

# 6 top tips for recruiting exceptional B2B sales talent!

In the world of B2B sales, only the best will do. Very few have the proper motivators, values and skills to be the perfect choice for your business, but how can you ensure you've found the right candidates to generate revenue and promote growth?

## 1

### Know the qualities of B2B sales

In business-to-business, an average of **7 different decision makers will cast judgement**, plenty of money is involved (which doesn't belong to the people spending it) and products can be incredibly complex. Start by asking, what skills are essential to my sales process?



## 2

### Understand their values

Discover which values drive their career choices and motives – the best sales candidates aren't driven by money, but rather a **want to help people solve problems**. Make sure you understand their moral values too – will they lie about your product to the prospects, or are they honest and genuine?



## 3

### Assess their technical abilities

**90% of B2B sales professionals have said sales tech is "important" or "very important"** to closing sales. How good can the candidate be if they can't work your CRM, use LinkedIn for prospecting or create a simple spreadsheet report?



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## Be thorough with references

Don't forget this vital piece of the recruiting journey – it may make or break a candidate in your eyes. **Ask for 4 references, including their most recent employer**, so you can discuss claims the candidate made in the interview with them.



5

## Open up a B2B sales discussion

Exceptional sales talent are always learning, actively reading and researching B2B sales trends and techniques. **Start a discussion to see how much they know, and how passionate they are**. You can also use this discussion to ask about their different experiences.



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## Ensure they know what the job entails

Ask at the start of the interview "What do you think the role involves?". You'll know instantly how well they've prepared for the interview and how much they know about your company. You can also make sure you **start on the same page, offering a more valuable interview experience**.



Follow these tips, and you'll be on track to securing a world-class sales team, bringing you the best results. Why not learn how to fuel your sales pipeline with high-quality, hot leads, ready for your team to approach with a tailored follow up?

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