

Strong Selection: The Art of Knowing Talent When You Hear It!

Selecting the wrong person for a position isn't fun. It costs time, energy, and money. And lots of it. It is not always easy, but it's important.

We recently had the opportunity to talk with two sellers who are loaded with natural talent and we were anxious to learn more about what makes them tick. Although each individual was certainly

unique in their personality and approach, we found it fascinating how many of their talent-related responses were nearly identical.

We're sharing these questions with you, as well as all of their responses, so you can include them in your future sales interviews. You'll see how natural talent bubbles up in their responses, signaling you that you have a potentially strong candidate.

Q&A



What's your favorite part about your job and why?

- Earning a client's confidence and closing deals.
- I love a challenge and overcoming it.
- My favorite questions are the ones I get from clients that are really tough. Because I learn and become a better resource for them. I get better each time this happens.
- Taking a successful campaign recap to a client. You have to partner with the client along the way and focus on driving campaign results.
- My awesome team. They help me get the job done.

Talents heard: Problem Solver, Learner, Competition, Positivity, Relationship, and Accelerator

What do you do differently than other salespeople that makes you more successful than them?

- I am always present through my customer's journey.
- I listen.
- I focus on them (clients) and their results.

Talents heard: Individualizer, Responsibility

Q&A



Talk to me about 2-3 best practices that drive your success.

- Work proactively, providing the client with everything throughout the campaign before they ask for it.
- Listen and really hear what they are saying.
- It is about them and what they need, not about me.
- Remain passionate about what you can provide and believe in it.

Talents heard: Responsibility, Discipline, Relationship, Individualizer, and Activator

What drives you or motivates you?

- Providing the very best solution to a client to meet their goals. That drives me. It isn't just about hitting a revenue bucket. Being authentic and heartfelt.
- Money and achieving my goals.
- Ultimately, I want clients to come to me as their go to resource. I don't want them to go to anyone else. I am their strategy person. If I learn that, then money will follow.

Talents heard: Responsibility, Achiever, Learner, Competition, Individualizer

Brag on yourself a bit. What percentage of overall goals have you beaten annually the last 2-3 years?

- Over 100% of all performance goals the last 3 years.
- 200% Q1 and Q2 of 2019 of new business development and 110% of digital with the same time parameters.

Talents heard: Achiever and Competition

Share anything else about yourself that would help others understand why it is important to hire the right people for the job.

- My work ethic
- Being able to adapt and embrace change
- Being a team player
- Never settle and always go for more

Talents heard: Work Ethic, Achiever, and Positivity