




In this eBook we'll explore a unique approach to recruiting and developing every salesperson to achieve their maximum potential.

In this new dynamic competitive market
there is no room for passengers.

Only high quality salespeople who operate at the “**Trusted Advisor**”
status can produce the profit required to grow the business.



WITHOUT THE
“RIGHT” PEOPLE,
BUSINESS SUCCESS
IS ELUSIVE AND
DIFFICULT, IF NOT
IMPOSSIBLE

OUR APPROACH

We'll help you to
do it yourself.
We'll do it with you.
We'll do it all for you.

INTRODUCTION

The market, and the solutions to solving complex business problems, has changed forever and this has brought both opportunities and challenges.

The opportunities for new solutions are endless... everyone wants growth.

The challenges require a major **Leadership paradigm shift** to take advantage of the openings.

Paradigm Shift 01

Not every salesperson in your team is the “right salesperson”. Without the “right” people, success is elusive and difficult...if not impossible.

Paradigm Shift 02

Do Not allow the vacant patch virus to influence your decision. Avoid forming relationships with candidates until you are reasonably sure that the person has the right attributes.

Paradigm Shift 03

There are 4 growth stages in the salesperson’s Journey to becoming a Top Dog. Top Dog’s Obtain, Maintain and Develop HighQuality Business Better than any of their Competitors.

Paradigm Shift 04

Unlock the profit potential in your business with direct/video marketing. Video marketing is 10x more effective than print or email.

[Click here to view the SearchXtra Diamond Detector](#)

Paradigm Shift I:

Not every salesperson in your team is the “right salesperson”.

Have you ever been absolutely certain that you’ve hired a winner, only to discover shortly after that the only thing they were ever really good at was the interview?

Without the right people, business success is elusive and difficult, if not IMPOSSIBLE.

Selecting the right person who can be “Fast Tracked” to their full potential should not, and must not, be left to chance.

Consider the following results from the way many organisations currently recruit:

- » **1 in 4** recruitment exercises result in the wrong person being recruited.
- » The cost of a wrong hire is between **75% and 150%** of the position’s annual salary. (In sales, this figure is often hundreds of thousands extra if the lost opportunities are included).
- » **50%** of sales staff turnover occurs on or before the 7th month of employment.
- » **62%** of corporate companies have faced unfair dismissal claims.
- » In excess of **60%** of salespeople worldwide are underperforming.
- » Up to **70%** of candidates admit to embellishing their resume.

**The Best Salespeople
are like Diamonds.**

Highly Prized.

Rarely found.

Click on each title to view examples of SearchXtra Assessment reports

Solution: Assessment Centre



The Assessment Centre contains a suite of 7 unique assessments.

- » Motivational Drives
- » Behavioural Style
- » Personal Needs
- » Leadership Style
- » Selling Style
- » Negotiation Style
- » Professional Selling Skills

Once the concept of the Assessment Centre is mastered you will be able to:

- » Predict and hand-pick low risk salespeople using the known attributes of “high achievers”.
- » Avoid the Vacant Patch Virus.
- » Improve staff retention rates through better hiring systems... with a clear set of tools to benchmark high achievement potential.
- » Predict in prospective employees, “success factors” such as productivity, stability and customer care attitudes at the PRE- employment stage.
- » Define skills levels of revenue generating staff and pinpoint competency strategies to lift revenue, increase conversion rates and achieve higher gross margins.
- » Reduce your employment costs with accurate personnel selection tools to match the entire workforce.
- » Provide the tools to attract, motivate and develop better people.



Paradigm Shift II:

Do Not allow the vacant patch virus to influence your decision.
Avoid forming relationships with candidates until you are reasonably sure that the person has the right attributes.

There are a lot of people who will show up at your interview and tell you that they are a TOP DOG, but they are usually benchmarking their success against mediocrity not against a Top Dog.

A TOP DOG doesn't need to tell you they're a Top dog, it's obvious.

NB: Be very wary of candidates who are flat lining it from one sales job to another without seeking any greater challenges; they are more likely to be Tired Dogs than TOP DOGS.

Lurking within this group is a nasty little creature we know as the **"vacant patch virus"**. The greater the urgency you have to put a salesperson into a territory, the more the virus likes it.

