**Why not to have an expert advise?**

Woman (consider men and women equity).

½ networks ½ commercial (linked-in sales navigator).

Labor relationship (will not work commercial agent)(there are good commercial agents in France / Germany but not in Spain).

No longer than bi-monthly objectives.

May be scholarships and subcontracted linked-in.

Fix the total you believe the remuneration would be i.e. €30,000 and then the percentage 30% 70%.

**JOB OFFER:**

Consolidated ………… company is looking for a commercial with knowledge of …*…… (online marketing, CRM funnel tools, etc.).*

The objective of the job is to selling …………..

Functions: open market and generate qualified leads.

Labor conditions: labor relationship with fix + variable remuneration. Monthly objectives.

Requirements to be assessed: ………. knowledge, English and …………., previous sales experience, social-selling (specially Linked-in), experience managing CRM, using import-export tools like Zapier, from Mailchimp, Trello. Google contacts and calendar.

**QUALITIES I AM LOOKING FOR:**

* **Personal:**
	+ Self-esteem: (tell me about your mistakes ... your successes ... )
	+ Are you worried about what they think of you?
	+ What are your biggest flaws?
	+ Do you learn much of the criticism of others and then change?
	+ Do you often tell others what you think of them?
* **Conqueror:**
	+ What do you feel when you close a sale? Does it bother you if others sell more than you? Have you rejected a sale because it seems unworkable?
* **Order:**
	+ How do you prepare the interview with the client?
	+ How do you plan calls, visits, tracking operations, closing orders, tracking messages and company procedures, the closing process?
	+ What was your weekly work plan like?
	+ Have you used CRM? How did you handle it? How often? Do you know SugarCRM, Vtiger CRM, ZurmoCRM, PipedriveCRM?
* **Perseverance:**
	+ Are you optimistic
	+ How did you feel when the customer told you not to?
	+ What did you do when in your work you saw everything black?
	+ Did you get a cold door in your previous job?
* **Technology**:
	+ What social networks do you use?
	+ Do you dominate office pack: ppt, excel, word, etc?
	+ Do you use gmail calendar?
* **Empathy**:
	+ Talk me about the sales operations you have done
	+ Talk me about the development of some customer interviews
	+ How did he listen the customers
	+ How did he faced customer objections, etc.
	+ How did he sorted out customer needs through appropriate questions and (again) active listening.
	+ What do you feel when you feel you are right and the client thinks otherwise?
	+ What do you do when clients tell you their personal problems?
* **To differentiate profile QUANTITY vs profile QUALITY:**
	+ Tell me what a typical day of your work was like.
	+ Do you like to be busy?
	+ Have you ever worked more than normal?
	+ What has been your favorite job?
* **To see if it is ADVISER:**
	+ Tell me what you have done for the client.
	+ Do you always tell customers what they need?
	+ What do you usually do when the customer does not agree with you?
* **To know if you make VALUE SALE:**
	+ Did you just sell the product, or did you research the customer's needs?
	+ Have you sold standard solutions, or tailor the customer?
	+ Do you know what the value sale is?
	+ Have you sold it by making a value proposition?
* **To know your RELATIONAL PROFILE:**
	+ With what level of customers do you like to trade more?
	+ With what level of clients have you negotiated? HR directors?

|  |  |
| --- | --- |
|  | **RANKING FROM 1 TO 10** |
| **PERSONAL ESSENTIAL QUALITIES** |  |
| Self-esteem (overcome mistakes?) |  |
| Conqueror (need to conquer, not only to earn money) |  |
| Empathy (listen more than talk?) EYE: Active listening: a quiet guy is a bad symptom !!! |  |
| Perseverance (proactive attitude, rejection tolerance, optimism) |  |
| Order |  |
| Technology |  |
| **QUALITIES APPROPRIATE TO THE POST** |  |
| Intensity |  |
| Adviser |  |
| Sale of value |  |
| Relational Profile |  |
| **EXPERIENCE** |  |
| Working with agents |  |
| Build Relationships |  |
| Time management |  |
| Territory management |  |
| Prospecting and "cold door" |  |
| Entertainment |  |
| Active listening |  |
| Detection of needs |  |
| Introduce / discuss solutions |  |
| Negotiation |  |
| Resolution of objections |  |
| Reach compromises |  |
| Closing capacity |  |
| Attitude and motivation |  |
| Self-sufficient |  |
| Work in group |  |
| Following guidelines |  |
| Work by objectives |  |
| **KNOWLEDGE** |  |
| Product |  |
| Financial |  |
| Sales Technician |  |
| Languages |  |
| Social |  |
| Sales experience |  |
| Computer and Internet |  |
| **GENERAL FEATURES** |  |
| Can sell |  |
| He is sympathetic |  |
| Inspires confidence |  |
| He is not a charlatan |  |
| Good image |  |
| Good language |  |

**RED LIGHTS:**

* lf he is silent when asked to explain what successes you have had in your previous or current job.
* If he says he has never rejected a sale.

**SALES FORMATION:**

* Selling means helping the customer
* 80% of sales are achieved between the fifth and the fifth twelve visits.
* A sale consists in:
	+ remove the fear of the customer to make mistakes.
	+ quit the fear of the seller to be rejected.
* Listen twice as much as the client speaks.
* Need to conquer, not only to earn money.
* Have to have confidence and give confidence in the product that is offered, because it is also true.
* The seller is the one who closes the sale: not the customer!
* Books related:
	+ The strategic sale, by Miller & Heimann
	+ To sell to senior executives: "Selling to the C-Suite" by Nicholas AC Read ".