How to hire a Superstar Salesperson each and every time

Today, I released my free report on How to Hire a Superstar Salesperson each and every time.

To coincide with releasing this free report, I wanted to share some of my thoughts around how I have hired salespeople and some key takeaways I have learned, through good and bad hires.

Who is this for?

It's for any business owner, Sales Manager, or a startup who needs to hire a salesperson who is rewarded by a salary and performance-based performance-based

If you've ever hired any salespeople, like I have, you've usually made or have made one of these mistakes.

Just so you know, I'm fully qualified to be writing about this stuff – I've hired, fired, coached, or managed hundreds of salespeople, over too many years to remember, in many different countries and languages.

It's fair to say that I've been through the school of hard knocks.

I hired magnificent salespeople beginning with one wonderful amazing woman, a single mum, who through sheer hard work and effort exceeded her targets in her job as a sales manager in a small media company in New Zealand.

With my main business, I was lucky to find two brothers for my U.S. operation who brought in millions of dollars.

These two superstars have certain traits, talents, and habits, that we knew would leverage our sales systems worldwide, if we could duplicate their process…. which we did.

As a result, I noticed traits in these people, secrets that I always look for. I think I know by

now, what they are.

Before I go into that, let's talk about two of the mistakes that we often make, when we go to hire salespeople.

What not to do

What's the cost of Hiring Badly?

Think about these stats for a moment. According to a Harvard Business review article, the cost of replacing a salesperson that was hired badly ranges from $75,000 to $90,000, while other sales positions can cost a company as much as $300,000.

These figures don't reflect the lost sales while a replacement is found and trained.

One of my good friends who owns a telecommunication company has told me a bad hire for him costs a least $1 million over time.

That's horrendous. This may not change as we enter this new world of communication. As a company or small business, you simply cannot afford to hire on gut alone.

Is Fit Important? Maybe.

A culture fit in any business is important, there's no doubt about that, but what you need to discover firstly is "Does this person have the ability/talent to do the job?"

That is the underlying question that needs to be asked by you as an employer of salespeople.

In the next blog, I am going to cover off some of the common mistakes that we made when we hired a salesperson for our business.

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!