



## SALES OPTIMIZATION PROGRAM: SALES PERSONNEL

The Kaiser Companies Sales Optimization Program utilizes seven steps to thoroughly review, analyze and identify all opportunities that can be changed or improved to provide maximum results. The seven steps are part of our Strategy Analysis, Validation and Evaluation (SAVE) methodology to gather information, make recommendations and then implement solutions .

The first step in the Sales Optimization Program evaluates the foundation of revenue generation—Sales Personnel. The members of the team define the capabilities and realities of achieving the goals and objectives for producing profitable revenue. Kaiser Companies thoroughly analyzes all the fundamentals that impact how sales personnel are recruited, hired and performing.

The steps involved in the Sales Personnel phase of the Sales Optimization Program includes expert analysis and evaluation of:

- Hiring Practices
- Recruiting Strategies
- Interviewing Procedures Practices
- Behavior Profiling Techniques and Tools
- Job Descriptions
- Sales Team and Staff

What are the exact activities involved in your hiring practices? We will look carefully into methodologies used for attracting and retaining the top performers. Kaiser Companies' Partners will assess the techniques used for locating the "right" talent to add to your team. Should you rely on internal resources or external resources for recruiting? Are the people you are recruiting going to make the contributions you expect?

We go through an intense study of all activities involved in the hiring process. We will interview those that participate in hiring process and those that are conducting interviews and the decision makers. We will make a determination if questions asked help uncover the attributes and skills needed to fulfill any open or future positions. Most importantly, we help your decision makers uncover the needs of candidates and how to ensure they match to the needs of the organization.

Behavior profiling is not just a "nice-to-have" business tool, it is a necessary to ensure you attain and retain talent. It is a sure fire way to reduce costs and improve performance related to hiring and retaining talent. Often companies use profiling that is based on assumptions—"He's just like our top sales person!" We determine if a candidate will really contribute to your goals. We take away the smoke and mirrors and get to the real motivators and personality traits. We eliminate assumptions and focus on results-based hiring.

In the assessment of your sales personnel, Kaiser Companies experts review the roles, responsibilities and expectations of the sales team to ensure that your team and staff are actually able to contribute in their current position. Our Partners look at what has been outlined in current job description versus what is now expected. We determine if the expectations ensure quality and productivity.

Our process includes a detailed evaluation of candidates, staff and sales team members. We conduct interviews and use proven techniques to assess the capabilities, skills and knowledge of the sales team, staff and influencers. We will identify gaps in the current personnel structure to see if there are missing functions or opportunities to reduce costs with redundant operational or sales functions. We will optimize your sales personnel!

For more information about the Kaiser Companies Sales Optimization Program, contact us at 602.792.6100 or email us at [partners@kaisercompanies.com](mailto:partners@kaisercompanies.com).