

Stop the Turnover

Significant turnover was stopping a client from growing and producing ROI. Refining the sales hiring process improved retention and tripled revenue.

Business Problem

Significant sales team turnover was preventing a client from growing. Braveheart Sales Performance was engaged to improve their hiring efforts and help the company grow through sales.

Approach

Braveheart evaluated the sales management team first. Then we analyzed and defined characteristics that made a salesperson effective in this company. Finally, we developed a repeatable hiring process to make it faster and more effective for managers to bring on new salespeople.

Solution

By evaluating the sales leadership team, we found gaps in sales leadership skills. In response, we developed a sales leadership coaching program to help sales managers coach salespeople, hold them accountable, and onboard newly hired salespeople.

To improve sales hiring effectiveness, Braveheart carefully analyzed the company's top- and underperforming salespeople. Based on the findings, we created a customized salesperson profile. Then we used the profile to carefully craft job ads and recruit candidates with powerful indicators of success.

We taught a systematic and repeatable hiring process to all team members involved in hiring salespeople. The hiring process now leverages the #1 rated sales assessment tool; it's used early in the sales talent screening process to effectively and efficiently narrow the candidate pool.

Results

1. The company learned to hire more effectively and efficiently, which helped it retain salespeople. Better hiring practices also reduced the cost and energy associated with recruiting, hiring and onboarding unproductive reps.
2. Salespeople hired using Braveheart's process earned more revenue for the company compared to previous hires. In their first month on the job, average revenue per rep was 122% higher and average recurring revenue was 339% higher.
3. By their fifth month on the job, reps hired using Braveheart's process were generating 219% more average revenue than those hired in the prior two years, and their average recurring revenue was 48% greater.