

We Asked 1000+ Sales Leaders The Same Question:
*Looking Back At Your Sales Mis Hires:
What Was The Key Thing That You Missed?*

More than **80%** replied they missed the candidate's

TRUE MOTIVATION

Here are 4 actionable ways to assess a sales candidate's **Hustle Motivation** during an interview

But first,
What is **Hustle Motivation**?

A candidate with high Hustle Motivation (Goal Driven)

- Does what it takes (within ethical boundaries) to reach their goals.
- Has a history of excellence (not necessarily in sales).
- Acknowledges that sales is a long-term game and plays it with persistence and determination.
- Goes above and beyond to reach their goals.

Assess Hustle Motivation

Tactic #1

- Look for signs of excellence in the CV (does not have to be in sales)
 - quick progression, exceeding goals, teaching others.
- On the interview - ask about these movements, what was the reason - to validate that progression is based on results.
- If they left past jobs, it was because effort didn't equal outcome.

Assess Hustle Motivation

Tactic #2

- Ask about an ambitious goal they set for themselves, and what did they do to achieve it (is it really an ambitious goal? did they demonstrate persistence and determination in achieving it?)
- Ask about a time they gave up (did it make sense to give up? did they try their best?).

Assess Hustle Motivation

Tactic #3

- Discovery call simulation – several days before the interview: send out a description of a prospect they will have to sell to during the interview (discovery call simulation)– include a short description of the prospect (executive summary) and a long form description of the prospect (several pages).
- In the long form version include some clues about hidden client needs.
- In the discovery call simulation see if the candidate was able to catch this information and act on it.

Assess Hustle Motivation

Tactic #4

- Ask: How does a successful career in sales look like for you? What are the life goals you are aiming to achieve by working in sales? How long do you think it will take you to get there? (Does not have an unrealistic expectation of getting rich quickly, understands it's hard work).
- Ask: Do you have a role model in sales? Why him/her? (Provides an example of someone who worked long and hard to be successful in sales).

**Hiring the right sales talent
starts with asking the right
questions.**