

EP. 2 - The Problem with Modern Sales Hiring

Overview

This video dives into the challenges and inefficiencies within modern sales hiring, focusing on the misalignment between HR, recruiters, and hiring managers, leading to poor candidate experiences, slow hiring times, and high turnover. The video also emphasizes the lack of proper interview training for managers and the importance of candidates taking control of their own job search.

Key Problems with Sales Hiring:

1. Misalignment within Companies:

- HR and hiring managers often have conflicting views on what they are looking for in a candidate (e.g., degree vs. no degree, years of experience, personality vs. skills).
- Recruiters are frequently left in the middle, unsure how to properly guide candidates because they are not aligned with the company's true needs.
- The result is poor hiring decisions, frustration among all parties, and high candidate turnover.

2. Inconsistent Hiring Practices:

- Recruiters and hiring managers often lack clarity on what they truly want in a candidate, leading to vague or conflicting job requirements.
- Some recruiters prioritize their commission over proper placement, leading to poor communication and mismatches between candidates and roles.

3. Untrained Managers:

- Many hiring managers are not trained to conduct effective interviews. They either follow outdated processes or ask irrelevant questions like “What’s your 5-year plan?” or “Sell me this pen.”
- Managers may misinterpret candidate responses or make judgments based on personal biases, leading to missed opportunities for the company and the candidate.

4. **Outlandish Hiring Manager Requests:**

- Some hiring managers make unrealistic requests, such as wanting candidates who require no training or wanting a “remote” employee but insisting they live locally.
- If recruiters don’t push back on these requests, candidates are misled and may not discover the truth until they’ve already started the job.

5. **Lack of Investment in Training and Tools:**

- Many companies don’t provide adequate tools or training for new hires, expecting immediate results without proper support.
- Tech startups, for example, may lack the essential sales tools that more established companies have, leaving salespeople to invest in their own tech stack if necessary.

Taking Control of the Interview: Candidates are encouraged to lead the interview process by asking insightful, behavioral-based questions. Examples include:

- “Can you tell me about the ideal customer profile for this company?”
- “Can you tell me about the most successful sales talent here and what sets them apart?” By asking these questions, candidates demonstrate initiative and gain better insight into the company’s expectations.

Solutions for Candidates:

1. **Invest in Yourself:**

- Treat yourself as a brand and ensure you have a CRM to track your deals, even if it’s a low-cost option like PipeDrive.
- Utilize LinkedIn Premium and Sales Navigator to enhance networking and prospecting efforts.
- Familiarize yourself with essential tools for tech sales like Gong, Outreach, Vidyard, and others.

2. Understand the Reality of Sales Jobs:

- Not all companies will provide the latest tools and training, so you may need to invest in your own resources to succeed.
- Candidates should prioritize securing roles with strong commission potential, even if the company lacks advanced tools.

Conclusion: Modern sales hiring is plagued by miscommunication, untrained managers, and a lack of alignment between key decision-makers. As a candidate, understanding these issues and taking charge of your job search can make the difference between landing your dream role and being passed over. By investing in yourself, asking the right questions, and being proactive in your job search, you can navigate these hiring challenges and secure the position that's right for you.