



Stop Memorizing Technical Specs!

Every sales representative must understand the product or service they are selling, otherwise they couldn't sell it. The mistake most sales managers make however, is overestimating how much product knowledge a sales representative actually needs. More is definitely not always better!

Does your team really need to memorize your product's technical specs? It is far better for them to know how the spec relates to a customer benefit than the spec itself. In other words, all technical information given should be from a sales value point of view. For example, stating that a machine operates at 60 cycles per minute is just useless trivia unless the customer has identified the need and will benefit from faster cycle speeds.

As a general rule, if it's listed on the back of a brochure, they don't need to memorize it!

Quick Sales Recruiting Tip - Checking References

Even if you think you have just interviewed your perfect sales candidate and are ready to make an offer of employment, you still should make every effort, by whatever means possible, to ensure that they are who they say they are by conducting thorough reference check.

Just like your candidate interviews, you need to ask the same questions on each of your reference interviews, and those questions must be scripted a head of time. As you will be asking the same questions to all, not only will it be very easy to compare the answers given by each reference on the same candidate, but across candidates as well.

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Regards,

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