

Training Tuesdays

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Startup Selling Tuesday Training:
Building Your Sales Team





Modules in this series so far...

Module 1: When to hire

Module 2: Outsourcing &
Managing a Virtual Team

Module 3: Sourcing & recruiting
talent (TODAY)



What's ahead...

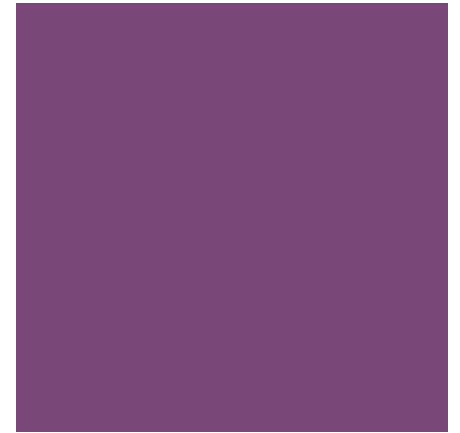
Module 4: Interviewing & Screening candidates (TODAY!)

Module 5: Compensation Plans

Module 6: Onboarding & Managing

TODAY: Interviewing & Screening Talent





+ Why is this important?



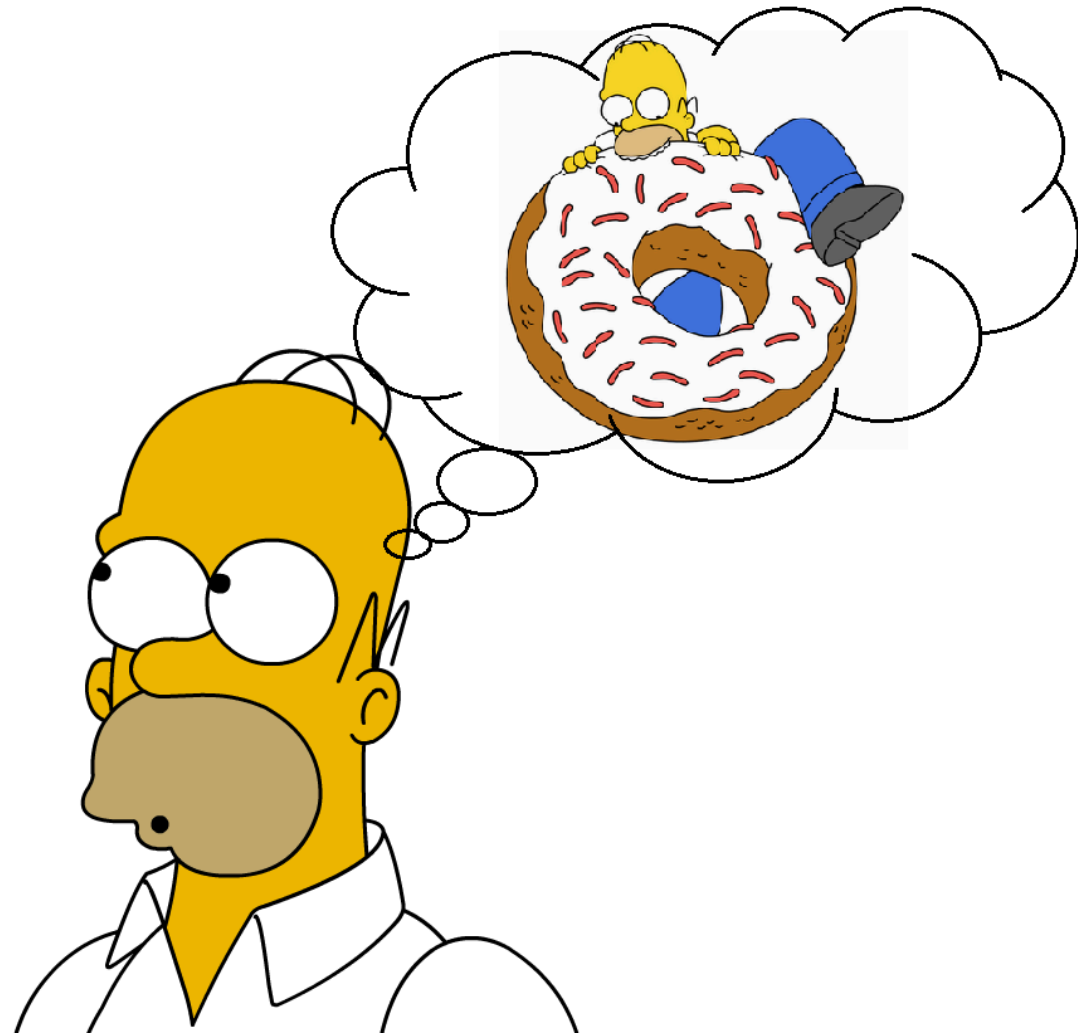
Ask questions, get
answers

BLAH
BLAH
BLAH

We suffer from bias



"What are they really thinking..."



