



+ Build Your Talent Acquisition Strategy: HIRE the Perfect Candidate

A Startup Selling LIVE Training



+ Why is this Important?





# The Problem...



Waste time on the wrong  
candidates...



What are the right  
*QUESTIONS?*



# What are the Right *ANSWERS?*



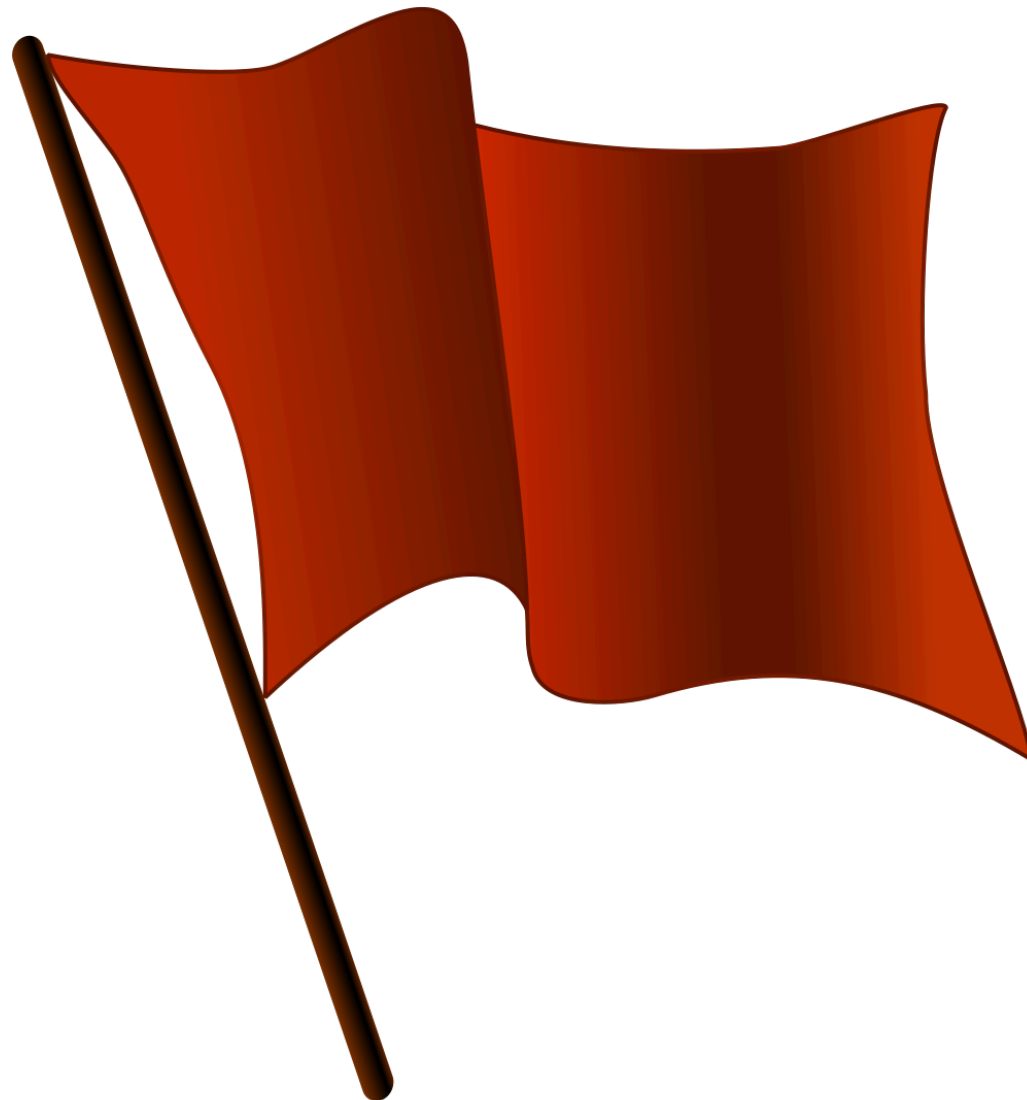
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"The four seasons? Easy. Pepper, Salt, Mustard and Vinegar!"



