

Sales Recruitment Processes

by Sean Kanan

Various players in the recruitment industry utilize a variety of different sales recruitment practices. The type of processes they utilize for any given recruitment campaign will vary depending on the type of sales job and the selection criteria specified by the organisation in question:

Job Analysis

Many sales recruitment campaigns begin with what is known as a 'job analysis' process. This is a process whereby the actual or intended requirements of a job are documented. Often a good starting place for job analysis is a job description, which may or may not need to be updated prior to a sales recruitment campaign. Starting off with an up to date job analysis and job description ensures that the recruitment efforts are targeting the right skills, abilities and aptitudes which are required to perform the job in question.

Sourcing

Sourcing involves (i) advertising, probably the most common way an organisation or agency would attract sales candidates. Advertising can be via a range of different media including newspapers, professional publications, the internet, and campus graduate recruitment campaigns. Another common method of sourcing sales candidates is by (ii) head hunting, whereby candidates who are known to a sales recruitment agency are approached to gauge their interest in a particular job vacancy.

Sales Recruitment via the Internet

Recruitment websites have two main features: job boards and a resume data base.

Job boards allow member companies to advertise job vacancies, and alternatively, job seekers can post their resumes so that companies can search for candidates. There are usually fees charged for candidates to post their resumes and for companies to search for resumes.

On-line recruitment can be useful to organisations to attract, recruit and retain quality staff with a minimal amount of administration. They are useful in finding candidates who are actively searching for work, but on-line recruitment will not attract 'passive' candidates who are not actively seeking work or posting their resumes on-line. Also, some candidates who are actively looking for work are reluctant to post their resumes on jobs boards, because their current employer, co-workers or customers might see their resumes.

Screening and Selection

Suitability for a sales job is typically assessed by addressing the competencies and associated selection criteria which have been mapped out during the job analysis process. Typical competencies which are targeted during a sales recruitment campaign include communication skills, interpersonal skills, time management and presentation skills. A candidate's suitability for a sales role is ascertained using various methodologies including through resumes, job applications, interviews, professional experience, references, psychological tests, or even role play activities.

In Australia, employers are legally mandated to ensure that these processes adhere to equal opportunity in their hiring decisions. This means that it is illegal to discriminate on the basis of age, gender, race or religion.

Induction

Induction describes the introduction process into an organisation once a candidate is hired. A well-planned induction program helps new employees become fully operational quickly. In sales recruitment, it is important that an inductee is trained on the company and its products, and other types of training such as sales training may be appropriate. Many companies have well structured induction programs lasting anywhere from 1 week to 6 months, in an effort to retain top talent new to the company.

For more information on sales recruitment or to contact us, visit the website at <http://www.myfirstsalesjob.com.au>