

Hire Effective Salespeople

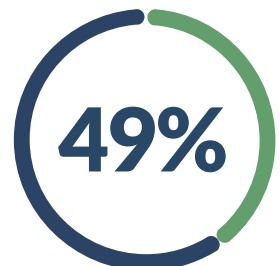
Identify top performers with ease



Of sales reps missed their targets in 2017¹



Average cost of a mis-hire for a sales representative earning \$100,000 per year²

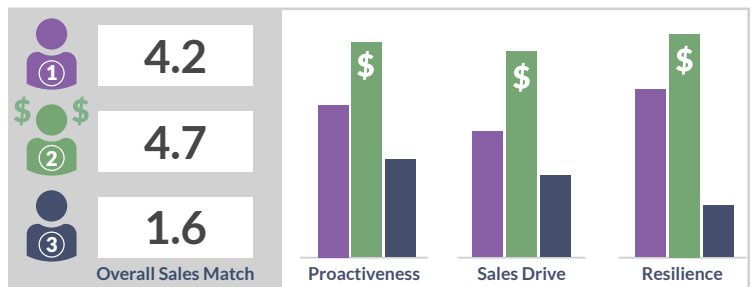


More business achieved by salespeople with the right behavioural styles³

At Thomas International, we've profiled more than 156,000 salespeople in over 76 countries since 2012. We've used our learnings from this to create a tool to measure the potential of salespeople and identify the best hunters and farmers for your business.

How can the Sales Potential Tool help you?

The tool gives an overall Sales Match score to each individual, showing which are likely to be successful as a salesperson. It enables you to compare them side-by-side with ease, and maps the results across a sales style quadrant.



¹ Salesforce State of Sales report

² Talent Partners Inc. <https://talentpartnersinc.com/cost-of-a-mishire/>

³ What Good Looks Like for Sales - Thomas International <https://www.thomas.co/resources/type/whitepapers/what-good-looks-like>

According to a report by Oxford Economics⁴, a mis-hire can cost a business around 30% of that individual's salary. When you're looking at a sales role this figure can quickly spiral when missed opportunity and revenue costs are taken into account - one estimate puts it as high as \$560,000. In today's demanding and competitive market, sales leaders cannot afford to have ineffective members of their team, but how can you identify the high performing candidates that will be right for your team?

The Sales Potential Tool uses the Thomas Behaviour, Personality and Aptitude assessments to give you a much greater understanding of your potential salespeople, than CVs, LinkedIn profiles and interviews can reveal, enabling you to hire the right salespeople for your business faster.

It compares key traits that we've identified as being important for predicting sales success:



Proactiveness – Salespeople higher in this trait will look for ways to move forward and make things happen. They are active in their approach, rather than passively observing or reacting.



Sales Drive – Individuals with higher levels of this trait will display a desire and motivation to achieve sales targets and the drive to approach sales situations in an upfront and direct manner.



Resilience – Candidates who score higher on this trait have a greater ability to thrive in challenging environments and will demonstrate the drive to improve them.

The Sales Potential Tool can help you to understand:

- > **Are your candidates collaborative or competitive salespeople?**
Some sales environments are more collaborative, and therefore do not require salespeople to be as competitive as other environments.
- > **Are your individuals new business hunters, or farmers that focus on developing existing customers?**
Most salespeople can learn and adapt to work in either style, however one will come more naturally to them.
- > **Are your applicants fast or steady learners?**
Fast learners thrive in fast-paced and changing environments, whereas while steady learners may take longer to get up to speed in unfamiliar areas, they thrive in consistent and familiar environments.
This is an optional feature, usually recommended for graduate sales and customer success roles.

To learn more about how the Sales Potential Tool could help you to build a high-performing sales team and unleash the power of your people, please contact us on +61 (0)2 8404 0666 today.



The Sales Potential Tool is based on extensive research from peer reviewed research studies as well as in-depth interviews with sales managers investigating the psychological factors which predict performance in sales roles. Powered by the Thomas Behaviour, Personality and Aptitude assessments, it has robust, validated psychological science at its heart and is backed by the 40 years of experience that Thomas have helping businesses around the world to unleash the power of their people. The three assessments combined take each candidate around an hour to complete, but the Aptitude assessment can be removed to reduce candidate assessment time to around 15 minutes. Note that if this occurs, steady vs. fast learner insights are not available as a result.

⁴<https://www.oxfordeconomics.com/recent-releases/the-cost-of-brain-drain>