This virus has the ability to morph sub standard applicants into superhuman sales dogs who will fill your profit void.

The euphoric feeling lasts right up until the second week of employment when the virus releases its magic spell and allows you to view the horror and reality of your decision.



Click the picture to see the "Vacant Patch Virus".

Click here to view a typical virtual interview.
(The interview is shown with full permission of the applicant)
Enter the code **MH45DGF5** in the dialogue box

Solution:

SalesXtra Virtual Interviewer.

The right people unlock the profit potential in your business.

Now you can replace the initial telephone screening with a video screen and systematically view candidates from a distance.

No need to form a relationship until you are reasonably sure that the person has the right attributes. Share the videos with all stakeholders before getting face to face.

Virtual interviewing is the future of recruitment. Instead of interviewing job candidates in person, a virtual interview lets you speak to applicants on the Web by way of video calling/video conferencing or through a pre-recorded video where job candidates can leave recorded responses using their webcam.

Virtual interviewing helps you to gain insight on candidates that you couldn't ever get from a resume or a phone call, allowing you to make better decisions about the candidates you select for a personal interview

The **Virtual interviewer** is highly versatile. It lets you customise and publish different types of interviews.

- » **Video interviews** Your recruiters will be able to read and analyse candidate's body language. It's the closest thing to an in-person interview.
- » **Audio interviews** Option to participate in an audio only interview.
- » **Text interviews** When questions require "yes or no" or multiple possible answers.
- » **Combination interviews** This type of interview lets you ask a combination of video, audio and text based questions.
- » **Random-order interviews** Create a more challenging kind of interview by making it difficult for candidates to guess what type of questions are going to be asked. The system will randomly select questions from different categories.

GAIN MORE
INSIGHT ON
CANDIDATES IN
A FRACTION OF
THE TIME

ANYWHERE:
ANYTIME:
ANYPLACE:

EXPERIENCE

RATING
BENCHMARK

ACHIEVEMENTS

WORK
HISTORY

SELECTING BETTER PEOPLE THE SEARCHXTRA WAY



Bonus eLearning Resource for Interviewers.
A complete guide to interviewing.

Select Superstars and Reject Lemons

65) Downloadable Questions to ask at the interview.

Questions to Screen for Toxic Employees in the Interview

You hire a candidate who seems perfect on paper and who seemed friendly in the interview. But after a few weeks on the job, they're not working out. They don't work well with the team, they gossip, and are arrogant. They're a toxic employee, and they're poisoning your team.

Hiring a toxic employee is costlier than you think. A study conducted by Cornestone On Demand found that **good employees are 54% more likely to quit when they work with a toxic employee.**

Toxic employees can hide their poor qualities from employers, so ask the right questions in the screening process to reveal them.

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Paradigm Shift III:

There are 4 growth stages in the salesperson's Journey to becoming a Top Dog.

SOLUTION: When you recruit through SearchXtra, all successful applicants receive 30 modules of the world's No1 eLearning system plus personal video conference coaching for candidate and mentor.



Zero time away from work...100% Effective.

Developing a High Performance Sales Team means that you must be sure that..

They are clear about what is expected of them and when. You are using their talents and strengths positively. You are able to identify any gaps in their knowledge, skills or experience, and help them to bridge those gaps.

Continually improving the skills and knowledge of your workforce is essential if you are to satisfy demanding customers in rapidly changing markets.

When team members master the skills of their profession they are able to make better decisions that result in better business at better margins.

**Better People
Better Decisions
Better Business
Better Margins**

Mouse over to view larger size

The individuals who manage these people suffer less stress, are able to delegate responsibility with confidence, and effectively manage the performance of all employees. Training and development is not an optional activity to be awarded as a perk; nor is it to be undertaken for its own sake. Training and Development is an integral part of developing your organisation in order to produce clear business benefits.

The purpose is to create business success. It's vitally important for the longterm viability of the organisation that a learning environment is created that includes mentoring, coaching and self-paced learning. Only then, is it possible to set objectives that are married to the full potential of both the individual and their job role.

Training and development is about identifying any gaps in the knowledge or skills of your employees that may prevent them from achieving what is expected of them in the business. Training and development fills those gaps and ensures that when the individuals are at work on their own they can complete the job to a satisfactory level. SalesXtra eLearning courses provide the strategies, tactics and competencies that ensure full productivity and profitability from all team members.

