

Why's It So Hard to Recruit **Top Sales Talent?**

Have You Ever . . .

- Hired what you thought was the ideal salesperson, only to be disappointed?
- Brought on a salesperson with the right skills, but who wasn't the right fit?
- Wished you could hire top sales producers the first time?

If you answered "Yes!" to any of these scenarios, you are not alone.

In today's shifting economic climate, it's difficult to meet revenue goals without the right sales resources in place. Too often, sales teams are filled with below-average talent that struggle to meet their objectives.

Worse yet, open headcounts translate into total losses as demand goes unmet and market share is lost. In order for your company to reach its true potential, you have to find a way to fill your sales team consistently with top producers.

Add to that challenge the amount of time your sales managers are wasting on low performers, plus the time it takes to move them out and replace them, and you've got a perfect storm of lost productivity.

And when it's time to find a replacement, sales managers are forced to make decisions with the resources provided to them (often by the same team that found the one they just got rid of).

With pressure to hire quickly and hit their numbers, they make hires based on convenience, at the expense of the company's competitive advantage, starting the entire process of inefficiency all over again.

How much more profitable could your sales organization be if you consistently filled your open head counts with top producing sales talent?

Why Work With a Sales Recruiting Expert

Hoping to avoid these costly errors, and recruit those top producers quickly, companies rely on internal recruiters or external staffing vendors to fill their open sales positions.

As generalists, these recruiters look for sales talent the same way they would for any other candidate. Yet, top producing sales people are already employed and don't fit comfortably into general molds.

As sales recruiting experts, ACA Talent has specialized in finding those hard-to-find, top performing sales candidates for over a decade. Our Talent Acquisition Specialists do nothing but interview for sales positions every day. They understand what to look for in a great sales candidate that goes well beyond the resume. What makes ACA Talent different is our consistent ability to deliver A-players.

This is why business leaders of some of the largest direct sales organizations trust us to optimize their sales recruitment process and find the best talent every time—allowing them to rest assured that they are filling their sales teams with top performers.

The situation is clear, if you keep backfilling your sales positions using the same methods, you'll continue to get the same results.

Why not break this chain and take a different path to success? Contact ACA Talent today to learn how we can help you build a force of "A" sellers.