

Never Hire a Bad Salesperson Again

Executive Summary

This session will show you a process for avoiding the financial headaches and frustration caused by unmotivated, underperforming salespeople. Christopher Croner, Ph.D., co-author of *Never Hire a Bad Salesperson Again*, will show you how to select only those candidates with the Drive to become top producers.

Event Details

Sales leaders and CEO's know the pain and financial burden of hiring underperforming salespeople. Few business challenges are as heartbreaking as hiring a sales candidate who talks a good game, but eventually fails to meet expectations. The cost of a poor producer can reach 6 to 7 figures annually in salary, training, lost customers, and missed opportunities. Although most sales leaders readily admit that they want salespeople with "fire in the belly," very few know the scientific formula for finding those who genuinely have this level of intensity.

Over 80 years of sales research have shown that of all the traits essential for salespeople, the most critical is a characteristic called Drive. Drive is the ambition, dedication, and resiliency found in top producing salespeople. Drive is especially critical for salespeople who must "hunt" to find and open new accounts. However, Drive is also one of the most difficult traits for interviewers to rate, and among the easiest for sales candidates to fake. Furthermore, Drive cannot be learned or developed. Extensive research, detailed in Dr. Croner's new book, *Never Hire a Bad Salesperson Again*, with co-author Richard Abraham, has shown that there is a consistent formula for identifying Drive in sales candidates.

Sales managers who understand and use this hiring process are effective at weeding out pretenders and identifying potential top producers. This presentation will show members how to hire and develop those with an intense desire to succeed. In this session, you will learn:

- The realistic cost of underperforming salespeople at your company
- Why Drive is the most crucial factor to determine a salesperson's potential
- How to create a blueprint for the other skills essential for your salespeople
- A hiring method for selecting candidates with Drive and other key traits
- The best interview questions to separate strong from weak candidates
- How to rate candidates based on their answers
- How to tell whether your current salespeople can improve
- Best practices for deploying your salespeople based on their level of Drive

Speaker Profile

Christopher Croner, Ph.D.

Principal
SalesDrive

Dr. Christopher Croner is a Principal with SalesDrive, LLC, a firm that specializes in the selection and deployment of high performing salespeople. Dr. Croner is co-author of the book, *Never Hire a Bad Salesperson Again*, detailing his research and practice in identifying the non-teachable personality traits common to top producers. Dr. Croner developed the proprietary DriveTest™ diagnostics system, including the Drive Interview™ for salesperson selection. Using this system, he has helped numerous companies to hire and develop top-performing salespeople with a 90%+ success rate.

Dr. Croner has served as an adjunct faculty member at the Chicago School of Professional Psychology, teaching personnel selection in the Industrial Psychology Master of Arts program. Dr. Croner is an active member of the Consulting Section of the Illinois Psychological Association and former Co-Program Chair of Chicago Industrial/Organizational Psychologists (CIOP).

Dr. Croner received his BA in Psychology from DePaul University, and his Masters and Ph.D. in Clinical Psychology from Southern Illinois University at Carbondale.