Creating the personal development process begins with the premise that salespeople can be “Fast Tracked” to self management by focusing on specific sales behaviours and developing them as “key Success Behaviours”.

It is generally accepted that 85% of problems experienced daily by salespeople are caused by the sales processes employed.

If we accept this as being true, then it must also be true to say that by focusing on improving the quality of the sales processes, the effectiveness of the sales process is automatically improved.

When the effectiveness of the sales process is improved, the volume and rewards from the same amount of effort are automatically improved.

The emphasis will never again be product v product it will be totally focused on the added value of your solution.

P.R.I.S.M. Solution Selling produces extreme profits from the same opportunities that other salespeople walk away from.



Developing a High Performance Sales Team means that you must be sure that:

- They are clear about what is expected of them and when.
- You are using their talents and strengths positively.
- You are able to identify any gaps in their knowledge, skills or experience, and help them to bridge those gaps.

Fast-Tracking new sales people or under-achievers to full profitability, is a vital factor in the well-being of every business.

Creating the “Fast Track” system began with the premise that a salesperson could be “FAST TRACKED” to self-management and a corresponding high value to the organisation, by focusing on developing “key success habits”. Key Success Behaviours are the Daily Activities that are the essential elements in “Fast Tracking ” sales people to full profitability

THE 8 SALE DOGS

Mouse over to view larger size

10 Modules New Business Development

10 Modules Tactical Probing Skills

10 Modules P.R.I.S.M. Solution Selling

NB: P.R.I.S.M. Solution Selling produces extreme profits from the same opportunities that other salespeople walk away from.

The teams at SearchXtra and SalesXtra has over 100 years’ experience in developing new starts and veterans through the “Journey to Top Dog” to perform at the highest level.

We are experts at Selection, Induction, Training and development plus high-quality Video Marketing.

This expertise results in salespeople who Obtain, Maintain and Develop High-Quality Business *BETTER* than their competitors.



New Business Development

Introduction

Course Outline

Course Demonstration with Learning Outcomes

Click on the tabs to view more

THE JOURNEY TO TOP DOG

Top Dog salespeople are consistently 150-200% above budget.

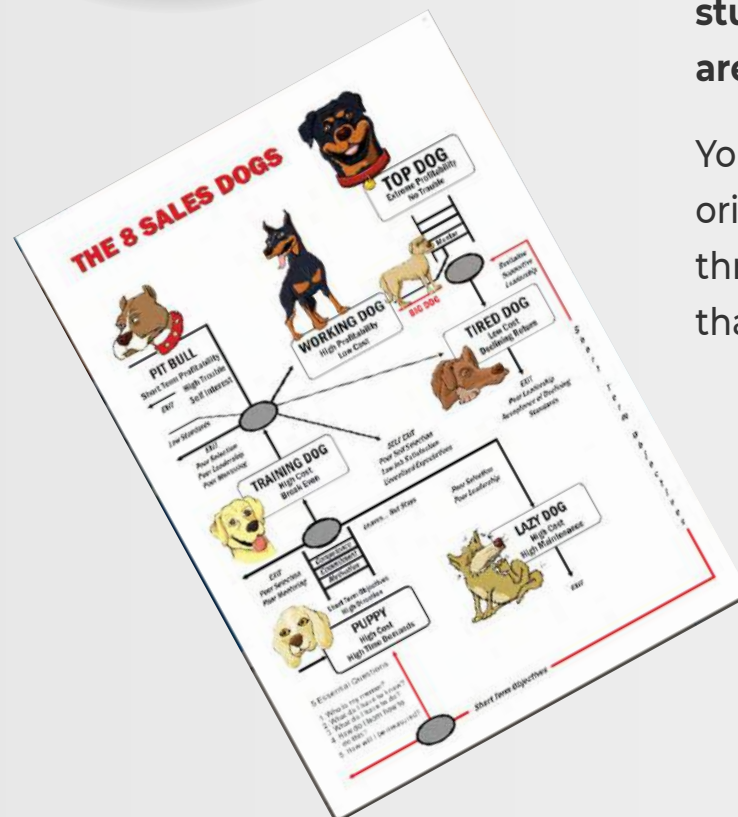
Extreme Profitability.
Top Dogs are your Profit Machines!