# Miss the obvious signals



# The Opportunity...



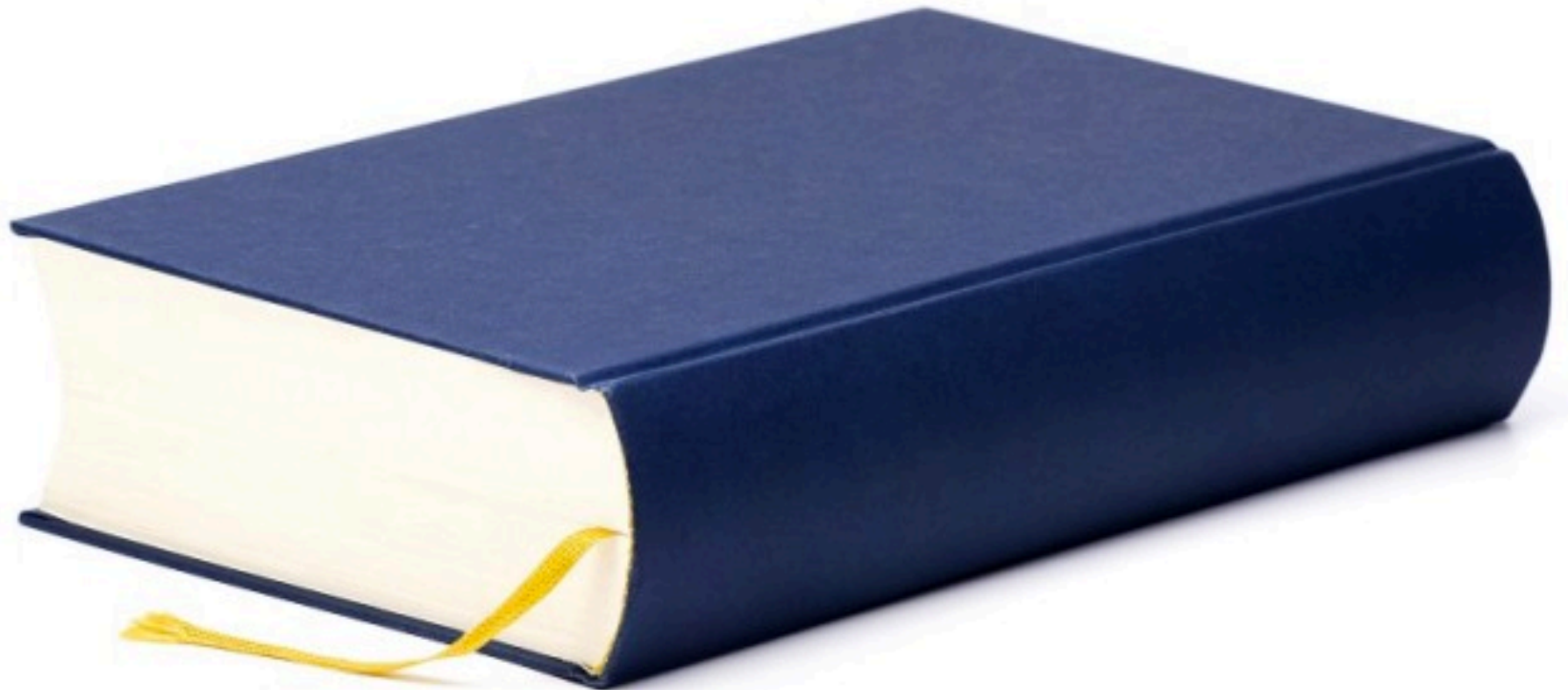




# The Complete Picture



# The Full Story



# Reduce Risk...

AVOID

RISK

REDUCE

TRANSFER





Make the right hire.



# 3 Key PRINCIPLES






# 1. Screen



# Observe them in the wild





Many thanks for submitting your resume and credentials. We're very interested in chatting with you over the next couple of days.

The best place for us to start is with a quick 10-minute chat to review your background and interest in the position.

Would you mind booking a spot from the calendar below?

