

Sales team's Blind Spot Identification cheat sheet

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Use these tips and recommendations to frame right interview questions and rate the candidate to identify most suitable candidate for your Startup and organization

The Challenge	K – Knowledge	A – Attitude
<p>Are you struggling to scale up your sales and build high-performing sales operations? In most cases, we tend to focus on fixing the results/outcome of the sales team than working on the root cause or input quality. It leads to an increase in sales, but it is not long-lasting as the reasons under the hood still exist, and they resurface to affect the sales growth. Use these tips to evaluate your sales team's training and development needs. Provide them the necessary training & inputs based on the outcome of this evaluation, and you will transform your average-performing sales team into a high-performing sales machine.</p>	<p>The knowledge is built on information, facts, experiences, and a theoretical understanding of a subject. Ask questions that reflect the knowledge of the candidates about the job, product, industry, and competition.</p>	<p>Knowledge and skills are vital, the attitude of the person determines their capacity to be put to use. The mindset a person cultivates will enable him to use his knowledge and abilities to perform at work. Attitude determines altitude!</p>
	<p>Rate your SDR, BDR or SR on the knowledge about the company, products/services, KRAs, KPIs, team members of other departments and their job role, industry info and developments, and competition (options available for your prospects)</p>	<p>Rate your SDR, BDR or SR on their attitude based on peer feedback, customer feedback, general behaviour, situational response, initiatives taken and most regular approach towards challenges in professional and personal lives.</p>
	S – Skills	H – Habit
	<p>Your capacity to do tasks is called skill. We acquire skills either practical experience or inherent talent. Together, knowledge and skills help us perform to the highest standard possible.</p>	<p>Habits consist of the tiny individual choices and behaviors we act out and repeatedly do with little to no effort. Great performance is fuelled by great habits. The skills we practice ultimately become habits when coupled with a healthy mental attitude.</p>
<p>Rate your SDR, BDR or SR on the Soft & Hard kills. E.g. writing (email, responding to customers), technical skills, computer skills, analytical skills, marketing skills, presentation skills, management skills, and planning & execution skills. Soft skills are as important as hard skills, but most organizations invest their resources on hard skills than soft skills and Knowledge only. Little or no priority are given on building Soft Skills and Good habits.</p>	<p>Rate your SDR, BDR or SR on the habits they exhibit on day to day basis - timely submission of reports and updates, response to customers, punctuality, dressing, participation in office activities.</p>	