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Hiring: Defining the Job & The Candidate

A Startup Selling LIVE Training



+ Why is this Important?





The Problem...



Lots to be done...



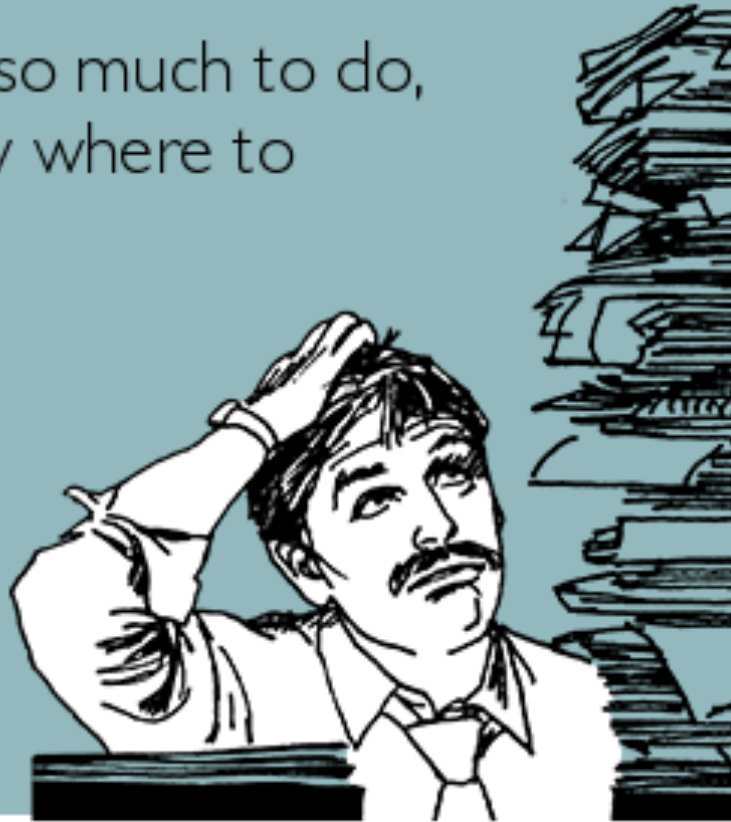
You Need help...



Where do I start?

When there is so much to do,
you don't know where to
start...
Start by
checking
Facebook

som_{ee}cards
user card



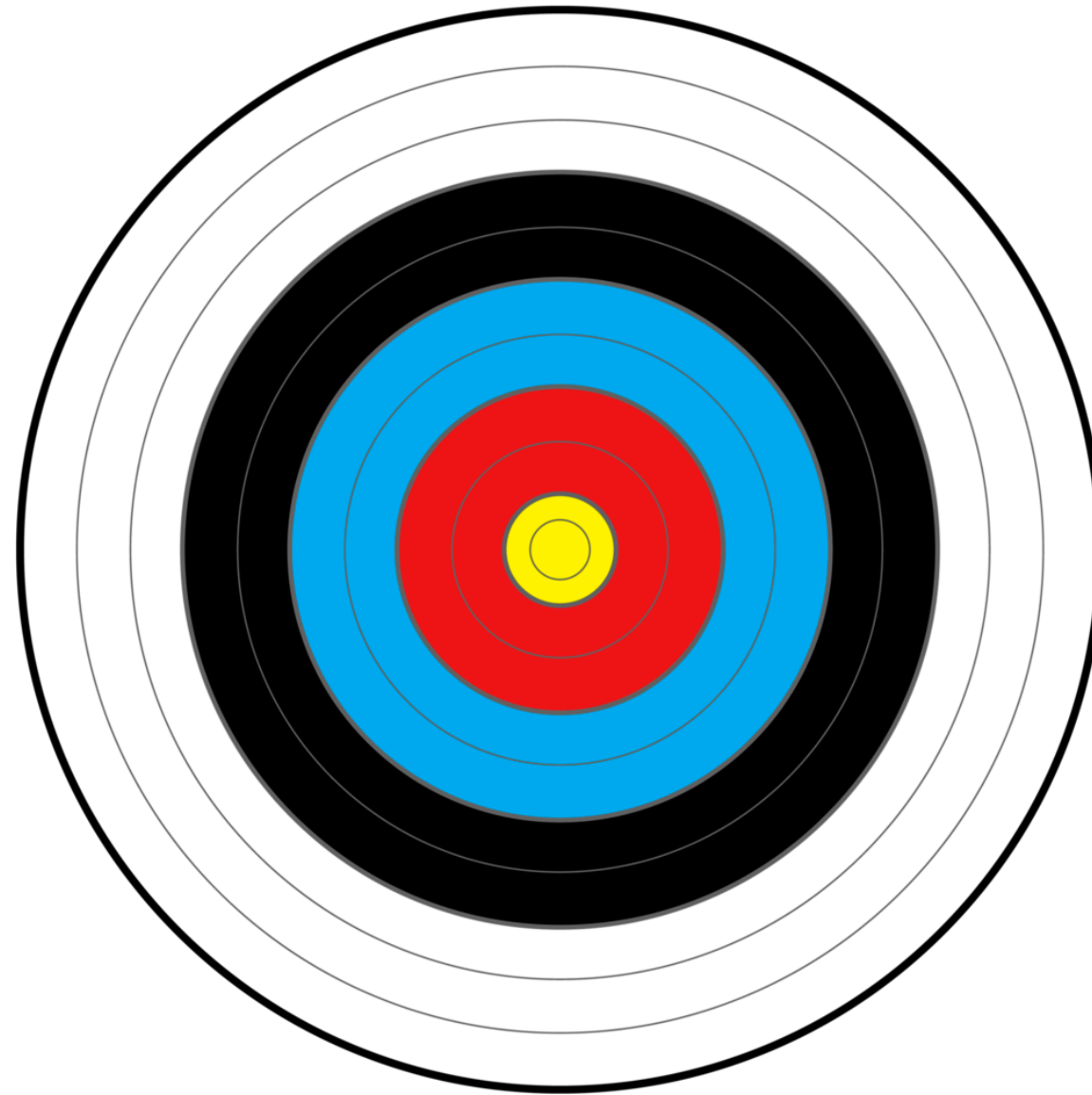
The Wrong Fit...