<https://calendly.com/salesqualia/salesqualia-phone-screen>

If nothing there works over the next five (5) business days, please reply back with a few suggested days and time so that we can schedule an initial call.

-Scott







Scott Sambucci ▾

**SalesQualia 10-Minute Phone Screen**

Times are in [Pacific Time - US & Canada \(06:43am\)](#) ▾

Join the call: <https://www.uberconference.com/salesqualia> Optional dial in number: 857-216-3527 PIN: 80278

UberConference

**Select a Day**

– TODAY –

Calendar navigation showing days from Jan 30 to Feb 7. Days are either unavailable or selected.

Day	Date	Status
Tue	Jan 30	unavailable
Wed	Jan 31	Selected
Thu	Feb 1	unavailable
Fri	Feb 2	unavailable
Mon	Feb 5	unavailable
Tue	Feb 6	Selected
Wed	Feb 7	Selected



# Screening Question #1:

“How’s Your day going?”



## Screening Question #2:

“What’s the #1 most interesting aspect about the job that compelled you to apply?”



## Screening Question #3:

“What’s the #1 thing you can bring?”



## Screening Question #4:

“In 3 years, where do you want to be?”



# Screening Question #5:

“How do you like to be communicated with?”



## Screening Question #6:

“Why are you looking to make a change?”



## Screening Question #7:

“What other types of positions are you applying for?”





