

# The Accidental Sales Manager Guide to Hiring

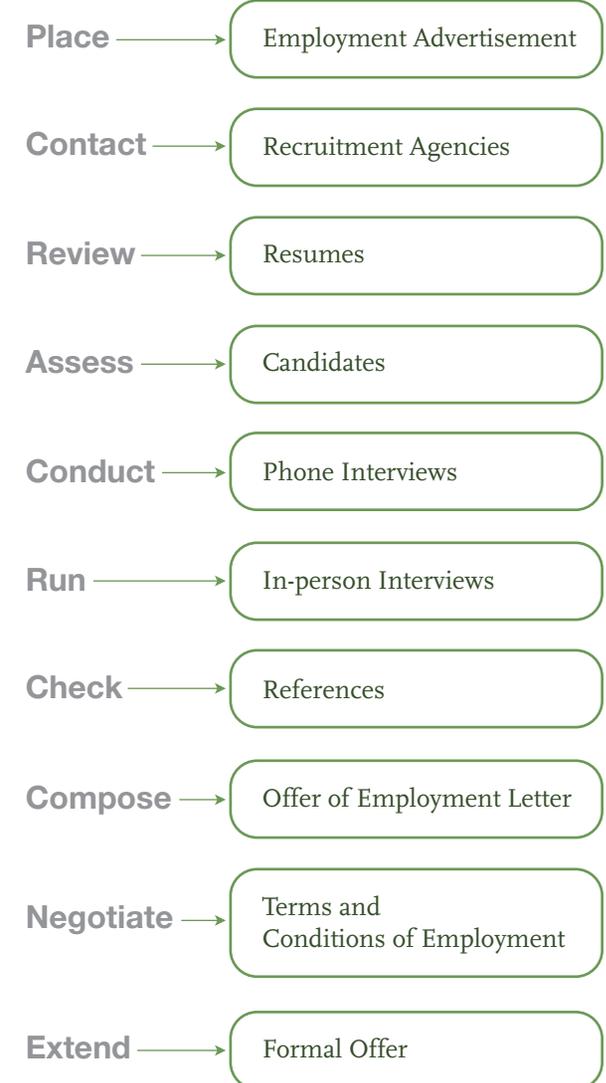
## Gather Information



## Plan



## Execute



## GLOSSARY\*

**Assessment (pre-employment):** A measure of a job applicant's skills across a broad range of sales tasks. One method of determining strengths and weaknesses.

**Compensation Plan:** The formal document under which a salesperson is paid a base salary plus commission and/or bonus.

**Contest:** A competition with set timeframes or goals that rewards specific accomplishments.

**Major Account:** A company of importance in the salesperson's territory, often contributing a disproportionately large amount of sales volume relative to other businesses.

**Marketing Collateral:** Pamphlets, brochures, e-material showcasing the features and benefits of a product or service.

**New Hire Orientation:** Organized introduction to new company's history, products, processes and procedures.

**Performance Review:** A formal written evaluation or critique of a salesperson's work for a specific time period.

**Productivity Goals:** A set of measurable sales objectives that a sales representative is expected to meet or exceed, typically over a set period of time.

**Quota:** The salesperson's share of the overall company sales goal.

**Recruitment:** The process by which a salesperson is hired (want advertisement, referral, recruiting agency).

**Reports:** Information enabling a manager to track the activity of a sales rep (e.g., # prospecting calls, # presentations).

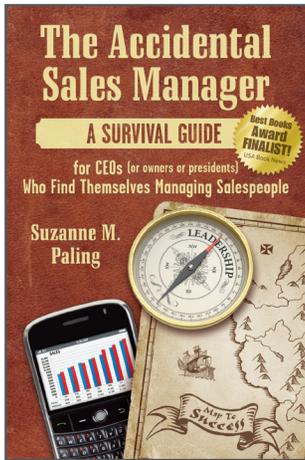
**Target Earnings (compensation):** Expected annual earnings for a given salesperson who achieves 100% of their goals. Equal to salary + commissions + bonus.

**Territory:** One or more areas (e.g., state, county, country) or industries (banking or transportation) assigned to a sales representative on an exclusive or (sometimes) non-exclusive basis for calling on clients and making sales.

**Toolkit:** A manual offering information or instruction on a given company's sales practices and methodologies as well as product and competitive data.

**Training:** Instruction intended to introduce sales concepts and improve sales skills and abilities.

\*Excerpted from The Accidental Sales Manager



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