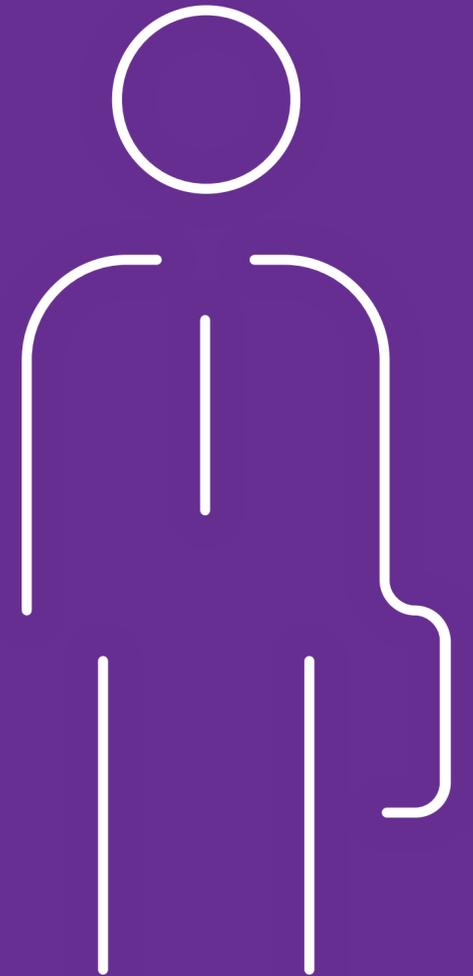
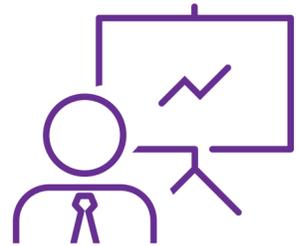


# PAUL GREENING

2017 Best Salesperson Survey



# Overview



When we talk to business leaders, one of the topics that always comes up is how do you find and keep the best salespeople.

To help you, we have built a survey which we run each year that focuses on what the best salespeople look like, their characteristics, how to attract them to your business and how to ensure they stay with your business.

**We are always happy to discuss the survey with you in more detail. To book a time with us simply email us at [paul@paulgreening.com](mailto:paul@paulgreening.com)**

# Interview questions aimed at giving you insight into the candidate

We asked respondents to identify interview questions that they believed gave them the best insight into candidates. Here are the top 5 questions.

1. Tell me about a time when you thought you would lose a sale but you found the right approach to win it?
2. Could you take me through your last major sale and how you worked with the key stakeholders to ensure it was success.
3. Walk us through one of the major challenges you have encountered and how you overcame it?
4. What are the three most important attributes that you believe you would bring to our business?
5. How did you go about dealing with a difficult customer or stakeholder?

**Insight:** Our survey found that, to find the best salesperson you need to focus your questions on their actual approach to win and how well they can work with key stakeholders. This is a quite a change from last year where the focus was very much on how they dealt with challenges and difficult customers and stakeholders.

# When you look back to the last salesperson you hired, which area do you wish you explored more at interview?

We asked respondents to share with us the areas they wished they had explored more when interviewing the last salesperson they hired. Here are the top 8 areas.

1. Behaviour under pressure
2. Ability to close
3. Ability to follow up or close out issues or problems in a timely and effective manner
4. How they dealt with losing (big) sales and what they did to minimise the likelihood in the future
5. Motivation for the role
6. Their ability to manage the entire sale cycle
7. Prospecting techniques
8. Dig deeper into the sales cycle management

**Insight:** This year the focus seems to be more about exploring those areas that relate to how they deal with pressure, problems and closing. Last year the focus was on sales cycle and their ability to manage it.

# What are the most important characteristics of a salesperson

We asked respondents what are the most important characteristics of a salesperson. Here are the top 10 characteristics.



Doing what they say they will



A credible communicator



Building trust



Time management



Authenticity



Focus



Resilience



Determination



Rapport Building through listening skills



Attitude to customers and internal stakeholders

**Insight:** This year it's all about being authentic and building trust, by doing what you say you will do. This is in contrast to last year where we saw a focus on communication and building rapport.

# How did you find the best salesperson you have

We asked respondents how they found the best salespeople. **Here are the top 6 ways.**

**1**  
Through my network

**2**  
Personal recommendation

**3**  
Personal referral

**4**  
Recruitment agency

**5**  
They approached us

**6**  
They came from a competitor

**Insight:** We found that again just like last year, that your personal network is still the place where people found the best salespeople. However, what is interesting is recruitment agencies have for the first time entered the top 6 ways to find the best salespeople.

# What qualities were you looking for when you hired your last salesperson

We asked respondents to share the qualities they were looking for in a salesperson. Here are the top 8 qualities.



1. Self starter that can make things happen
2. Self motivated
3. Accountability
4. The ability to influence and persuade
5. Drive
6. Ownership
7. Persistence
8. Client Focused

**Insight:** Again being a self starter is the quality you're most interested in. Coupled with this is accountability and being self motivated. This is quite a contrast to last year where there was a focus on the ability to influence, being persistent and client focused.

If you would like more information or to discuss how our survey may help you find the best salespeople please contact us at [paul@paulgreening.com](mailto:paul@paulgreening.com)