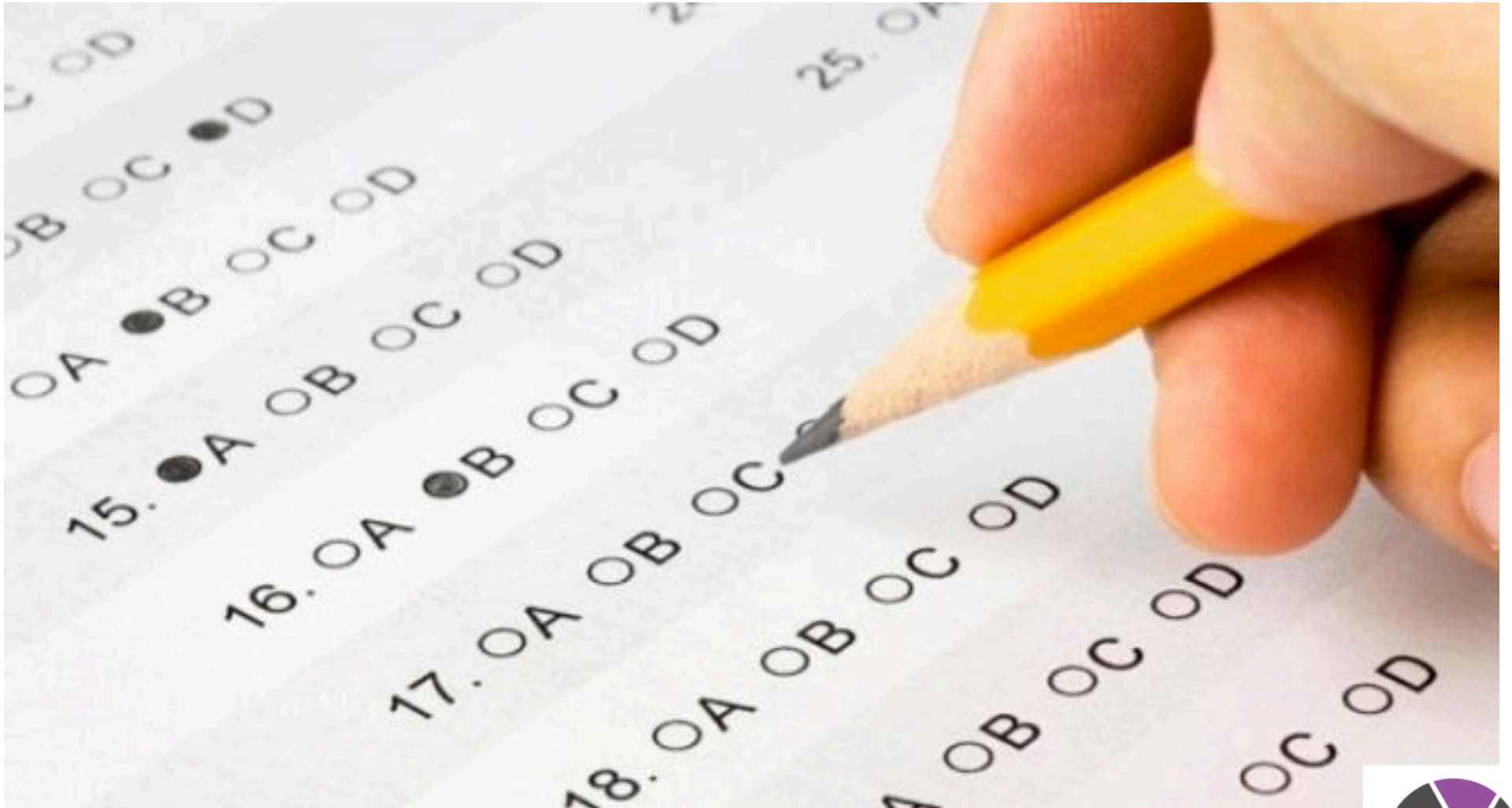


# DEBRIEF





## 2. Assess





**ZERORISK**  
Hiring System

## Candidate Profile and Interview Guide



Position: Sales Director



## Categories

## Scores

### WORLD THINKING

Intuition and Empathy	4
Results Orientation and Decisiveness	7
Adherence and Organization	8
Types of Reasoning	C

### SELF THINKING

Self View	2
Self Awareness	2
Self Expectations	8
Attention Balance	1.7



**ZERORISK** HR  
Hire • Develop • Retain

## **Benchmarks**

Sales Assistant

Sales Manager

Salesperson

Salesperson - Farmer

Salesperson – Hunter



## CORE COMPETENCIES

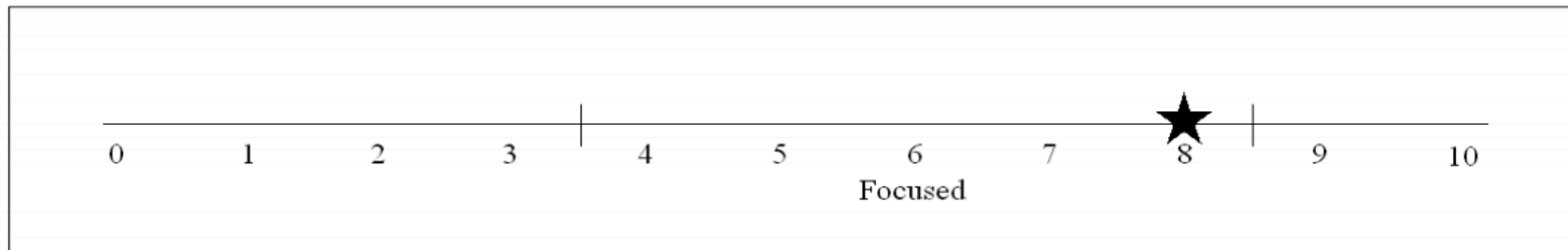
### *Candidate Summary for Salesperson – Hunter*

<b>Measured Competency</b>	<b>Desired Range</b>	<b>Candidate Score</b>	<b>Mark X if out of range</b>
Intuition & Empathy (Relationship Building/Interpersonal Skills)	<b>5-8</b>		
Results Orientation & Decisiveness (Decision Making Style & Practical Thinking)	<b>6-8</b>		
Adherence & Organization (Planning/Organization & Rule Orientation)	<b>4-8</b>		
Self View (Courage & Resiliency)	<b>4-7</b>		
Self Awareness (Confidence & Initiative)	<b>6-9</b>		
Self Expectations (Goal Orientation & Work Ethic)	<b>6-9</b>		

# Adherence and Organization

## FOCUSING ON THE ABSOLUTE, BLACK AND WHITE NATURE OF THINGS

- The Ability To Plan, Structure, and Analyze Ideas
- Attention to Rules, Order, Agendas, Strict Logic, Contracts, and Structured Plans
- Ability and Desire To Submit to Rules, Policies, and Processes
- Tendencies Toward Preset Ideas, Standards, and Systems



**LIKELY STRENGTHS:** Planner; organizer; proactive; consistent; deadline-oriented; problem solver; passionate about what they believe in. Benefits from rules and processes, likes things to be clearly defined, and will push for order and logic. Can be patient with processes and complex problems. Very flexible and accepting of new rules when not surprised by them and given time to accept them.