Miss the obvious red
flags...



Be thorough



Find the
skeletons



Be objective



Make the right decision



5 Key Principles



1. Use Behavioral Assessments



Categories

Scores

WORLD THINKING

<p>ENFJ Teacher</p> <p>Smooth talking charmers. Very inspiring & motivational. Often clergy. People leaders & persuaders. Great salespeople. Very relationship-oriented. Like to motivate groups.</p>	<p>INFJ Counselor</p> <p>Work is to inspire others to achieve great things. Great visionaries of human possibilities. Serious academicians. Often professors or offer themselves to a religious order.</p>	<p>INTJ Mastermind</p> <p>If they say they are going to do something, they do it. Likely to be corporate leaders, scientists. Believe everything has room for improvement. Superior planners and visionaries of systems.</p>	<p>INTP Architect</p> <p>Deepest analysts of problems to be solved. Often physicists, scientists. Most aloof of types. Critical thinkers.</p>
<p>ENFP Champion</p> <p>Second only to ESFPs for fun. Want lives filled with excitement and romance. Very enthusiastic and creative. Often teachers, artists, writers. Great need for diversity and change.</p>	<p>INFP Healer</p> <p>Noble servants aiding society. Different from ISFPs, they try to tackle long term problems. Often psychologists or counselors. Want to save the whales and rainforests.</p>	<p>ISTP Operator</p> <p>Ready to try anything once. Flushed with the rush of life. Seek excitement. A love of tools and the utility they offer. Inclined toward mechanical devices, can take apart & reassemble anything.</p>	<p>ISTJ Inspector</p> <p>Does of what should be done. Masters at completing practical details and adding finishing touches. Get-it-done people. Superb administrators. Duty bound & obligated, often military.</p>
<p>ESFP Performer</p> <p>Number one in fun and enthusiasm. Always invite ESFPs to your party. The most generous of all types. Warm, hearty, vibrant people. Excellent at customer service.</p>	<p>ISFP Composer</p> <p>Quietly harmonious with world. Very observing, benevolent. Inclined toward work with people in need. Work to solve problems of the immediate such as homeless, stopping hunger.</p>	<p>ISTJ Inspector</p> <p>Does of what should be done. Masters at completing practical details and adding finishing touches. Get-it-done people. Superb administrators. Duty bound & obligated, often military.</p>	<p>Supervisor</p> <p>Administrators, workers, pillars of strength in community. Loyal mates, parents, employees. Often promoted to management positions. Dependable, consistent, straightforward.</p>
<p>ESFJ Provider</p> <p>Hosts & hostesses. Graciousness of this type makes them excellent at entertaining, coordinating. May be teachers, nurses. Very conscious of appearance, should/shouldn'ts.</p>	<p>ISFJ Protector</p> <p>A high sense of duty. Upholders of family tradition. Often found in traditional helping professions including nursing, elementary education, etc.</p>		

Intuition and Empathy

7

Results Orientation and Decisiveness

4

Adherence and Organization

7

Types of Reasoning

A

SELF THINKING

Self View

8

Self Awareness

4

Self Expectations

7

Attention Balance


1.7



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2. Ask applied questions






"Every now and then I talk to a person who does not try something because they are afraid of failing.

Have you ever found yourself not trying something because you were uncertain that you would succeed?



"Think of a situation when what you believed was best was different from the thinking of your manager or peers (or what had been standard operating procedure).

What did you do and what was the outcome?"



"Give me an example of a situation (or project) when things began to change significantly or the planned schedule/deadline was put in jeopardy.

What did you do?"



3. Get 'em doing stuff





Product Demos...

Writing emails...

Drafting a blog post...

Record a video or
presentation...

4. Observe in the wild





5. Get your team involved





Weak Hire

Strong Hire





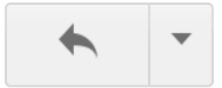
3 mins to weigh in on a VP of Sales candidate?

entelo x



 **Jon Bischke** <jon@entelo.com>

 11/17/14 



to me 

Hey Scott. I hope you are well. Wanted to see if you could give me your quick read on this guy who we're interviewing for VP of Sales for Entelo:



We've interviewed him a few times and like him but it's obviously a big decision for us. At some point I may ask you to speak with him directly but in the meantime, anything stand out (good or bad) from his background?

Thanks so much and talk soon,

-J



Scott Sambucci <scott@salesqualia.com>

to Vivek ▾

Recommendation: thumbs down

Pros:

- He knows the SDR job
- Has done lots of outbound SDR work - has to research and find accounts
- Sounds like he's regimented in his daily schedule and has to hit specific goals.
- Has a pitch for his value proposition at Clearslide.

