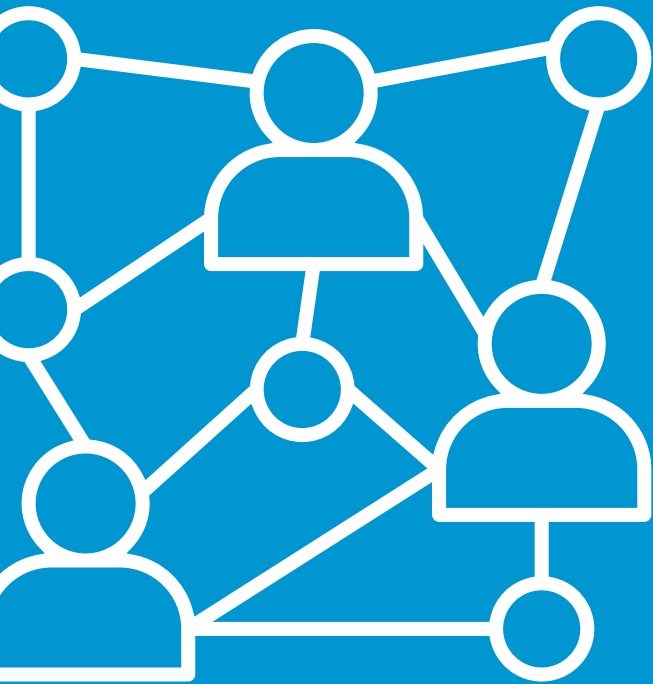# USING HR TECHNOLOGY & DATA TO RECRUIT TOP SALES PROS

**CPSA**

As you well know, the appointment of the right sales team is critical to the success of your company. There's a very clear link between the quality of your sales pros and your company's bottom line. With so much at stake, it's fortunate for today's sales leaders that HR technology and big data are providing solutions to help you recruit the best sales talent out there. In this whitepaper, we'll look at the way HR technology and data are changing sales recruitment and the tools you can use to attract and hire the best talent.

# USING SOCIAL NETWORKS FOR RECRUITMENT

It's certainly true that social networks are replacing the passive job postings that were relied upon in the past. LinkedIn's **Global Trends in Recruitment Report from 2016** reveals that 43% of companies cite social networks as the number one source of quality hires ahead of internet job boards and employee referrals. The data also shows that employees recruited via online platforms are eight times more likely to stay with their employer for more than two years, and are 11 percent more satisfied in their jobs. But while social media recruitment strategies may be effective and save you money, they do require an investment of time and effort.

To attract sales stars, you first need to work hard to build your **employer brand**. According to Kristen Harcourt, top sales reps are looking for **14 values in their prospective employers**. But it's not as simple as just saying, "yes we're innovative, yes we've got a great management team" because that doesn't come across as authentic. To create a great employer brand, you have to use the values that you want to promote in all your messaging online, including your website and social media. By doing this, it means that when top sales pros see your job posting, they'll be excited to apply since they'll already consider your company as one that is desireable to work for.

Once you've built this kind of employer brand, you can proactively go after passive candidates through **LinkedIn** and other social networks. The fact that LinkedIn profiles are essentially resumes makes it easy for you to identify whether or not a candidate would be suitable for your sales team. According to the **network's own research**, 65-75% of members are passive candidates and 15-20% are "Tiptoers" - those who are gainfully employed but casually looking for another job. Rather than posting old-fashioned job descriptions that state an endless list of requirements, attract and appeal to the top sales pros from these passive candidates by writing compelling postings and InMails to prospects you have cherry picked. Convey how your company has an innovative culture with great leadership; one that sets pros up to succeed and fosters development and success.
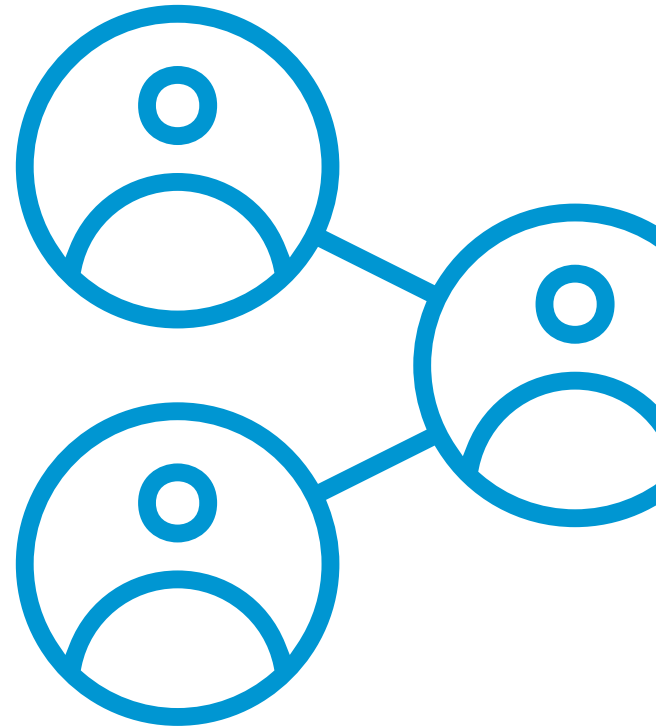
"To attract sales stars, you first need to work hard to build your employer brand."

