
Hire Sales Reps More Effectively

Build Highly Effective Sales Teams!

Many businesses today have to deliver on aggressive top-line growth targets in the face of increased competitive pressures. Add to this, sales representative retention issues and increasing recruitment and training costs and it becomes easy to see why never before has so much been riding on making the right decision when hiring a Sales Representative:

- Average time to replace a Sales Rep is 4.18 months¹
- Average Sales Rep Hiring Cost is \$110,400²

Ashlar Sales Simulator: Performance-based Interview tool

The Simulator is a Sales Rep hiring methodology that reduces hiring mistakes by making the hiring process more effective:

- Showcases native Sales skills and maps competencies
- Identifies areas for coaching and mentoring
- Reveals Selling styles
- Differentiates candidates
- Creates candidate benchmarks
- Brings discipline and standardization to the hiring process A highly effective method of proving Sales Skills before making that critical hiring decision. Our time-efficient solution will layer on to your existing hiring process, providing you with a comprehensive competency map of each candidate:
 - Cognitive abilities
 - Corporate propriety, organization, territory planning
 - Personal relations skills
 - Problem resolution, "grace under fire", customer satisfaction capabilities
 - Listening skills, questioning skills, call organization, selling style, selling strategy
 - Advancing the sale, closing

Key Benefits

- Layers on to existing hiring practices and processes
- Unveils native sales skills for greater hiring effectiveness
- Differentiates applicants for clearer choices
- Identifies skills issues for training and coaching for quicker success

- Creates hiring standards / benchmarks - applicable for in-house Reps
- Significantly reduces hiring mistakes
- Objective candidate appraisals – eliminates subjectivity
- Reduces costs

Three Modules Available:

Sales Representative 1 - transactional type sales Sales Representative 2 - consultative sales - more senior Sales Manager - direct reporting relationships

1 International Association of Corporate and Professional Recruitment (IACPR)

2 Hewitt Associates LLC – average cost of sales turnover in Fortune 1000 companies