The Opportunity...



Specific...



Precise...



The Right Fit



Grow & Scale...



3 HOT PRINCIPLES





1. Define the job

The teacher gave the definition of a television screen which a television set receives when a television broadcast signal is received.

def·i·ni·tion n. 1.

The teacher gave definitions of the new words.

of an image (picture) on a screen.



CLEAN HOUSE



MONDAY TUESDAY WEDNESDAY

MORNING TIME

- MAKE BEDS
- WIPE BATHROOM COUNTERS
- EMPTY DISHWASHER
- ONE LOAD OF LAUNDRY

EVENING TIME

- LOAD DISHWASHER
- WIPE KITCHEN COUNTERS
- TAKE OUT THE TRASH
- QUICK SWEEP OR VACUUM
- SPOT CLEAN THE FLOOR
- DECLUTTER WITH BASKET
- DEEP VACUUM

MORNING TIME

- MAKE BEDS
- WIPE BATHROOM COUNTERS
- EMPTY DISHWASHER
- ONE LOAD OF LAUNDRY

EVENING TIME

- LOAD DISHWASHER
- WIPE KITCHEN COUNTERS
- TAKE OUT THE TRASH
- QUICK SWEEP OR VACUUM
- SPOT CLEAN THE FLOOR
- DECLUTTER WITH BASKET
- MIRRORS & WINDOWS

MORNING TIME

- MAKE BEDS
- WIPE BATHROOM COUNTERS
- EMPTY DISHWASHER
- ONE LOAD OF LAUNDRY

EVENING TIME

- LOAD DISHWASHER
- WIPE KITCHEN COUNTERS
- TAKE OUT THE TRASH
- QUICK SWEEP OR VACUUM
- SPOT CLEAN THE FLOOR
- DECLUTTER WITH BASKET
- TOILETS & TUBS

THURSDAY FRIDAY SATURDAY

MORNING TIME

- MAKE BEDS
- WIPE BATHROOM COUNTERS
- EMPTY DISHWASHER
- ONE LOAD OF LAUNDRY

EVENING TIME

- LOAD DISHWASHER
- WIPE KITCHEN COUNTERS
- TAKE OUT THE TRASH
- QUICK SWEEP OR VACUUM
- SPOT CLEAN THE FLOOR
- DECLUTTER WITH BASKET
- MOP THE FLOORS

MORNING TIME

- MAKE BEDS
- WIPE BATHROOM COUNTERS
- EMPTY DISHWASHER
- ONE LOAD OF LAUNDRY

EVENING TIME

- LOAD DISHWASHER
- WIPE KITCHEN COUNTERS
- TAKE OUT THE TRASH
- QUICK SWEEP OR VACUUM
- SPOT CLEAN THE FLOOR
- DECLUTTER WITH BASKET
- SWING DAY