# USING HR TECHNOLOGY AS A GATEKEEPER

"A 2014 study by the University of Minnesota found that HR screening technology outperformed human decisions by at least 25%"

According to **Ideal.com**, 52% of hiring managers say the hardest part of recruitment is identifying the right candidates from a large applicant pool. Sales is no exception. But today, HR technology and artificial intelligence (AI) are making life much easy and transforming the hiring landscape. For example, algorithms and AI software can now act as a resume screening gatekeepers; saving you enormous amounts of time and effort. And they're effective too. A 2014 study by the University of Minnesota found that HR screening technology outperformed **human decisions by at least 25%** and the tech is improving all the time.

If you don't work in a large organization with a tailormade HR recruitment system, fear not, there are many affordable all-in-one recruitment apps and software platforms on the market today including **Recruitee**, **The Applicant Manager**, **Breezy HR** and **Bamboo HR**.
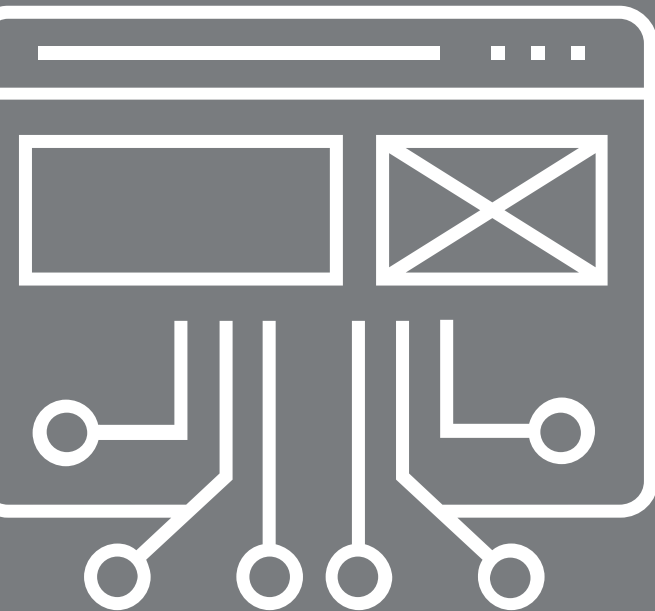
# USING BIG DATA TO PREDICT TOP SALES PROS

What it all comes back down to though, is the question of whether your next hire will be worth all this investment. Today the internet provides an endless number of websites that tell candidates how to create the perfect resume and give the perfect answers at interview. Research shows that **over half of hiring managers** have found job candidates who have lied on their resumes - and that's only the ones who have been caught! What's more, salespeople are by nature charismatic and charming…even the most hardened sales leader's gut can be swayed by a scrappy young rep who just happens to say the right thing in an interview. So how can you be sure that this candidate who looks great on paper (or their digital resume) and talks a great game will turn out to be a top performer for your sales team? Again, HR Tech and Big Data are providing solutions.

**Research suggests** that companies get nine times better hiring results when they use behavioral-based interviewing techniques rather than just experience related questioning. But by complementing these behavioural-based questions with **psychometric assessments testing completed BEFORE the interview**, you can further improve the likelihood of a successful hire. Psychometric assessments for sales look for the specific mix of skills and talent that make a candidate suited for success as a salesperson. They've been proven to be a better predictor of success than a candidate with a good resume and the right industry experience.

Adopting online tools that test for cultural fit, personality, and soft skills such as leadership, persistence, and creativity will give you data that can be analysed to predict future sales success. There are many online tools that can provide you with these types of assessments tailored to your needs including **Eskills**, **PAIRIN** and **HR Avatar** to name a few.

HR technology and data can help sales teams make better hires, but they can't do it alone. Technology and data analytics are there to empower sales leaders and HR managers to be more effective. The tech does the groundwork so that you as a sales leader have the time and resources to make more thoughtful, less biased hiring decisions, that will benefit the whole organization and increase your sales success.

"Technology and data analytics are there to empower sales leaders and HR managers to be more effective."

## ABOUT THE CANADIAN PROFESSIONAL SALES ASSOCIATION

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