Cons:

- I perceive that Bo suffers from self-limiting beliefs, and perhaps of a "victim" mindset.
- Said there is lots of turbulence around him which makes it hard for him to do his job
- Said that Clearslide has "tapped out" in certain verticals - software, media, education - and the company needs to do a better job of branching into new verticals. Seems to me that just focusing on being the #1 Platform in just one of the those verticals would keep a company like theirs busy for a while. Not clear to me how they could be "tapped out."
- Didn't have a specific reason for working at Entelo. I think he thinks the technology is interesting, but fundamentally it seems like the opportunity is more about a flight from Clearslide than a natural and pervasive interest in Entelo and/or the talent marketplace.

Conversation Details:

Why leaving Clearslide?

- Lots of attrition at Clearslide
- People are leaving or getting fired
- We've saturated our key verticals - media, software, education
- For software - companies tend to be more innovative. Willing to try new things. Better funding. Being able to demo technology is huge. Media - selling advertising packages.
- Need to cross the chasm to other verticals like financial services, recruiting
- Hired a new COO
- So many new reps that are ramping
- Opp for promotion doesn't look so good
- Haven't figured out how to get accounts to us better. Some people cycling through quickly. Takes months to build

Value Prop?

1. How much are you paying for each ind solution?
2. Transaction Cost

SDR job @ Clearslide

- Company is 5.5 years old - just started SDRs in February. In first class. 8-9 outbound, 5 inbound SDRs.
- Day to day - prospecting what's loading into Salesforce, or prospecting on LinkedIn.
- 8-10central - then draft and send emails for an hour, call 11-12, 12-1 lunch. dial some more, then prospect in the late afternoon.
- Expected to do 40 dials/day and send 15 emails minimum per day.
- Very specific - only working 20-25 accounts at a time.
- Dial a person twice a day. Very aggressive with outreach. Follow up with emails. It's something that each person has the do on their own
- Meeting set rates - "I don't know. We have a dashboard on Salesforce, but not really tracked."
- A lot of internal competition for accounts. Typically happens that people take accounts and put into Salesforce. We're such as sales-heavy organization.
- Next 2-3 months, in line for promotion

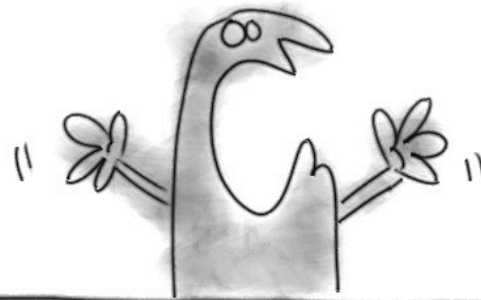
Why Entelo?

- Kaitlin sent him a note - said he should interview
- How aggregates how the data
- Will save recruiters time
- The algorithm to predict individuals considering a move
- They sell to recruiters and HR people vs Selling to salespeople - would be prefer to be easier to communicate to HR people.

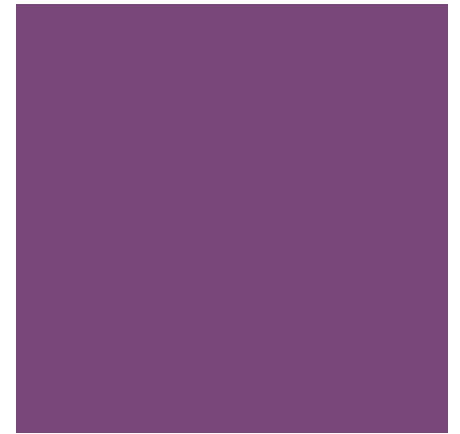
#1 reason for working with Entelo -

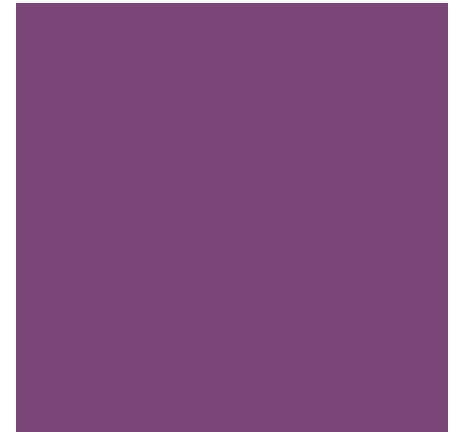
- Clearslide is my first solid job.
- Want to see what else is out there.
- Organizational pain points in Clearslide. Interested in Entelo.
- Make impact at smaller company Clearslide i 250 person company. I could be an awesome rep there but I don't necessarily know if that's what I want.

Now What?!!



+ Now what?





+ Homework Assignment





1. Build assignments

Write up three (3) case studies, blog topics and difficult customer emails

3



2. Find 3-4 good meal spots



3. Make a list of advisors
& team to help you



4. Get started with ZERORISK HR



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