

# Recruitment and Selection

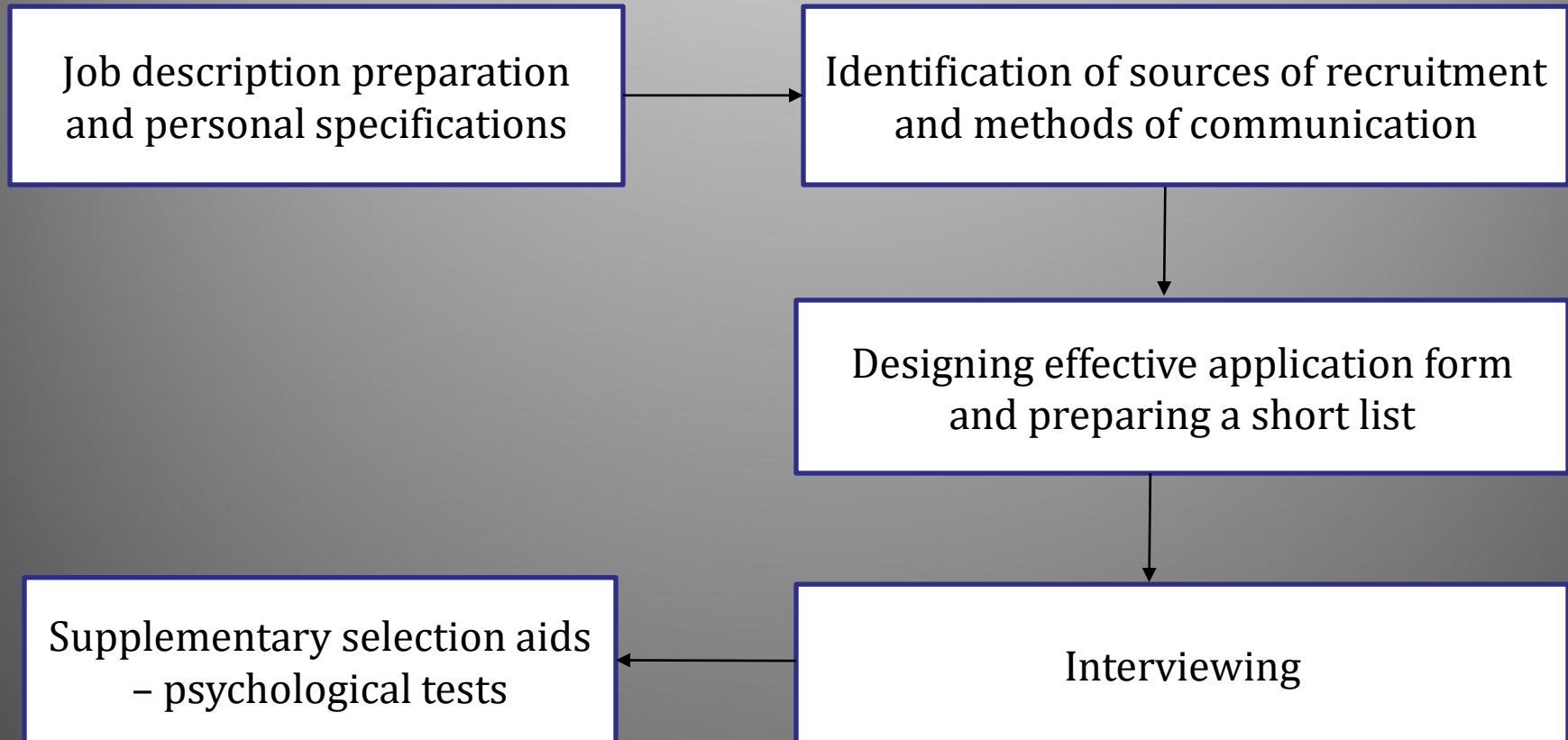
# The Importance of Salesforce Selection

- Wide variability in the effectiveness of sales people.
- Sales people are costly.
- Other important determinants e.g training and motivation etc.

# Recruitment and Selection Process

- Job description preparation and personal specifications.
- Identification of sources of recruitment and methods of communication.
- Designing effective application form and preparing a short list.
- Interviewing.
- Supplementary selection aids – psychological tests etc.

# Recruitment and Selection Process (Conti.)



# Job description preparation and personal specifications

- Title of the job.
- Duties and responsibilities.
- To whom they will report.
- Technical requirements (technical aspects of the products they are selling need to be understood.
- Location and geographical area to be covered.

# Identification of sources of recruitment and methods of communication

- From inside – the company own staff.
- Recruitment agencies.
- Educational establishments.
- Competitors.
- Other industries & Unemployed.

# Designing effective application form and preparing a short list

- Personal information.
- Education.
- Employment history.
- Other interests

# Interviewing

- **Physical requirements:** e.g. speech, appearance, manner and fitness.
- **Attainments:** e.g. standard of education, qualifications, sales experience and success.
- **Aptitude and qualities:** e.g. ability to communicate, empathy and self-motivation.
- **Disposition:** e.g. maturity, sense of responsibility.
- **Interests:** e.g. identification of social interests, interest related to products that are being sold, active versus inactive interests.



# Supplementary selection

- Psychological tests