

Great Expectations: Homing In On The Big-League Heavy Hitters of Sales

In an effort to keep up with the competition and exceed current sales quotas; Resellers, VARS and others turn to the recruiting and hiring of "the Big Hitter" to inject their revenue and client base with additional business, continued success and a high level salesperson. Can they really afford to hire "the Big-Hitter"? What makes this sales person a "Big Hitter"? Based on years of recruiting expertise, we will attempt to define the "Big Hitter", shed light on the hiring of this dynamo and attempt to dispell the myth.

Definition of the "Big Hitter"; an experienced sales person that has cultivated, nurtured and successfully manages 2-3 large accounts. Because these are large accounts; possibly national accounts, a great deal of time is spent on-site at the accounts maintaining sales and building new relationships at these accounts. The "Big Hitter" works very hard at these accounts but has little time to cultivate new contacts and additional business outside of these accounts. The "Big hitters" possess a dynamic skill set but lack the wealth of a bulging rolodex of potential customers. They are in fact dedicated to these accounts only, and isn't that what their employer wants?

Why are the "Big-Hitters" so sought after by industry competitors? The saying goes "You always want what you can't have..." These sales people come with high salary demands and very often the "Big hitter" cannot guarantee that their large accounts will move from company to company. We have seen companys recruit and hire these "big hitters" and the cost to the hiring company impacts them heavily in the areas of lawsuits, large sign on bonus' and the realization that the large account is very content with the existing reseller. What have we as an industry created ? What will happen when these large accounts don't need the expertise of the "Big-hitter" any longer?

An alternative to this multi-level status would be to nurture and build all of your existing sales staff to an equal, professional level, empowering all to become the "Big Hitter" . If your "Big Hitter" is so dynamic shouldn't they be in front of all of your accounts? Wouldn't your chances of winning business increase if they know how to sell to all customer levels? There will be the one or two salespeople that stand above the rest of the staff but realize that they can better serve you the employer by meeting and selling to all of your customers, using their expertise.

To those Resellers and VARS that still want to hire and recruit the "Big Hitter" rethink the position and the potential that they will come with a lot of baggage, higher salary expectations and no guarantee that their large accounts will move with them.