- Look first within your industry (*e.g. competitors, vendors, suppliers, customers, trade organizations*)
- Use recruiters that specialize in recruiting ***salespeople only***
- Use the Internet
 - www.careerpath.com
 - www.craigslist.com
 - *Choose your city from the list on the right*
 - www.icims.com
 - www.monster.com
 - www.salesclassified.com
 - www.salesseek.com
 - www.salesjobs.com
- Use Media advertising (*e.g. trade magazines*)
- Send recruiting stuffers in your invoices
- Ask all applicants for referrals
- Periodically, take a key employee out to lunch and ask for likely candidates
- Use internships to grow your salesforce
- Assess the sales aptitude of all people in your company to identify “*diamonds in the rough*”

