

## **Focus is the name of the hiring game....**

As the Vice President of Sales, you play an integral role in the forecasting, planning, budgeting and the hiring of employees for the corporation. Countless hours are spent in meetings to review benefits, pay plans, quotas/commissions structure as well as other personnel issues. These are important meetings for your current employees and for those that you will be hiring in the near future. Are you ready to hire? Are you committed to the hiring process? Are you committed to recruiting and selling your corporation each and every day? If the answer is yes, then you shouldn't have a problem hiring and keeping qualified employees! If you only give the recruiting process lip service or consider it a human resource function then look at your past success. Perhaps this next story is about your hiring experience.

Recently we were contacted to assist a national corporation in the hiring of employees at all levels i.e. Regional Managers, Sales/Managers and Corporate Sales to help restructure their corporation. Their needs were qualified when they flew us in to their corporate location to discuss all available job openings with the President, VP of Sales, and the VP of Human Resources. We left the meeting knowing what direction they wanted to go in and with whom they wanted us to work through. The process began and resume's were presented to the Human Resources department and they would then be distributed to the regions that were hiring. One month went by, out of the 60 -70 resume's presented, not one person was contacted. When an inquiry was made to Human Resources we were instructed to refax all resume's to the Regional Human Resources Departments (hoping that some of these candidates would still be available). One Sales person was hired. What happened to the other 69 resumes ? Again we inquired, this time with the VP of Sales, a very busy man himself, that doesn't have the time to direct or review resume's for all of the branches. This process has now stretched to more than 60 days, no one has been contacted. What kind of message does this send? This corporation wants to make many changes but isn't committed to a recruiting program if they can't make the time to conduct a phone conversation or an interview. Have they made any changes or hired any new employees at the end of 90 days?

We offer efficient alternatives:

1. The VP of Sales should make the time to focus on the hiring of the Regional Managers. Set aside 2-3 days to conduct interviews, compile the short list and fly those interested to the Corporate office to meet with the President and the VP of Human Resources. Decisions should be made before the candidates leave the office so that details can be addressed and a written offer letter can be presented within a few days of the candidate's meeting the President. What are you waiting for?
2. The Regional Managers should hire the Sales Managers for the branches in their given territories. We think that it makes sense to hire from the top and build your team down the ladder. Don't you want to empower your managers?

3. People can be hired within a short period of time if you make up your mind and set aside the time. This is an investment in your success.
4. We realize there are other priorities in a Sales office but the recruiting/hiring process can be done year round if you view it as part of your job.

If you don't view recruiting/hiring as an important job function and consider it a task that can wait until next week or next month, then you are assisting your competitors in their hiring process because these candidates won't wait around for you to clear your schedule.