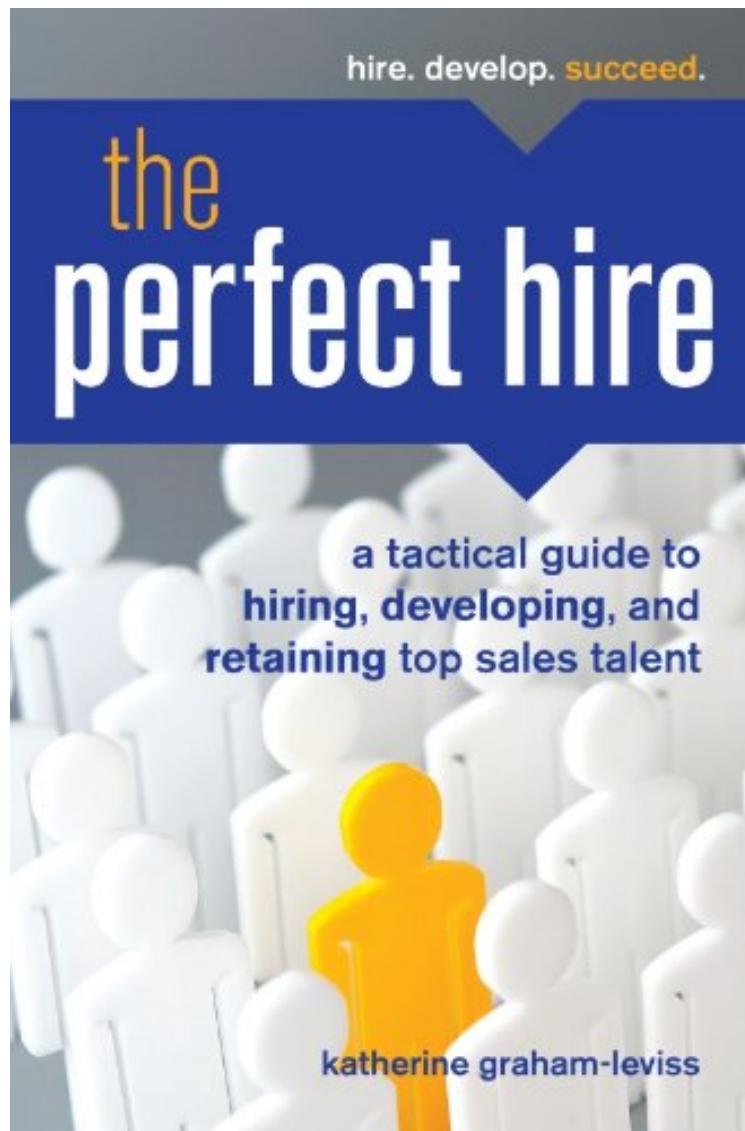


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# The Perfect Hire: A Tactical Guide to Hiring, Developing, and Retaining Top Sales Talent

*Katherine Graham-Leviss*

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How many sales candidates have you hired for their technical skills only to fire for their bad attitude? How many

experienced sales hires have you had to let go for poor on-the-job performance? Whether yours;ve experienced such scenarios or you hope to avoid them, the takeaway is simplethe perfect hire requires more than technical skills and experience.Sales strategist Kathi Graham-Leviss invites you to stop the revolving door of sales hires and arms you with the critical steps to choosing the perfect hireevery time. Utilizing proven best practicesrevealed from the latest research in sales performance driverslearn how to assess soft skills, problem solving abilities, and behavioral attributes, in addition to technical know-how, to select candidates who are well matched for the job, not just well qualified.Uncover the secrets to creating a successful hiring methodology that enables you to: Attract quality candidates Screen for high performers Predict on-the-job success Select the perfect hire Increase productivity Reduce turnover Increase ProfitsBe it time, money, opportunities lostthe cost of finding and hiring a new sales employee is significant. Stop spending on poor prospects and start profiting with the perfect hire!