

How to Recruit and Retain Your Sales A-Team

**Charity Huff, Managing Partner
Maroon Ventures**



Recruiting Tactics of the Past Won't Work in Today's Reality

And, we need talented sales professionals more than ever



Only 24% of local leaders agree that they are adequately staffed to meet their digital revenue goals.



53% of the local leaders did not agree that their staff is adequately trained to reach digital revenue goals.



Talent recruitment/retention was the #1 challenge cited by CEOs, VPs of Digital and local leaders across the board.



The employee net promoter score of 3, for much of our industry.



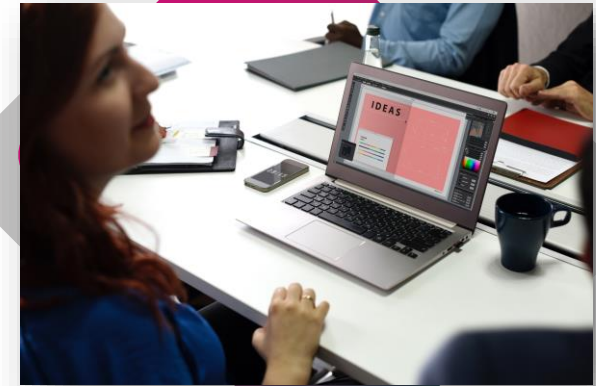
How To Fix it? Make a Promise... And Keep It.

*Market the Opportunity to
Potential, Passive Sales
Talent*



*Differentiate Your
Opportunity from
Competitive Positions*

*Fulfill Your Promise Once
They are On-Board*





Define Your Ideal Sales Person Build a “Customer Persona”

Why they would find value in working for Your Brand?

How will they find out about new positions with Your Brand?

Who are competitors trying to recruit the same high caliber people?

What is Your promise to new hires?

What it will be like during the interview process?

What the on-boarding for a new hire will look like?

What compensation and benefits does this person expect from a role within Your Organization?



Elevator Pitch to The Ideal Sales Professional




Make a difference at McClatchy

As a member of the McClatchy family, you are part of a flexible, empowering, and exciting culture dedicated to creating a work/life balance and consistent opportunities for growth—a place where you have a voice and the ability to impact our future.




Use the Right Marketing

Multimedia Salesperson #NMR-5194



APPLY

 Petoskey, MI	ALL ADDRESSES Petoskey, MI	REQ NUM NMR-5194	VIRTUAL/REMOTE
Job Title Multimedia Salesperson	Location PNR Petoskey-V5900		
Full-Time/Part Time Full-time	Job Description Generate revenue for the newspaper by selling both print and online advertising to new and existing customers. Develop marketing plans for various types of businesses and provide excellent customer service. Essential Functions: * Sell print and online advertising to customers * Meet with customers to determine business objectives, develop sales proposals to help them meet objectives * Present creative options to meet customer needs and up sell		

Use the Right Marketing



Hibu added 2 new photos.

December 7, 2017 · 🌐

Please join us in welcoming our newest classes of Premise hires.

Welcome to the team! - Alyssa, George, Gretel, Alex, Shane, Michaela, Christopher, Chris, Ashley, Elliott, Joshua, Dani, Paul, Jake, Rachel, Rubin, Mya, Stephanie, Cernel, Tiffany, George, Shawn, Laurie, Sean, Carmen, Jasun, Armando, Logan, Debra, and Dean



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Sales

**Introducing our
next bestseller.**

You.



What Makes Your Culture a Unique, Desirable Place to Work?



Your Promise to Potential Employees

Job description

So what does all of this mean for YOU? - **A LARGE earning potential** in a fast-paced, booming industry with plenty of opportunities for advancement.

As a Digital Account Executive You Will Enjoy

- Significant Base Salary
- Generous Productivity Bonuses
- UNCAPPED Commissions
- Expense Allowance for your car and cell phone
- Portfolio of Digital clients
- Proven successful approach for prospecting and finding new business
- Proprietary Tools to help you prove why a prospective clients needs increased Digital Marketing
- provides a dedicated approach and ideal prospects to call upon every day
- Company supplied iPad Pro to share a modern Sales Presentation with prospective clients
- A Salesforce based company

Seniority Level

Associate

Industry

Marketing and Advertising,
Online Media, Internet

Employment Type


Full-time

Job Functions


Marketing, Sales



Hiring Process



HR Screening should include an assessment of the candidates sales skills



With assessment as input, the hiring manager can dig into scenarios, skill areas of concern, and past experience



Cultural fit is as important as skill set



On-Boarding Plan



Multiple weeks of hands-on, real world coaching and mentoring from their peers and their manager, coupled with audience & solution offering training.



Sales enablement tools that facilitate efficiency & accountability .



Check points to ensure they have mastered each component of what makes your brand, offering, audience unique in the marketplace.





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