Throughout my recent posts, my message has been: hire the wrong person and it's going to cost you money…Heaps! Simple really.

The old chestnut 'Hire attitude and then train', in this brave new world of data and measurements, is an old belief.

Don't get me wrong, a good attitude makes a difference, but traits or behaviours are key, in my view.

These were our main trait preferences:

Able to work on their own
Good prospector
Motivated by the Challenge
Understood what we did and how to sell it- then got on with it
Good people person
Curious
And many more.
How did we know:

We put all our people through the hoops that we talked about in previous posts. Then, after searching high and low, discovered an assessment to find those traits. (LINK to FREE report)

This product provided us with a comprehensive objective assessment of a potential salesperson's core character traits, and how they relate to success in a competitive sales position.

Simply put, it assessed how natural a fit to a sales career would be for this person.

Download my FREE report to learn more, or email me… mike@mikebrunel.com



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. His products and services are now sold in 23 countries and in 11 languages generating $350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions which include rugby, travel. His promise: “I can find thousands of dollars in your business within minutes – GUARANTEED” TRY ME!