

Why The Top 8% of Salespeople Will Never Join Your Company... And What To Do About It.

Industry averages show that 8% of salespeople are responsible for 80% of sales generated.

Do you want to hire from that 8% or from the 92% who produce the remaining 20%?

Clarity,
Conviction &
Opportunity

Be Flexible
And
Different

Build Brand
Ambassadors

Identify
your target
audience

Employer
Value
Proposition

Candidate
Experience
And Life
Cycle

Put Your
Team First

Use your
Social Media

Articulate
Your
Purpose

Re-confirm Your
Talent
Acquisition
Strategy

Invest In
Education

Be Open



Offer Clarity, Conviction and Career Opportunity

Attracting top talent is done by highlighting what we all want in a new job — clarity about what the mission is, to work with others who share the conviction that what the company is doing matters, and knowing that new experiences and career options are a reality. Find ways to authentically express these things through video, robust career pages and personal communications from senior leaders.



Be Flexible And Different

We are shifting into an era where the “traditional” office environment and compensation models are no longer as appealing as they used to be. Show candidates that you value work-life balance and individuality. Whether it is the option to work some days from home or allowing employees to move about an open office environment, give them some flexibility.



Utilize your Employees as Brand Ambassadors

Your business leaders and teammates can significantly impact your ability to attract top talent by creating talent ambassador LinkedIn profiles, reaching out to high potential candidates, taking time to conduct reviews on platforms such as Glassdoor and Indeed and helping generate content that is rich in the organization's culture.



Understand Your Employer Value Proposition

An organization looking to stand out from competitors when seeking to attract top talent must be able to articulate and share how the employee value proposition is lived every day, along with the vision and mission of the organization. Just as an organization has a brand for the external market, there needs to be an employee brand that can effectively communicate the employee experience.



Identify Your Target Audience Well

Recruiting is selling. Identify your target audience and understand your organization's selling points. What do we have to offer, and who would benefit from what we can offer? With these details, you can place your company brand in the center of your target audience. Advertise your organization's culture, and echo your talent's needs, skills and attitudes as it relates to your brand.



Fully understand the Candidate Experience And Life Cycle

Your organization's reputation permeates candidate decisions. The candidate experience is a continuum that begins prior to the candidate contemplating a role with your organization (brand awareness) and extends well beyond the time they may leave. Learn from brand and marketing colleagues to better position yourself in the market to have the most significant impact.



Put Your Team First

When you genuinely care for your employees, they'll care for one another, your customers and the community. Go beyond amazing benefits. Foster a workplace that thrives on trust and respect for all individuals — and protects that culture every day. Word will get out. Your people will talk, and they'll refer like-minded, talented people who believe in your culture and your mission.



Utilize Social Media To Your Advantage

With social media, organizations now have an opportunity to be visible to many. Candidates are doing their research prior to accepting interviews. They want to know what your current employees are saying about you. Brand your page with more employee-related events. Take control of your company's image and become a people-focused employer and you will automatically attract top talent.



Understand And Articulate Your Purpose

Companies with purpose attract and retain better talent. Finding out your “why” translates into your unique value proposition to candidates (and employees). This is not a marketing statement, a mission (where you are going) or vision (where you would like to be). Purpose defines why you do what you do, which motivates candidates to join the charge and apply.



Invest In Education

We've found high-performing people see learning opportunities as an essential component that adds to their workplace engagement. Switched-on employers must develop engaging new experiences for their top talent. Tailoring learning initiatives to career exploration and growth can make employees feel personally valued, increasing their loyalty if other firms come calling.



Re-confirm Your Talent Acquisition Strategy

Before recruiting, organizations should validate that their talent acquisition strategy is designed to attract the right talent. A great way to do that is to get feedback from current high performers about what attracted them to the organization and their role. Also, ensure that your hiring process is not a barrier to making timely hiring decisions; otherwise, applicants will lose interest.



Be Open

Don't put on a show to snag a candidate. It's critical the candidate knows exactly what he or she is walking into and can make a smart decision about their future. The only way to know if it is a fit is for both parties to have open eyes and clarity.