



# Successful Sales Division Pyramid:

## STAFFING

Building a high-performing sales team begins with hiring the right sales professionals. It's not just about filling a position; it's about ensuring that the individual possesses the right temperament, skills, and adaptability to thrive in a dynamic sales environment.

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### 1. Assess Temperament and Personality Fit

Not everyone is naturally suited for a sales role. Successful salespeople often exhibit traits such as resilience, empathy, and adaptability. Utilizing tools like the DISC assessment can provide insights into a candidate's behavioral tendencies:

- **Dominance (D):** Assertive and results-driven, suitable for competitive sales environments.
- **Influence (I):** Outgoing and persuasive, ideal for relationship-building roles.
- **Steadiness (S):** Patient and reliable, excels in consultative sales.
- **Conscientiousness (C):** Detail-oriented and analytical, beneficial for technical sales positions.

Understanding these traits helps in aligning individuals with roles where they can excel.

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### 2. Evaluate Sales Acumen

Sales acumen encompasses a blend of skills, knowledge, and mindset that enables sales professionals to navigate complex sales processes effectively.

Key components include:

- **Active Listening:** Understanding client needs and concerns.
- **Emotional Intelligence:** Managing interpersonal relationships judiciously and empathetically.
- **Strategic Thinking:** Developing long-term sales strategies aligned with business goals.
- **Problem-Solving:** Addressing client challenges with effective solutions.

Assessing these skills during the hiring process ensures that candidates can contribute meaningfully to the sales team's success.

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### 3. Identify Training Needs

Determine whether the candidate is new to sales or brings experience:

- **New to Sales:** Look for coachability, eagerness to learn, and a growth mindset.
- **Experienced Salespeople:** Assess for any ingrained habits that may not align with your company's sales approach.

Regardless of experience, ongoing training and development are crucial. Implementing structured onboarding and continuous learning opportunities can bridge skill gaps and promote consistent performance.

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### 4. Implement Behavioral Assessments

Beyond DISC, consider other behavioral assessments to gain a holistic view of a candidate's suitability for the sales role. These tools can uncover potential red flags and strengths that may not be evident through interviews alone.

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### 5. Align with Company Culture

Ensure the candidate's values and work ethic align with your company's culture. A strong cultural fit can enhance team cohesion, employee satisfaction, and overall performance.

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In conclusion, staffing the right sales professionals involves a multifaceted approach that considers personality fit, sales acumen, training needs, and cultural alignment. By investing time and resources into this process, you lay a strong foundation for a successful and resilient sales team.