

## Help your firm attract sales stars

Top salespeople want to represent the best services, the best products and the best companies. And in today's environment of easily accessible information, sales candidates are very aware of what opportunities are available, what



### **RESOURCES FOR GROWTH**

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various employers are paying and what it is really like to work for specific organizations.

That information allows the top salespeople to compare employers to determine which companies are the best.

So how can your organization attract and keep sales talent? It boils down to giving salespeople a good reason to join your company and stay with

it. And the most compelling reasons you can offer are pride in their work, a clear path to success and meaningful recognition of their accomplishments.

Attracting top sales professionals requires you to project your company's strengths and clearly communicate the benefits derived from working with your firm. Deliver a message that is accomplishment-based, highlighting growth and stability, work culture and career advancement. Talk with job candidates about the organization's mission, vision and values and how they relate to the sales team and each individual on that team.

Pay is often a motivating factor for salespeople. Make sure your compensation is competitive.

But money becomes meaningless if salespeople can't figure out how to achieve their income goals. Establish and communicate specific performance criteria and measurements for success. Explain the salesperson's role, why it is important to the success of the organization and what's in it for that individual.

A competitive business environment requires continual improvement of skills and industry knowledge to prosper. For your company to grow, your employees must also grow. So give your salespeople the tools and career-development opportunities they need to remain competitive. Institute internal training programs and offer opportunities for outside programs that will allow your salespeople to stay at the top of their game.

People often leave their jobs not because there is a strong reason to leave, but because there is no compelling reason to stay. Give top sales talent as many compelling reasons as you can to be a part of your team.

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