



Hire Performance: Recruiting a Winning Sales Team New and Revised (Paperback)

By David K Barnett, University of Delaware Delaware Matthew Robinson

iUniverse, United States, 2013. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Busy managers and bottom-line entrepreneurs are faced with one of the toughest challenges in all of business: hiring a sales team that can really sell. In Hire Performance, authors Dr. David K. Barnett and Matthew Robinson provide novice and professional recruiters with a turnkey selection system that replaces guesswork with science and gut-feel with confidence. First published in 2003, this guide introduces the Hire Performance strategy, an approach to recruitment developed around Barnett's Four Levels of Sales model that sequences the skills of sales development. Hire Performance provides a toolbox filled with helpful tips on writing employment ads, learning behavioral interviewing skills, and negotiating compensation packages. Relying on nearly five decades of combined sales and sales-management experience, Barnett and Robinson also help you assess your recruiter skills and deliver research-driven insights on the behaviors to look for in potential sales superstars. A valuable resource for understanding fundamental, mission-critical tasks, Hire Performance introduces a different way of thinking about sales, offering a simple primer for anyone tasked with building a productive sales organization.



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