MORNING TIME

- MAKE BEDS
- WIPE BATHROOM COUNTERS
- EMPTY DISHWASHER
- ONE LOAD OF LAUNDRY

EVENING TIME

- LOAD DISHWASHER
- WIPE KITCHEN COUNTERS
- TAKE OUT THE TRASH
- QUICK SWEEP OR VACUUM
- SPOT CLEAN THE FLOOR
- DECLUTTER WITH BASKET
- REMAINING LAUNDRY

SWING DAY

- WIPE DOWN ALL FURNITURE & CABINETS
- SCRUB OVEN, MICROWAVE, & FRIDGE
- WIPE DOWN ALL WALLS, MOULDINGS, & DOORS
- SPOT CLEAN UPHOLSTERY & RUGS

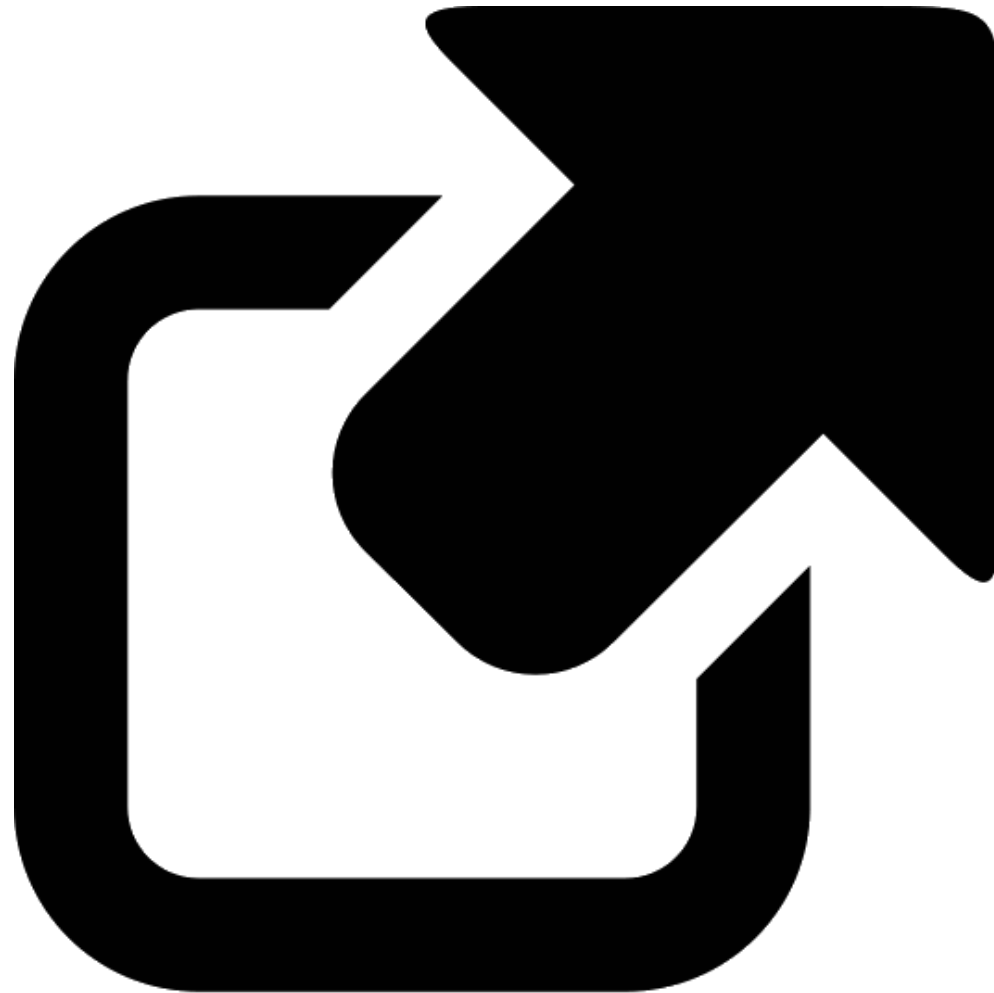
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OTHER

2. Establish metrics




Think Outputs, Not Inputs





These are Inputs...





“[He’s] split between getting people to trial the product (lead gen) and to get the ABM campaigns workings so we can process them outside the trial phase.”

