Most sales hiring is stuck in the same comparison trap.

“We hire experienced reps.”
“We hire motivated people.”
“We hire good communicators.”
“We hire people with a proven track record.”

Sounds sensible, right?
Feels responsible.
Still loses in my opinion.

Why?

Because it’s just better, not different.

Every recruiter. Every sales manager. Every HR team is saying the same thing. Candidates are compared on CVs, gut feel, and interview performance.
And when everyone looks “good enough,” hiring becomes a gamble.

I think that is a trap.

Now here’s where the POP7 Assessment flips the power dynamic.

POP7 doesn’t help you hire a better salesperson.
It makes you stop comparing altogether.
Instead of asking “Who sounds good in the interview?”

You ask, “Who is actually wired to sell in this role?”
POP7 measures Sales DNA.

The stuff that doesn’t show up on a CV.
The stuff reps can’t fake in an interview.

Things like:
How they handle rejection.
Whether they initiate or wait to be told.
If they can push through discomfort.

How do they self- manage when no one is watching?
Once you see that, the comparison game ends.
You’re no longer choosing between candidates.
You’re choosing between fit and future problems.

This is the same shift companies like Uber made.
They didn’t say “we’re a better taxi.”
They made taxis irrelevant.

POP7 does the same thing to sales hiring.
You’re not choosing between two reps anymore.
You’re choosing between
Predictable performance
Or rolling the dice and hoping.

That’s why price stops being the conversation.
Because POP7 isn’t an assessment.
It’s a decision filter.
It answers one question clearly and early:
“Is this person built to sell here or not?”

Once you have that, everything else becomes secondary.
That’s how you escape the hiring price war.
That’s how you stop guessing.
That’s how you become the only logical choice.
I have 5 opportunities for February to help you recruit, train and hire the right salesperson.

If you are interested in my Sales DNA programme, reply in the comments with “Sales DNA”, and I will send you the details.