How To Get Our Team To Market Consistently

- Track shown appointments on our sales board.

- Create Salesperson of the Month award for shown appointments.

- Have sales competition ties broken by shown appointments (instead of gross).

- Have "Video of the Week" competition in each sales meeting.

- Special compensation for shown appointments (i.e. lower pack, count as 1.5 towards unit bonuses, first up position for weekends, etc.)

- Encourage our managers to lead the way.

- Have Dealer/GM make Social Selling a priority.

How To Screen for Marketing/Social Selling/Self Development Skills

In your employment ad, and certainly before the interview, tell each candidate, ***"Being in front of the camera is a requirement of this job. Please shoot me a 60 second video outlining your resume and why you'd make a good addition to our team."***

Interview questions:

1) Share a recent example of how you invested in your career. About how much do you invest in yourself each year?

2) Share your previous success in building a customer base. Where was it and what were the steps that you took?

3) Share with me an instance when you used what you'd consider to be entrepreneurial skills.

4) Describe a recent project that required you to learn something new. How did you go about learning it and how did that impact you?

5) Tell me about a work situation when your supervisor asked you to do a task that was out of your comfort zone. What was it, how would you say you reacted, and what did you do?

6) When was the last outside learning event you attended and what was the topic?

7) Give me three specific methods you've used to generate your own sales leads?

8) Share with me an instance where you had to think "outside the box"? What did you do and what prompted you to do that?

9) Do you consider yourself to be an initiative taker? If so, please give me an example of how you took initiative at work. What were you trying to accomplish and what was the result?

10) What book, video, or audio program on selling are you currently digesting?