

7 Steps...

7 PROFESSIONAL TRAINING

The trainer for a new hire is usually the previous driver or even worse, a production manager or owner. In most cases, the trainee will only grow to the success level of his coach. Your goal should be to improve the team and not to limit its success by incorrect training. Don't just hire based on past experience — consider future potential as well! Remember that you're hiring someone to work for you in the future, not the past... so focus on their potential!!! Look beyond the résumé and find the candidate with the right balance of skills and drive to succeed at your company! With 21 years of Dry Cleaning Route Sales experience and selling thousands of new customers, my goal is to fire up your sales efforts and challenge your new hire to achieve their highest potential!

★ YOUR SALES SUPERSTAR

Be honest and clear about the skills, responsibilities and abilities required for the position. *What do changing customer demographics mean for your company's route growth? What skills, talent, abilities and attributes do you want new employees to bring to your business?* Selling can be frequently difficult and monotonous with periods of no immediate success. Look for toughness, achievement, perseverance, passion and drive. With proper coaching, these are the hires who become your Route Team's Sales Superstars!

LET SANITONE HELP YOU SELL YOUR ROUTE SERVICE

Sanitone's Advertising Program includes all the resources you need to promote Pick-up & Delivery Service to your customers.

We offer 100% customized door hangers, hang tags/stuffers, postcards, emails, and more at very reasonable prices. In addition, our photography is exclusive to our Sanitone licensees and the drycleaning route business. Contact us at 1-800-543-0406 or go to sanitone.com to find out more and begin your advertising project.

RON HERRMANN

Let Ron Herrmann fire up your company's route sales efforts. As an industry leader Dry Cleaning Route Sales Specialist, Ron Herrmann can help your team deliver the winning results you've always wanted!



With over 20 years of successful route building experience with cold call selling face to face at the door, you'll discover Ron Herrmann is focused on providing his high-energy service, passionate route selling expertise and commitment to customer service in growing your dry cleaning company's Route Service and building profitable routes for you.

Ron can help you in finding that perfect new sales hire through the entire ad, pre-screening, in depth interview and candidate audition process...right to selling door to door... professional screening by a real Pro!!

In a winning career as a Route Sales Specialist, Ron has sold thousands of dry cleaning route customers selling face to face at the door since 1994 and has built successful and profitable Million Dollar Plus Route programs as an industry leader, most recently as Route Sales Manager at Colvin Cleaners in Kenmore, NY. In addition, Ron has been a friend of Sanitone and worked with the late Rex Carrigan, speaking at Rex's Sales Training Seminar in Nashville.

As a leading Route Sales Consultant, Ron has visited many of the top dry cleaners all across the country, teaching his winning sales strategies as a Dry Cleaning Route Building Specialist.

Ron's easy to follow step by step training manual, *The Art of the Door to Door Sale*, has helped many in the industry by teaching and strengthening their selling skills at the door.

After selling thousands of new customers at the door since 1994, Ron will teach, challenge and motivate your salespeople and drivers on how to grow your Home Pick Up and Delivery Routes with his regular daily route building strategies, adding new customers each day and building profitable routes!!

Ron Herrmann's 7 Steps to Hiring A SALES SUPERSTAR!



Compliments of



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and



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7 Steps to Hiring A SALES SUPERSTAR!

1 BENCHMARKING YOUR NEW HIRE

Identify the right SALES minded candidate for your Dry Cleaners! The questions owners need to ask themselves to determine the ideal sales candidate are: *Who are our primary target markets, Who will they be calling on, and if selling at a business, What level in the organization? Look at your pricing... Are they comfortable selling your service at your company's price point and have they sold at this level??*

What is your company's prospecting approach... *Are you really proactive? Will they make cold calls from a list? What's the level of product knowledge in your representatives and in the community?*

2 SEARCH AND RECRUIT

Companies that practice continual sales hiring - as opposed to as-needed hiring - analyze things much differently and see their salesperson as an asset, not a liability, to their organization. *Why aren't you always looking for someone better than your best salesperson?*

Make recruitment an important part of your company's culture! If your approach is to recruit top salespeople, they will seldom be available when you need them. Top-level salespeople are usually always working and move quickly from one job to the next. The best ones will not be out there looking for a job for long, if at all.