**POTENTIAL WEAKNESSES:** Could be stubborn or too focused on the importance of rules, clear definition, or doing things the way they think they need to be done. Also may prejudge another person's effectiveness when that person does not meet certain minimum standards. May have a difficult time being spontaneous and will resist change when surprised by it. If their score in either Results Orientation & Decisiveness or Self Awareness is 6 or greater, then these weaknesses may be minimized.

**BEST WORKING ENVIRONMENT:** An environment providing a clearly defined company mission and purpose, an organizational chart, and clearly defined job responsibilities. They will work best when tasks have clear definition with beginnings and endings. They work well with deadlines. They prefer to work where things are consistent and predictable. They may struggle some in an environment that presents constant chaos and change if their score in Results Orientation & Decisiveness is less than 6.



# DEBRIEF





# 3. Interview

what are other  
words for  
interrogate?



question, examine, query, grill,  
cross-examine, quiz, ask,  
inquire, catechize, pump





**ZERORISK**  
Hiring System

## Candidate Profile and Interview Guide



Position: Sales Director

## BEHAVIORAL INTERVIEW QUESTIONS:

1. "Describe a time when a new rule or policy was handed down that decreased your effectiveness to get a task or a project completed. How did you handle that situation?"
2. "Often people in organizations are too focused on just getting things done and they skip the processes requiring careful thought. Can you think of a situation you've been in where a colleague or superior was ready to take action before things had been properly planned or thought through? Describe how you dealt with that situation."
3. "We have all had to work with people who share different opinions on matters than us. Give me an example of a person or group who disagreed with you on a key issue and how you addressed the situation."
4. "Tell me about the most changing or unpredictable environment you have recently worked in. What made it so challenging to you?"

For a Manager Candidate:

5. "Give me an example when someone on your staff repeatedly didn't follow policies or procedures. What did you do?"
6. "As a manager, give me an example when you have helped a direct report be better organized. How did it turn out?"

## WHAT TO LOOK FOR IN THE CANDIDATE'S ANSWERS:

1. Personal honesty about their being black-and-white in their thinking and sometimes too focused on rules, logic, data, or processes.
2. Will this candidate be too strongly opinionated to work in your environment (question 3)?
3. Will this candidate function effectively if your environment is constantly changing or possibly unpredictable?
4. How clearly can this candidate communicate directions to his or her people?

# The Gas Station Question (Seth Godin)



# Get 'em doing stuff...



Writing emails...

Author a blog post...

Virtual Product Demo...

In-Person Demo...

Record a video...

Live Chat...

Leave a Voicemail...



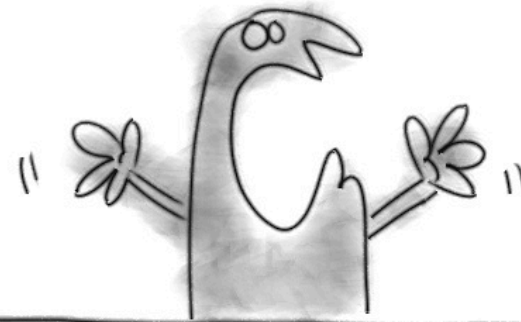


# DEBRIEF





Now What?!!





# HIRE Your Talent

1. Screen

2. Assess

3. Interview





What are 3 Actions you can take  
**RIGHT NOW?**



WHAT DO YOU NEED?





+ Build Your Talent Acquisition Strategy: HIRE the Perfect Candidate

A Startup Selling LIVE Training



## + Tools & Resources

