

5 sales hiring bottlenecks

(and how to avoid them)



Introduction

Hiring for sales positions is a lot like closing any other sale at your organization

After becoming aware that you have a need for new talent, you'll probably start prospecting and contacting candidates that may be a good fit. From there, it's time to qualify the best of these leads and "nurture" them via the hiring process. After a unique offer is made and any objections are talked through, the hope is that you'll be able to "close the sale" by adding a new member to your team.

Just like any sales cycle, you're likely to run into bottlenecks throughout the sales hiring cycle that result in lost time and productivity. But there are ways to take back your wasted time and energy.

Here are the top five sales hiring bottlenecks and strategies for avoiding each.



Contents

1. Poor job descriptions
2. Hiring managers that are too busy
3. Complex interview processes
4. Not-so-enticing offers
5. Closing the hire on the right note



1

Poor job descriptions attract poor candidates

You may not have considered this, but your first point of contact with potential talent is your job description. Having an attractive job description ensures you'll have a healthy pipeline of qualified candidates applying for your open sales roles, resulting in more candidates to choose from and hiring better people, faster.



Are your job descriptions making a good first impression?

At their core, your job descriptions must communicate why a job exists and the tasks that will accomplish that “why.”

Before recruitment even begins, a recruiter should ask the hiring manager as well as an employee currently in the same or a similar role (if there is one) to review the job description.

Where the bottleneck often occurs is when a generic or inaccurate job description is used in the recruitment stage—therefore attracting generic and inaccurate candidates.



How will you know when you've created a top-notch job description?

Your job description should tick all of these boxes:

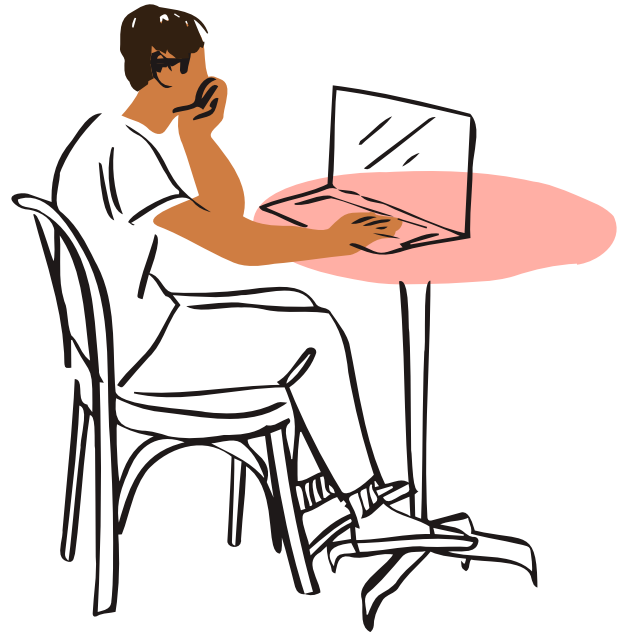
- ☐ Start with an informative, creative paragraph or two that sells your company and the importance of this particular sales role in achieving its overall mission
- ☐ Use short, prioritized, and scannable lists to lay out the specific sales responsibilities and qualifications for the role
- ☐ Avoid jargon and biased or gendered language
- ☐ Optimize to attract qualified sales candidates via search engine
- ☐ Use plain language (no “ninjas” or “gurus”)
- ☐ Highlight the title of the sales role and location
- ☐ Include links to relevant, valuable websites
- ☐ Be mobile-friendly
- ☐ Emphasize quality and readability

Sales hiring managers that are always crunched for time

Any director of sales or sales hiring manager knows the feeling—you're expected to keep up with your daily responsibilities, continue driving sales results, and remain engaged with your business partners all while finding the time to thoroughly interview, hire, and start onboarding great new salespeople.

Having too much to do in too little time is a notorious bottleneck for sales hiring managers. It's all too easy to get bogged down in all the manual tasks that go into managing lots of moving people and paperwork. To bust through this blocker, sales hiring managers need software that can provide support throughout the hiring process.

The right eSignature software, for example, can help streamline and digitize the creation, sending, signing, and storage of paperwork—even automatically sending reminders to late signers so that sales hiring managers can get back to what they need to do without wasting any extra time on administrative tasks.



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An interview process that manages to be both complex and unproductive

You've overcome several bottlenecks to get a great candidate in the door. Now is not the time to blow it by conducting a bad interview.

The first step is to simplify where you can. An unnecessarily complex process is a sign of a poor process. Luckily, it's pretty easy to simplify interviews during the sales hiring cycle—just involve fewer people!

Having too many folks involved in the interview process not only slows your momentum, but can confuse the candidate and damage their impression of your organization.

