

RECRUITING, RE-ENERGIZING & RETAINING EXCEPTIONAL SALES LEADERS

Presented by:
Linda L. Saunders, LNHA
Founder/President
Censusolutions

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com



First:

- **Determine what you need now and in the future. (Align with organizational goals)**
- **Address what has worked and what has not worked in the past...and why?**
- **Identify "musts" and "prefers."**
- **Don't be influenced by titles.**
- **Simplify the job description, role, and responsibilities.**
- **Look in the mirror: internal vs. external sales**

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com



Second:



- **Address/re-engineer pain points**
- **Sales depth**
- **24/7 response time**



- **Technology**
- **Weekend/after hours/manager on duty coverage**
- **Reporting measures**

3

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com



Third:

- **Conduct a minimum of 3 interviews with at least two of them in person - involve others**
- **Have questions prepared in advance - ask the tough questions**
- **What is their vision of this role? What is their team philosophy? Problem-solving skills**
- **Level of creativity, ability to operate within gray, overcome obstacles, level of drama, self-discipline?**
- **Examine and fact-check goals achieved and sustainable results**
- **What motivates them?**

4

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

Fourth:

Obtain examples of:



5

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

- Ask about their failures & learnings
- Ask about their greatest risks & outcomes
- Ask about their mentors & serving as a mentor
- What does leadership mean to them & what they seek in a leader

- How do they overcome rejection?
- What motivates them?
- What are their values?

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

The Art of Making the Offer

What is important to them?



7

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

The Art of Making the Offer



Salary



**Incentive Program
(Individual/Team/Monthly/
Quarterly/Yearly)**



Parking passes/EZ pass



**Reviews with or without salary
adjustments**



**Education/ license renewal/
certification fees**



Tailored benefits



Hospital vendor fees



Technology/Devices



**Organization memberships/trade
associations/networking groups**



**Credit card/ mileage/ auto/
expense reimbursement**



Sign on bonus/Recruiter fees

8

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

Other Contributing Factors:



- **Systems/ Processes**
- **Speed**
- **Communication**
- **Management Style**



- **Toolbox**
- **Deal Sealers**
- **Autonomy**



- **Responsibility/ Accountability Balance**
- **Clearly Defined Goals & Expectations**
- **Reporting Measures**
- **Operating Budget**

9

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com



- **Always ask how they are prepared to respond to their current employer's attempts to retain them**
- **Support the required written notice period**

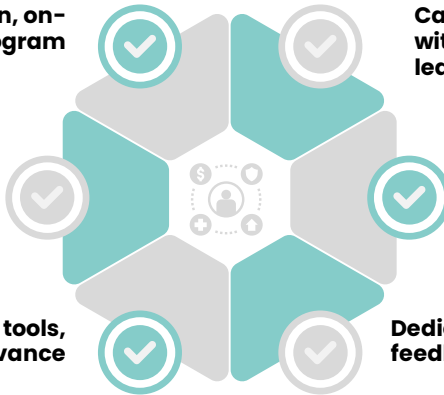
10

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

Create a formal orientation, onboarding & training program

Don't skimp on MVV & culture

Order materials, tools, technology & devices in advance



Carve out intentional time spent with organizational sales leaders

Designate a "go to" mentor

Dedicate time for questions & feedback

11

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com



How to Manage Sales Leaders:

- **Open, intentional & frequent communication**
- **Planned 1:1 opportunities**
- **Acknowledge level of effort**
- **Process learnings**
- **Challenge industry norms & status quo**
- **Encourage risk taking**
- **Promote speed & small windows of opportunity**
- **Foster analytical skills**
- **Understand the message, differentiators & competition**
- **80/20 rule**
- **Remove obstacles quickly**
- **Keep your promises**

13

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

Motivating & Retaining Sales Leaders

- **Move out of comfort zone**
- **Create new experiences**
- **Lead new initiatives**
- **Expand networking circles and markets**
- **Increase risk taking opportunities**
- **Reward sustainable results**
- **Identify specialty skills**
- **Foster organizational depth & cross training**
- **Foster working smarter not harder**
- **Address pain points/frustrations & jointly develop viable solutions**
- **Honor tenure & contributions**



phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

Common Pitfalls



phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

Questions?



16

phone: 614.582.6733 email: censusolutions@aol.com web: www.censusolutions.com

censusolutions
Results. Innovation. Understanding.

LINDA L. SAUNDERS, LNHA
Founder/President
Censusolutions

phone: 614.582.6733
email: censusolutions@aol.com
web: www.censusolutions.com



17