

## Hiring a Sales Manager

Hiring a sales manager is an important step in growing your business, as a good sales manager can help increase your company's revenue and market share. Here are a few key steps you should follow when hiring a sales manager:

1. Define the role: Clearly define the responsibilities and expectations of the sales manager position. This will help you attract the right candidates and ensure that they have the necessary skills and experience to be successful in the role.
2. Source candidates: Use a variety of recruitment methods to find candidates, such as job postings, employee referrals, and headhunting.
3. Screen resumes: Review resumes and cover letters carefully to identify candidates who meet the qualifications for the position. Be sure to look for relevant sales experience, as well as leadership and management experience.
4. Conduct interviews: Use structured interviews to assess candidates' qualifications, experience, and fit for the role. Be sure to ask behavioral-based questions to help you understand how the candidate has handled situations in the past.
5. Check references: Contact the references provided by the candidate to verify their experience and qualifications.
6. Evaluate and make an offer: After completing the above steps, evaluate all of the candidates and make an offer to the most qualified candidate.

**Onboarding and training:** Start onboarding new sales manager effectively. Have a training and mentoring plan, set clear goals and KPIs and make sure to have a communication plan in place for the first few months.

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