



AMERICAN
CIDER
ASSOCIATION

Hiring and Training Top Sales Talent

PRESENTED BY:

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AGENDA

- 1 Mistakes to avoid
- 2 Traits of the greats
- 3 Coaching and Training
- 4 Q&A



Most Common Mistakes



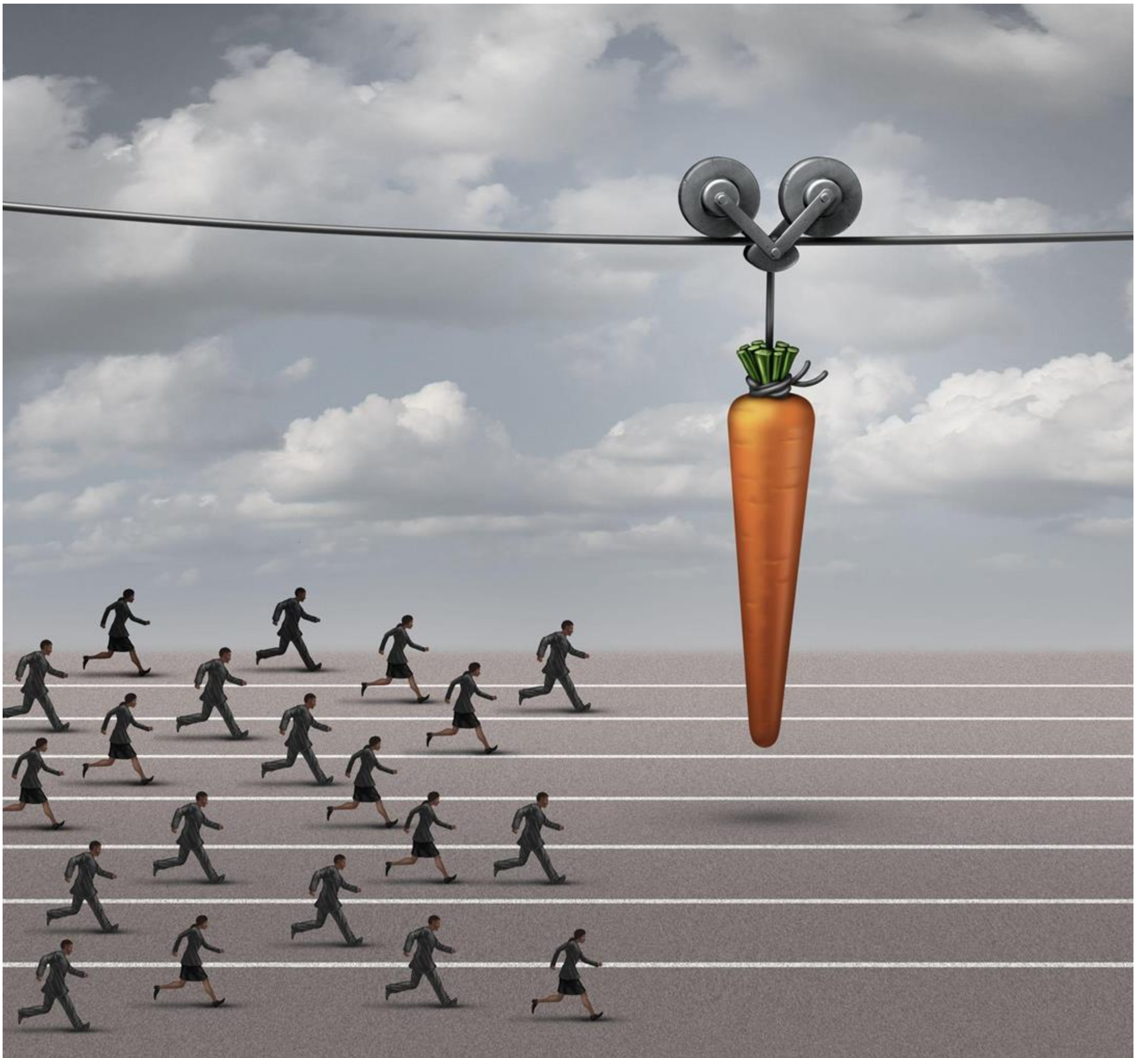
Rely too much
on resume
and
experience



Unsure
What to
look &
screen for



Misunderstanding “Motivation”