Every business craves a High Performance sales team and yet studies prove that over 50% of salespeople, in all industries, are under performing.

Your Membership Specialist will help you to create your performance oriented sales culture and develop strategies to move salespeople through the 4 levels to becoming a TOP DOG and avoid the pitfalls that open the door to the 4 poor performing areas.

5 ESSENTIAL QUESTIONS

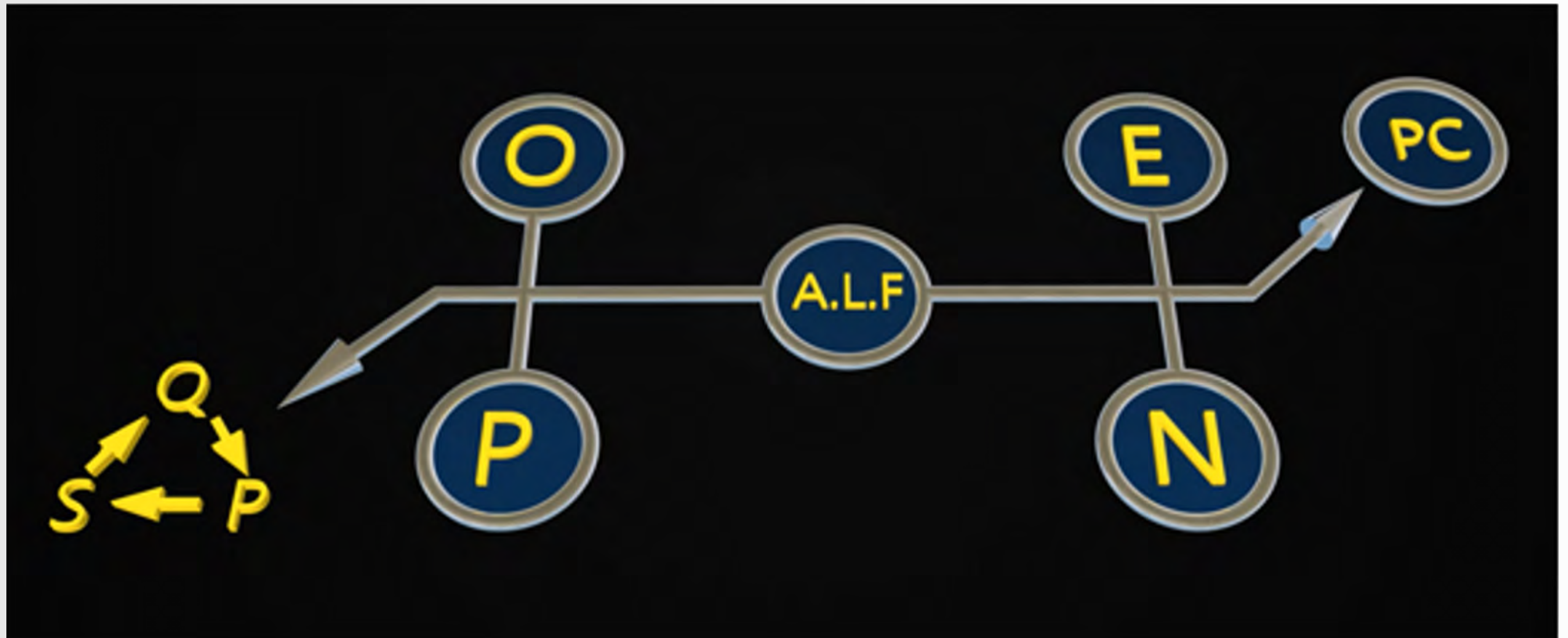
1. Who will GUIDE me to be successful?
2. What do I need to KNOW to be effective?
3. What do I need to DO in order to be successful?
4. How do I learn HOW to do these things?
5. How will I be MEASURED?



