

Notes from AA-ISP Boston Chapter Meeting 12/3/15

Topic: Creative ideas for hiring new talent

- a company is using the “usual” tools like Monster, Indeed and some recruiters, but is looking for alternative ways to attract candidates
 - Mine your own inbound sales calls; turn the ones that catch your attention into interviews to snag those reps
 - Firm Play – a company that builds out a site for you promoting you as a company for new recruits. A good brand builder – interviews your employees, paints picture of your company culture
 - LifeGuides.me – another newer brand builder company that will create videos of your employees, etc
 - AppCast
 - Career Fairs – hit or miss, try and vet them out ahead
 - Have a “sales open house” – get people in to your space, meet with your team, devote an internal person to your candidate search

Topic: How to structure inside sales

- Is it better to have reps that are a mix of inbound and outbound lead focus, or strictly devoted to one or the other?
 - One company has found they need 250-300 inbound leads per rep to sustain an “inbound only” employee; that rep then supplements these leads with new contacts at the inquiring companies
 - Companies seem to be moving to specialization, but it is very key that you as the employer supply a methodology – especially for outbound reps to be successful!
 - Data is key
 - Another company offered the feedback that for them, separating roles seems to drive growth. The more junior role handles the inbound leads, then BDRs focus on outbound with some soft leads.

Topic: How to foster continuous learning?

- Hire learners! Maybe you test them with a presentation during the interview process to try and determine if they seek out information.
- Partner reps up with a junior/senior relationship, and tie some compensation to this relationship – “if you succeed, I succeed”
- Make time for manager or peer coaching
- Role play or “mock meetings” are important – ability to ensure reps are on message, tweak delivery, grow skill set
- Try and build a high-performance team – you are only high performance if ALL reps are getting better!

- **Subtopic: How do you determine if employee is “coachable”?**
 - It is not an exact science, but try and get a feel of a candidate’s attitude
 - Set up meetings with the potential peers of a candidate – they may feel more open and themselves than if they were in a formal “interview” setting
 - Get feedback throughout the interview process from all involved parties, and provide this to the candidate before a final interview – was the feedback well received? Was a behavior changed?

What topics would members like covered during chapter meetings in 2016?

- Retaining and growing talent in inside sales versus outside sales – what does the path look like growing into an inside management position versus field sales? What if the organization doesn’t have an outside team?
- How much does investing in your employees move the needle?
- How to find and hire good talent
- How do comp plans, and changing/evolving those plans, effect hiring and retention?
- Technology across the sales process, especially tools that enable scarce resources. What works and why, how are they adopted? (Preference for people using the tools to provide information, not a vendor fair.)
- Along the above lines, what is the give/get for tool spending?