- Founder with a Sales Problem





These are Outputs...



- + “The goal of your cold email should be to start a conversation. Don’t ask your prospects to call you or try to book a meeting right away. That’s too much to ask.”
- Damian Thompson



 LeadFuze



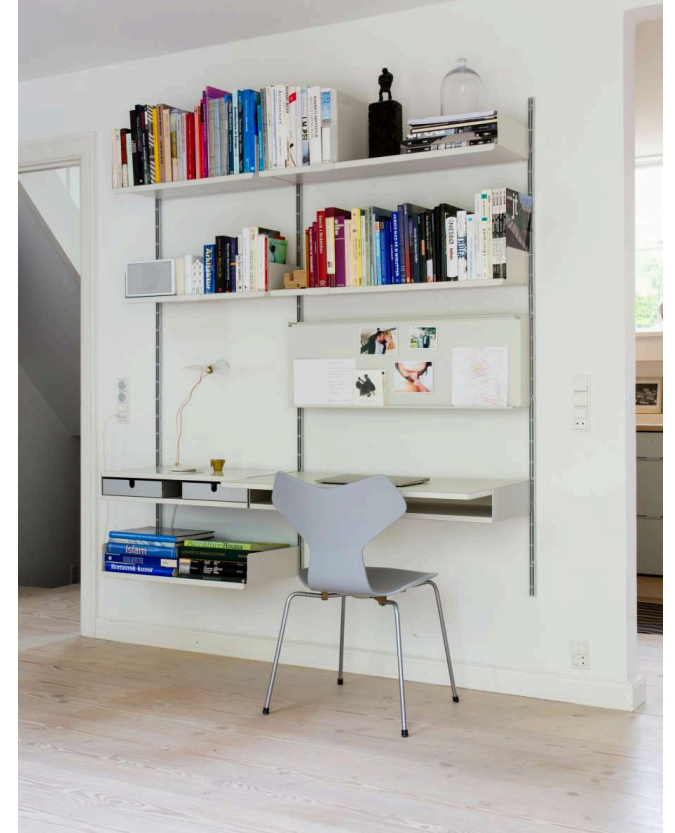




3. Identify Personas



VITSOE





“could this person have been one of the founding members of the team?”

From “Essentialism: The Disciplined Pursuit of Less” by Greg McKeown



“If you were a superhero, who would you be and why?”



“If you were a Star Wars character,
which one would you be and why?”



“tell us the most noteworthy experience of your life that makes you unique.”



“...include the one thing that you absolutely, positively swear to yourself that you'll do before you die.”



