



# **Never Hire a Bad Salesperson Again: Selecting Candidates Who Are Absolutely Driven to Succeed**

*Christopher Croner, Richard Abraham*

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Underperforming salespeople are perhaps the greatest cause of frustration to sales executives and financial loss to business owners. The cost of hiring and keeping a bad salesperson can range from six to seven figures annually. To make matters worse, many companies waste money by trying to train sales skills in people who will never improve. Research shows that the most important factor for success is a salesperson's Drive - the inner fire that ultimately determines if he will thrive or fail. This critical trait is hardwired by adulthood, and cannot be improved with sales training. The job interview process must accurately evaluate Drive to identify future superstars and avoid underperformers. However, research shows that Drive is one of the toughest traits for interviewers to rate, and one of the easiest traits for candidates to fake. To make matters worse, many sales managers hire based on gut instinct. Thus, they are severely disappointed later. This book provides: \*

- Psychological research behind the three elements of Drive
- \* A valid hiring process for selecting top performers
- \* Interview questions to accurately determine whether a candidate is driven

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