Don't know
how to
supervise
them



No
Accountability
for results



8 Traits of top salespeople



1) Supremely
dependable



2) Hard-working self-starters



3) Excel at relationships



4) Super organized



5) Disciplined
with their time



6) Highly coachable



7) Team Player



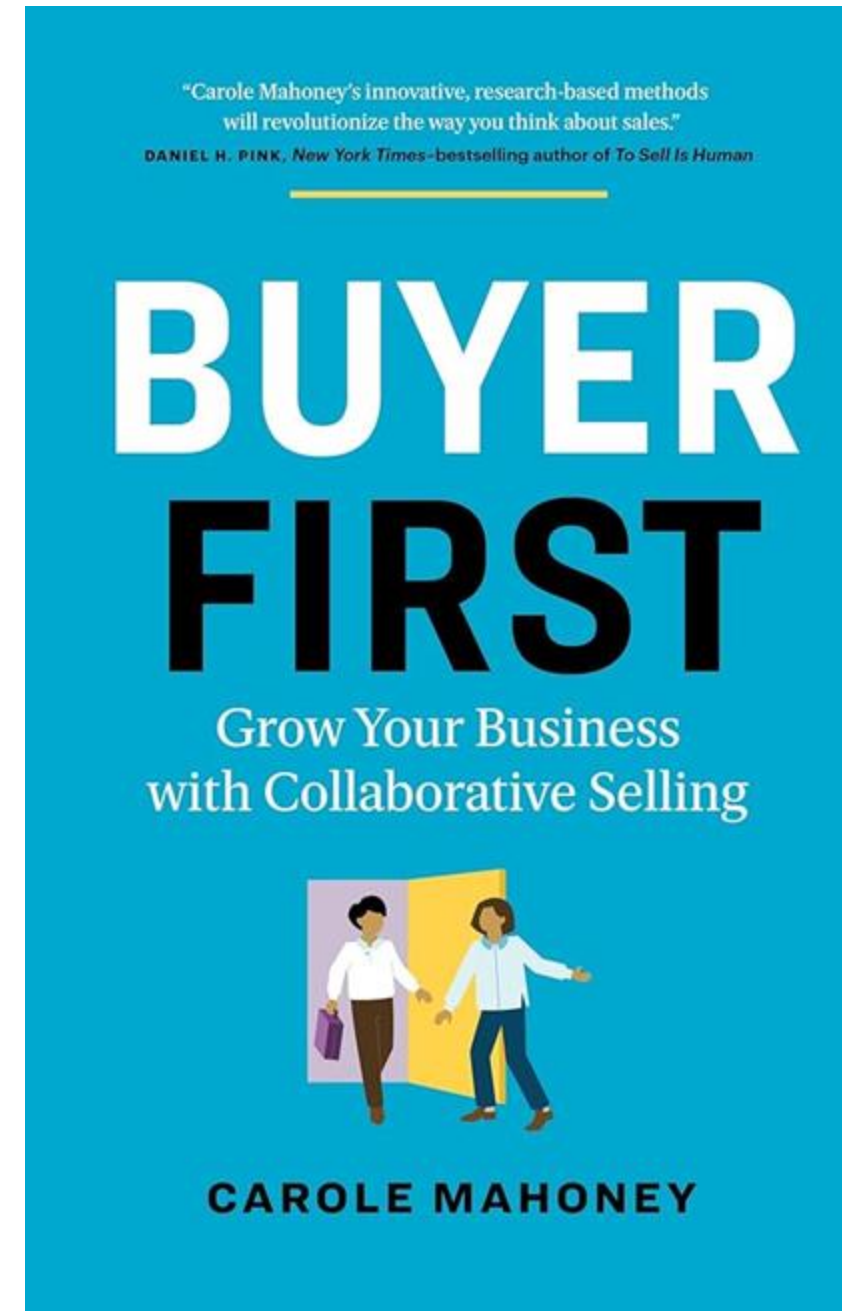
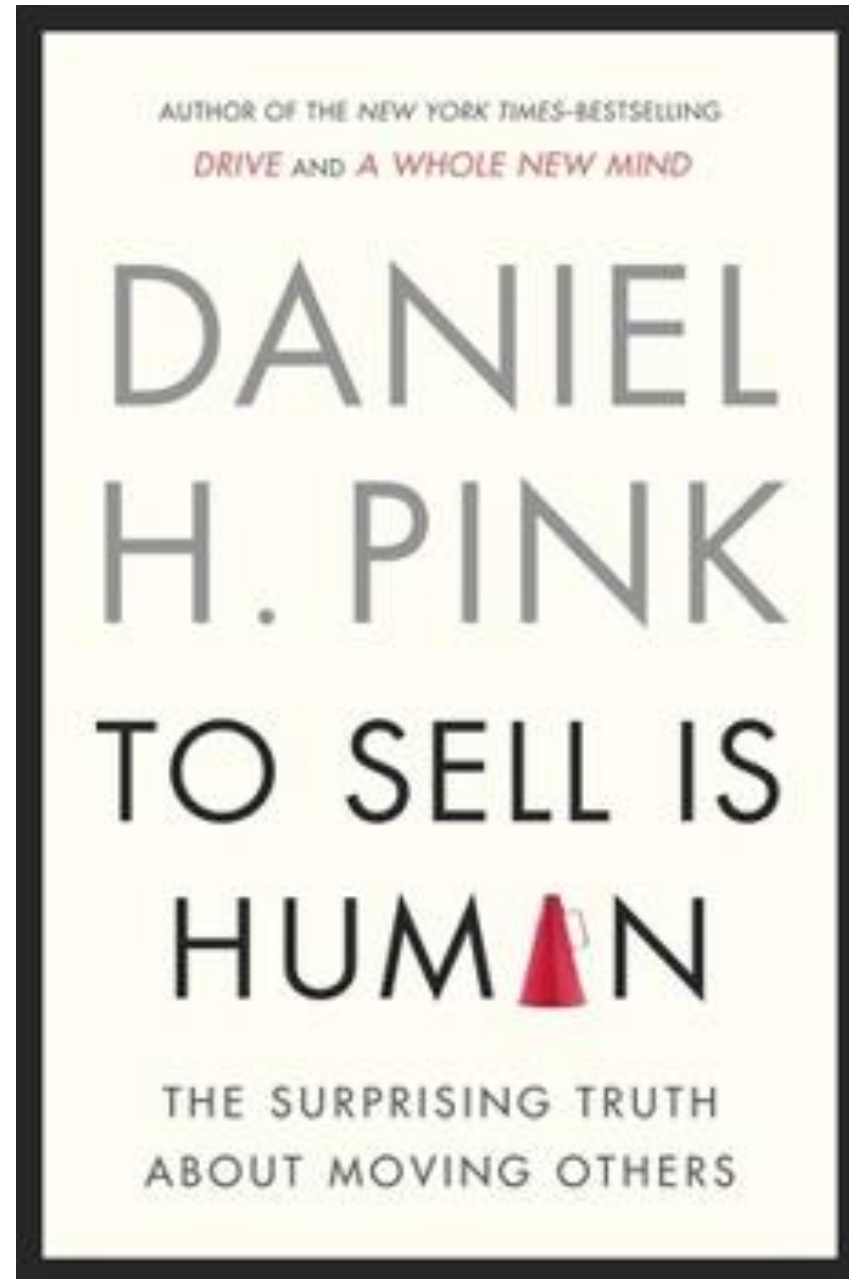
8) Positive attitude



Coaching and Training



RECOMMENDED READING



A close-up photograph of a hand placing a white puzzle piece with the word 'ANSWER' printed in green. The piece is being inserted into a larger green puzzle piece that has the word 'QUESTION' printed in white. The surrounding puzzle pieces are white and form a grid pattern.

ANSWER

QUESTION