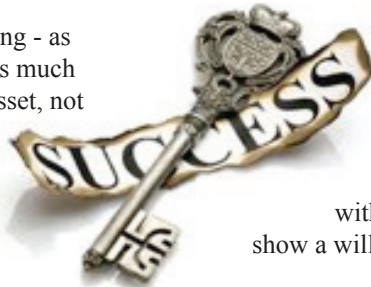
Continuous recruiting starts with developing a staffing plan that helps you manage both the additional and potential reductions in your Route Team. Having a sales-gear hiring plan months in advance for your anticipated needs will help you avoid desperation hiring.

If you found someone better than your best salesperson today, even if you didn't specifically have a need for them, wouldn't you have to find a place for them? Recruiting has to be something that is done consistently, not just when you just have a need.

3 QUALIFYING YOUR CANDIDATE

If a real Sales Superstar was on the phone or walked through your door, what would you do? Would you even know it if you found them? It's so important to understand what qualities you're looking for, where to look, and to make sure that it's a consistent plan throughout your organization.

Pre-qualifying your Sales Superstar on the phone before the interview is very important. Your salespeople will likely be on the phone at least some of the time, so you need to know how they handle themselves. Ask them some questions and see how they react, getting a feel for tonality and articulation. *Can you 'hear' their smile over the phone?* This will also help you avoid wasting time on an unnecessary interview that will typically take an hour or more.



Are they fresh or stale? Do they bring innovation, fresh ideas and excitement to your Route Team or do they continually relive their past success from years ago? The candidate with varied kinds of employment experiences may be the winner over someone with the 20 year veteran syndrome provided they show a willingness to expand their horizons.

The steady performer with no single blockbuster accomplishment on their resume may be a better fit than the one with the single great success who may not be able to repeat it again. *Also, consider if they were actually the driver of that big success or were they the beneficiary in the right place at the right time and along for the ride?*

YOUR COMPANY CULTURE... ARE THEY

4 REALLY A GOOD FIT FOR YOUR TEAM?

Are they set in their ways or willing to learn? Are they hanging on to an obsolete résumé or interested in developing new skills? Are they willing to learn and try new techniques or are they at their own comfort level? Can they contribute to your selling efforts or be a possible square peg in a round hole? Doing something the same way for years may have value or show an unwillingness to innovate and explore more efficient ways. *Do they have a safe, steady as you go approach or are they open to professional training methods?*

5 THE INTERVIEW

The interview is the most critical step in the process. An effective interviewer sets the stage to get the candidate to act and respond in the same manner he or she would in front of a prospect.

Avoid hiring based on résumés and references. Make sure the candidate can sell you! To find the Sales Superstars, you need to stay away from the "So tell me about yourself" approach. Get the candidate through a tough selling situation right away and see how they handle themselves. It's important to get a feel for how they react with a little pressure because that's what Sales is all about. They will be getting pressure at the door, so give them a little pressure in the interview and see if they can stand up to the challenge.

Sales Superstars are great listeners....*Did the candidate uncover your company's key issues?* If you observed this important behavior by their questions during the interview, the candidate will likely use the quality in their selling efforts! Avoid hiring the best talker. The prospects and your customers want to be heard and understood. Especially avoid choosing the candidate that looks most like a salesperson. Rather, choose the applicant who makes you feel the most confident! If the candidate is not showing enough spark and passion in trying to impress you in securing the new sales position.... *How do you think they'll do in representing your company when they're out there selling on their own?*

6 THE IN-FIELD AUDITION

With so many unemployed looking for work, many of the candidates are almost experts in the interview process and know exactly the buzz word answers you want to hear. Most owners have never knocked on a door and don't think as a salesman does. Having a professional consultant take the candidate out for a 3 to 4 hour audition actually knocking on doors is a real eye-opener for both the recruiter and the candidate and will save you in both time and money. Many times being 'Able' to sell face to face at the door doesn't translate into being 'Willing' to and my in-field auditions will uncover that before hiring!