Instead, you should be extremely selective in identifying the key people who should be involved—and let the candidate know exactly who they'll be meeting and when.

Three People Who Should Interview a Qualified Candidate:



The candidate's prospective manager



That person's manager



Sr. HR person or recruiter

Let's talk about the interview itself

Ideally, the candidate has already been thoroughly vetted to ensure you're not wasting your time. The longer in-person interview should go a step further to challenge the candidate. Now is the time to confirm that they are indeed qualified, to ensure that they will be a great fit for your sales team, and to find out more about their decision-making skills, personality, emotional intelligence, persuasiveness, and so on.

Each question should be tailored so that it's relevant to the role and aligns with any objectives you wanted to achieve during the interview. The quality of your questions will dictate the quality of information you obtain to make a decision about an applicant.



Open-ended interview questions:

(The kind you can't answer by reading a resume)

- What interests you most about this sales role and this company?
- What do you think our sales organization could be doing better?
- Sell me on one of our company's products/services right now.
- What is a deficit you've had to improve upon in your career?
How did you improve?
- Explain the steps you take in the sales process, from beginning to end.
- Tell me about a time you had a difficult working relationship with a colleague.
- What was the challenge, how did you address it, and what did you learn?
- Have you ever turned a prospect away, and why?
- Who are you most comfortable selling to?
- How do you handle objections from leads?
- How do you research specific prospects?
- How do you stay up to date on your target market?
- Tell me about one or more especially satisfying accomplishments in your career.
- Do you have any questions?

Offers that just aren't enticing enough

Remember that parallel we drew between the sales cycle and the sales hiring cycle? It may never be as apparent as when it comes time to extend an offer to a candidate.

You can think of offering a job to someone much the same as offering them a product or service.

Just like during a normal sale, you'll run into competition, questions, and objections.

Have you done the research and put in the time to create an offer that beats the competition, addresses key questions, overcomes objections, and is almost certain to be accepted?



Go above and beyond with your offer

If you want to do everything you can to entice a certain candidate, here are a few ways to go above and beyond with your offer:

- The minute you're ready to make an offer, act on it—even if it's the same day as their interview.
- Call instead of email.
- Be prepared to talk pay, benefits, and perks immediately—remembering that most candidates expect a pay bump of at least 10% when switching jobs.
- Ask for a commitment and take the opportunity to address objections.
- Follow your call with an email that puts everything into writing.
- Send your offer in a format that's easily accessible and signable from the candidate's mobile phone.
- We recommend using mobile/email-friendly eSignature software that makes it as simple as possible to sign.

25x faster return
on job offers using
eSignatures vs.
traditional signatures

Not closing a hire like you'd close a sale—on a high note

Congrats! Making your offer ridiculously easy to complete via eSignature helped you “close the sale” and get your job offer accepted!



While this is where many organizations call it a day, how you complete the hiring process with onboarding is extremely important in solidifying how that new hire will perform during the course of their employment.

The disorientation that comes with a new job tends to make people more willing to accept new roles and goals.

So new hire onboarding is one of the most impactful times in which to instill your company culture and ensure alignment.

If you chose a complete eSignature workflow solution like Dropbox Sign to send your offer, now is the time to take advantage of the templates feature so HR can eliminate redundant document formatting and quickly send out key onboarding paperwork. Not only will this save time, but your new hire can complete these documents digitally before they start.

In addition to “boring stuff” like paperwork, make sure your new salesperson is set up for success by getting sales call shadowing sessions and important sales meetings added to their calendar. After all, a strong onboarding program can get new hires to productivity in just two-thirds the time that it would typically take.

Instill company culture in onboarding

If this process is fraught with inefficiencies and poor communication, a new employee may internalize bad habits that can hurt their performance and your culture. But if you use this time to demonstrate how efficiently your company delivers professional documentation and coordinates important tasks, you'll exemplify a culture that values technology and employees' time.

It's simple to instill company culture in your onboarding processes. You can [streamline all your documents into a single, automated workflow](#) that includes eSignature software so employment contracts, non-disclosure agreements, employee handbooks, authorization forms, salary and benefits packages, and all other important documentation can be sent, signed, received, and stored without any time wasted on trivial, manual tasks.

[Get FAQ answers here.](#)

Impact of company onboarding
with a focus on company culture



25%

Increase retention



11%

Increase productivity



[If you're interested in reading more about the benefits of eSignatures beyond HR, recruiting, and onboarding \(like how you can use eSignatures to get contracts signed 80% faster\), check out the 5 amazing business benefits of implementing eSignatures into your sales ops](#)

About Dropbox Sign

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