



## How to Recruit “Selling Superstars”

**Pauline O’Malley Enterprises Inc.** offers an integrated approach to Recruitment, Leadership, Succession Planning, Teamwork and Individual and Corporate Development.

**Step 1** - To ensure that the best selection is made, assessing the “Selling Superstars” within your organization is the first place to start. The strong predictive ability, performance and desire testing devises that we use help to maintain strict statistical rigor when classifying individuals. This is based on the following Selling Superstars Performance Metrics (SSPM):

1. Power – self management, persuasion
2. Competitive Drive – self motivation, competitiveness, drive
3. Affiliation/Service – consultative vs. order taker, problem solving abilities
4. Autonomy - “plays by the rules” vs. risk-taker

The results of these tests will reflect the strategic and organizational goals of your organization and help to conduct the Job Analysis.

**Step 2** - Develop the Job Description for the position(s) with 12 Key Selection Indicators® (12-KSI) based on the findings of the Job Analysis. It is recommended that strategic and performance goals are measurable and clearly defined in order to classify individuals into performance groups (i.e. Marketing, Prospecting, Closing, Customer Service) as accurately as possible.

**Step 3** – Assist in the development the copy for publication to advertise the position through recommended paid and free electronic, paper and word-of-mouth and social media resources.

**Step 4** – Review collected applications, cover letters and resumes and measure against the 12-KSI Key Selection Indicators”. Recommend the contacting of short listed candidates by phone that fit the Key Selection Indicators and provide effective Phone Interview Questions.

**Step 5** - Candidates that pass the phone interview are interviewed in-person using the 12-KSI Key Selection Indicators with our assistance.

**Step 6** – Short-listed candidates are further assessed with the Profiles® Sale Assessment (PSA) and the Profiles® Performance Indicator (PPI) to provide Key Selection Indicators and second interview questions.

**Step 7** – Conduct another solo-interview with the candidates short-listed or conduct a group interview with all candidates. Assist in the short-listing of candidates that pass the second in-person interview by measuring against the “Selling Superstars” Performance Metrics.

**Step 8** - References are then checked using our tested Referencing Checking Format.

**Step 9** - Candidates are selected based upon the findings of ALL information collected.

**Step 10** - The organization provides a written offer to the final selected candidate(s).

**Investment** – Solutions range from \$500 to \$5000.

For more information, contact Pauline O’Malley Cell 778-227-8715 Pauline@PaulineOMalley.com