

Talent Management for Sales

How HR can become a true strategic
partner for the Sales organisation



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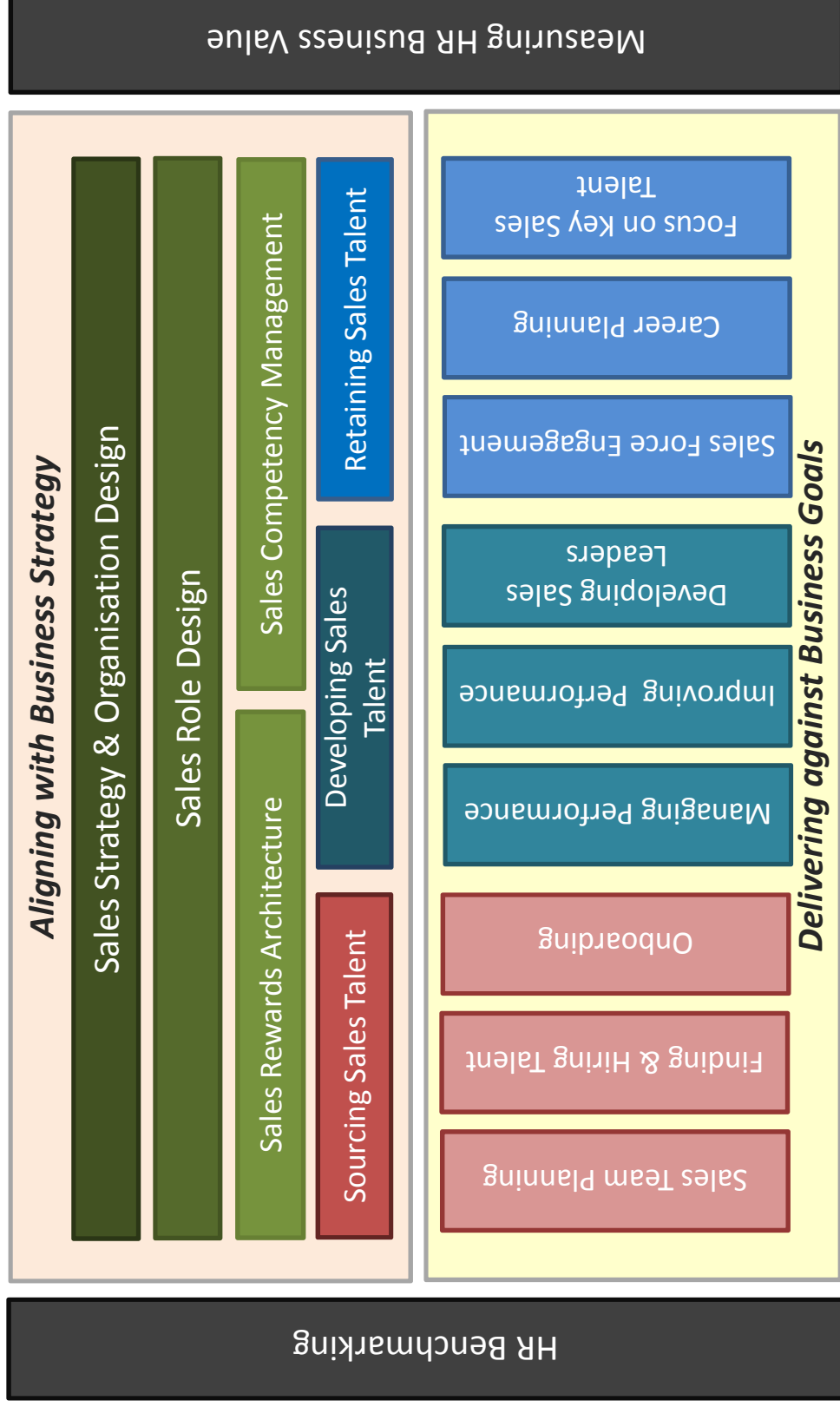
HR can create real business value by partnering closely with sales leaders

- Finding, attracting, deploying, developing and retaining top sales talent is the No. 1 challenge for sales leaders
- HR can create real business value by
 - Aligning HR with sales strategy
 - Delivering services against sales goals
- The key is to provide a holistic and integrated approach to Sales Talent Management
- The impact will be seen in measurable improvements to
 - Sales revenue & operating margin
 - Sales productivity
 - Total cost of Sales Workforce
 - Employee and customer satisfaction

What can HR do to create a successful strategic partnership with Sales?

- Recognise that Sales Talent Management is one of the critical pillars for the success of the business
- Take a holistic approach to what Talent Management means to the Sales organisation
- Invest time to understand the processes of Sales Talent Management and how HR can add value
- Dedicate resources to Sales
- Deliver an end-to-end service that creates business value for Sales

We need a holistic, integrated framework for managing Sales Talent



How HR can directly contribute to increased revenue & margin, higher sales productivity and salesforce cost

- Attracting new sales talent
- Better fit of candidates to jobs
- Recruitment of higher quality sales managers and sales people
- Lower recruitment costs
- More effective management development programmes
- More effective Performance Management & related management actions
- Identification of areas for improvement in sales competencies
- Reduced time to sales effectiveness for new hires
- Identification and resolution of key performance issues in the sales force
- Greater return on investment in Training & Development
- Motivating the sales force to achieve their goals
- Encouraging top performers to stay with the company
- Ensuring the development of key talent
- Ensuring the best leaders rise to the top
- Leveraging the benefits of a diverse sales force
- Continuously seeking to improve HR performance

What next?

- If you would like to look in more detail at the Framework and how to it can be used to drive profit in your organisation please contact me:
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