10 More Ideas for Culture Question...





We're Looking For A

ROCKSTAR

PROJECT MANAGER

Join our All-Star Team

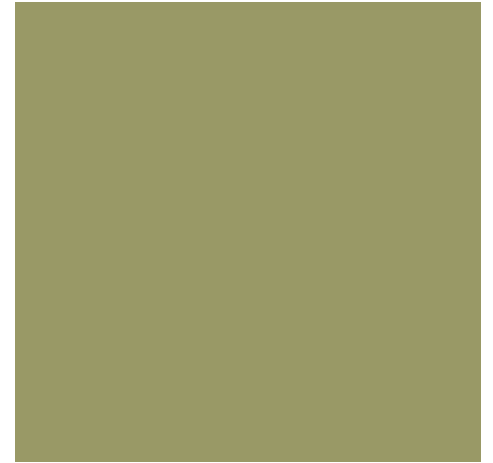
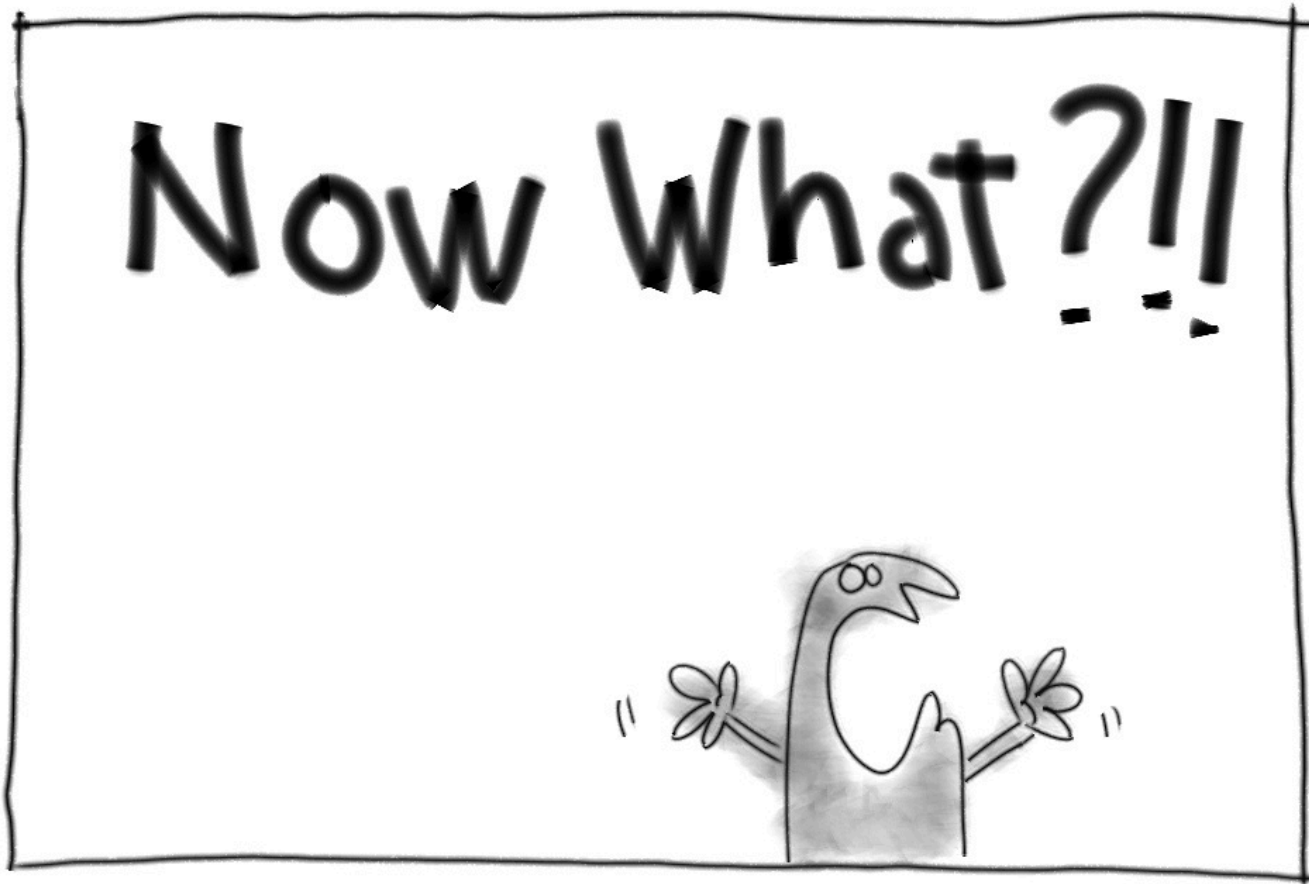
<http://newbetadsoa.onpressidium.com/projectmanager/>





DEBRIEF





+ What to do next...





1. Define the job
2. Establish metrics
3. Identify Personas



WHAT DO YOU NEED?





+ Tools & Resources





ACTIVITY INVENTORY

| ACTIVITY & DESCRIPTION | SCORE |
|------------------------|-------|
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Episode 32: The Cardinal Rules of Cold Emailing with Damian Thompson

This episode of the Startup Selling Podcast focuses on cold email strategies and best practices when hiring and developing an early sales team.



My guest is Damian Thompson, the Cofounder and Chief Customer Officer at LeadFuze, a company that provides automated lead generation software that helps B2B companies find leads and have more sales conversations automatically. Damian has led sales teams in a dozen countries, coaching 200+ professionals to more than \$100 million in sales.

<http://salesqualia.com/episode-32-cardinal-rules-cold-emailing-damian-thompson/>





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ROCKSTAR

PROJECT MANAGER

Join our All-Star Team

<http://newbetadsoa.onpressidium.com/projectmanager/>





Scott Sambucci was live.



June 23, 2017

A Complete Sales Hiring System in 4 Steps & 12 Parts:

1. Define
2. Find
3. Hire
4. Onboard

DEFINE: 1) Tasks, 2) Metrics, 3) Persona

FIND: 1) People, 2) Places, 3) Priority

HIRE: 1) Screen, 2) Interview, 3) Assess

ONBOARD: 1) Team, 2) Training, 3) Manage

cc: Morgan Berman

<https://www.facebook.com/groups/898281246874111/permalink/1349124461789785/>

