



## **Kristie's Fail-Proof Hiring Formula**

*"Sales candidates are professional interviewees. Buyer beware!"*

*-Kristieism*

**Step 1** - Write a job description that helps your candidate qualify IN and OUT.

**Step 2** – Write behavioral-based interview questions by competency to use during the formal interviews.

**Step 3** – Create a score card everyone involved in the process will use.

**Step 4** – Post the job on LinkedIn and do a paid posting.

**Step 5** - Do a 30 min phone screen where you weed out 90% of candidates with solid qualifying questions.

**Step 6** - Do an hour discovery/behavioral-based interview -45 mins of you doing discovery and 15 of them asking you questions.

**Step 7** - Have them take an assessment to validate what you gathered during the first 2 interviews.

**Step 8** - Review the assessment with the candidate and ask questions about areas that don't match what you heard from them in the interview or areas you are concerned about.

**Step 9** - Involve others. If you're hiring for sales, ask someone from marketing to speak with them.

**Step 10** - Determine your top 2 candidates and then decide who you'll make an offer to first.





**Step 11** - Make a verbal offer and require an acceptance or decline within 24 hours.

**Step 12** - If verbal offer is accepted send written offer same day and require it be signed and returned within 24 hours.

Congratulations! Now all you need to do is not screw up the onboarding and you should have a qualified new employee who feels like they made the right decision.

If any of these steps have you feeling overwhelmed, please reach out to us. We help our clients hire 20 sales professionals and leaders each year. We know what we're doing and we'll hold your hand every step of the way to ensure that you don't make a hiring mistake.