Tactical Probing Skills

[Introduction](#)[Course Outline](#)[Course Demonstration with Learning Outcomes](#)

Click on the tabs to view more



This essential program provides a structured approach in a business-to-business "Needs Analysis" through Tactical Probing Skills. The information gained through Tactical Probing Skills will allow the salesperson to match unique selling points with the Customer's dominant buying motives and so bring an intensity of focus to the presentation that is rarely available without strategic planning. The unique "gearbox" style directory assists in delivering the concept of "Selling on Purpose", where activity is done on purpose to a purpose.

Target Audience: Internal and external salespeople, sales management, and marketing.

P.R.I.S.M. Solution Selling

[Introduction](#)[Course Outline](#)[Course Demonstration with Learning Outcomes](#)

[Click on the tabs to view more](#)

P.R.I.S.M. "Solution Selling" generates astonishing results with a sales process designed to maximise the outcome of account development

We take a very sophisticated and complex sales development system and turn it into a very simple ready-to-go system packaged neatly in a box. This minimises the pain in change.



P.R.I.S.M. SOLUTION SELLING

- Highly Effective Sales Process
- Repeatable: Predictable: Scalable: Measurable:
- Nothing is left to chance!
- No accidental good fortune involved.
- No stress... No hardluck stories... Just 100% effective systems.

TOP DOG IS A JOURNEY NOT A DESTINATION

Continuous Improvement

Mastering Sales Behaviours and Sales Processes, Changes Sales Behaviours Permanently.

Just because salespeople have attended a training course doesn't mean that their performance will improve or they will now apply the new skills.

Sales Training isn't a **"one-hit-option"**; it is only ever going to be the beginning of the performance improvement process.

Studies have proven that **87% of learning is forgotten in just 30 days** without an effective performance appraisal and field coaching strategy. **Only 9% of what is taught at the standard 3 days training program is actually applied.**

There is a solution; the 9% application figure can be boosted to a massive 95% by instilling, or developing, a set of high quality Sales Behaviour workshops supported by an effective coaching/mentoring system that measures each individual's progress to Mastery of the sales process.

The SalesXtra System changes sales behaviours PERMANENTLY!!!

Nothing is left to chance!

No accidental good fortune involved...

No Stress...

No Hard Luck stories...

JUST 100% effective systems.

The system operates by regularly tracking and comparing the individual's observed performance to the **112 Sales Behaviours** found in **SalesXtra's** powerful **Mastering Sales Behaviours** workshop system.

Sophisticated online tool allows managers and mentors to evaluate a salesperson's competency and willingness to employ strategies and skills.

COMPETENCY LEVEL: MASTERY

Always uses the behaviour in all situations.

Competent to mentor others in use of the process.

Persists with behaviour in pressure situations.

Area of excellent performance.

Visible indications:

Consistently achieves above average results.

High personal motivation.

Makes things happen; searches for innovative ideas continuously.

High success rate; enjoys success and actively seeks it.

Appears consistently to be able to achieve objectives with little or no assistance.

Appears to others as visible and available with a sense of urgency.

Encourages others to succeed.

Has an extremely open mind to new ideas.

Totally committed, gives 100%.

Does not have the time or inclination to be ill.

Paradigm Change IV:

You can unlock the profit potential in your business with video marketing.

Selling is Marketing but Marketing is not Selling!

Too many businesses today outsource their marketing process to the sales team and tell them to drum up business, or get out there and cold call.

Too bad it doesn't work that way.

Here's the bad news. Cold calling, to a cold market is an act of frivolity. In today's market, cold calling is the most ineffective lead generation tool and it's the quickest way to lose high-performing salespeople.

You invest in your salespeople to do a specific job; to convert opportunities into sales. You invest in marketing strategies to create the opportunities for the salespeople.

Today's salespeople do not have either the time or the willingness to focus on lead generation prospecting and converting opportunities. One or the other **ALWAYS** suffers.



BONUS:

When you recruit through SearchXtra, all successful applicants receive 3 months free access to MarketingXtra.

Continuous Marketing

With personalised video messages, animated or digital video brochures you can **reach hundreds or thousands of decision makers EVERY day** with direct response from the target audience . Anytime. Anywhere.

The interest generated by **interactive video brochures delivers 10 x the response rate of normal print** marketing and is twice as effective as the average sales meeting.

Video brochures put your message right in front of the decision maker.

No gatekeepers.
No appointment necessary.

Click the picture to view a video marketing example

