

The background of the entire page is a photograph of a person running on a beach at sunset. The sun is low on the horizon, creating a long, bright reflection on the wet sand. The sky is a mix of orange and blue. In the distance, there are mountains and a body of water.

SALES LEADER **INSIGHTS**

September 2020

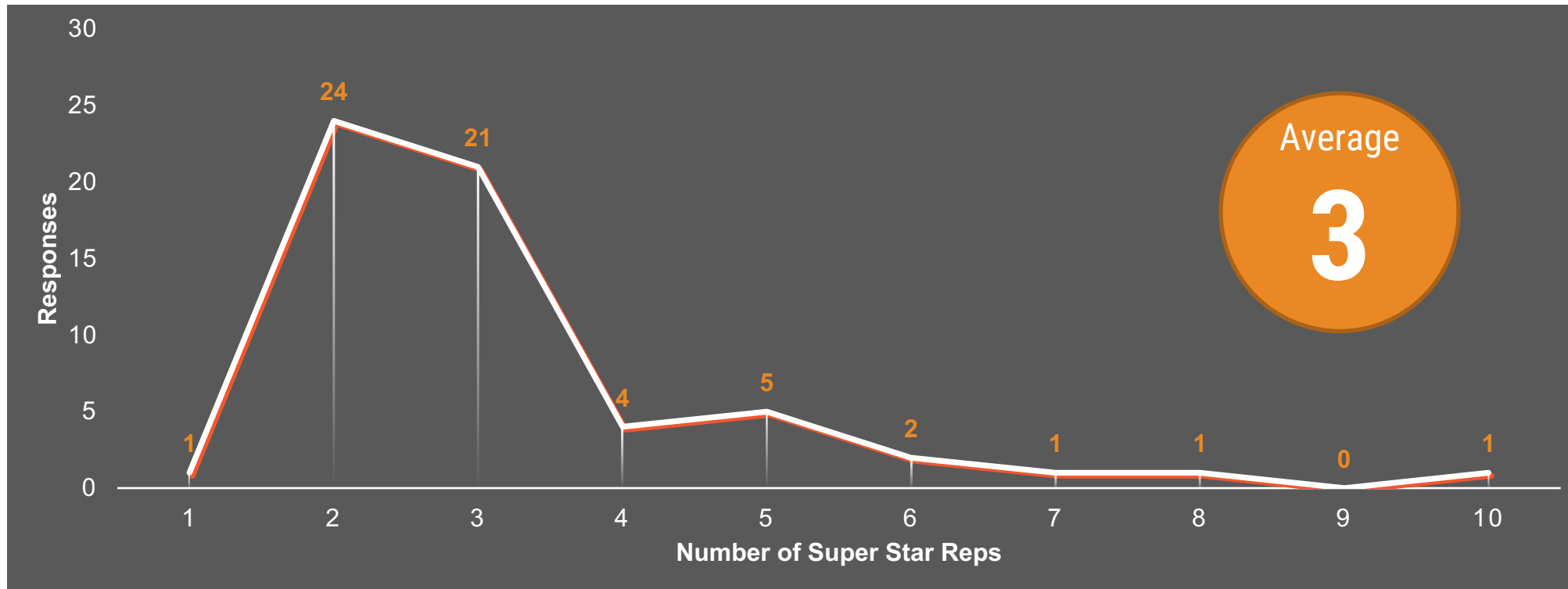
# ABOUT THE **SURVEY**

- 65 invitations sent
- 60 total responses
  - Respondents include CEOs/COOs (with sales backgrounds), VPs of Sales, Sales Directors and Regional Sales Managers of top medical device, biotech/rare disease and genomic diagnostic testing companies in the U.S.
- Survey window: August 3-24, 2020



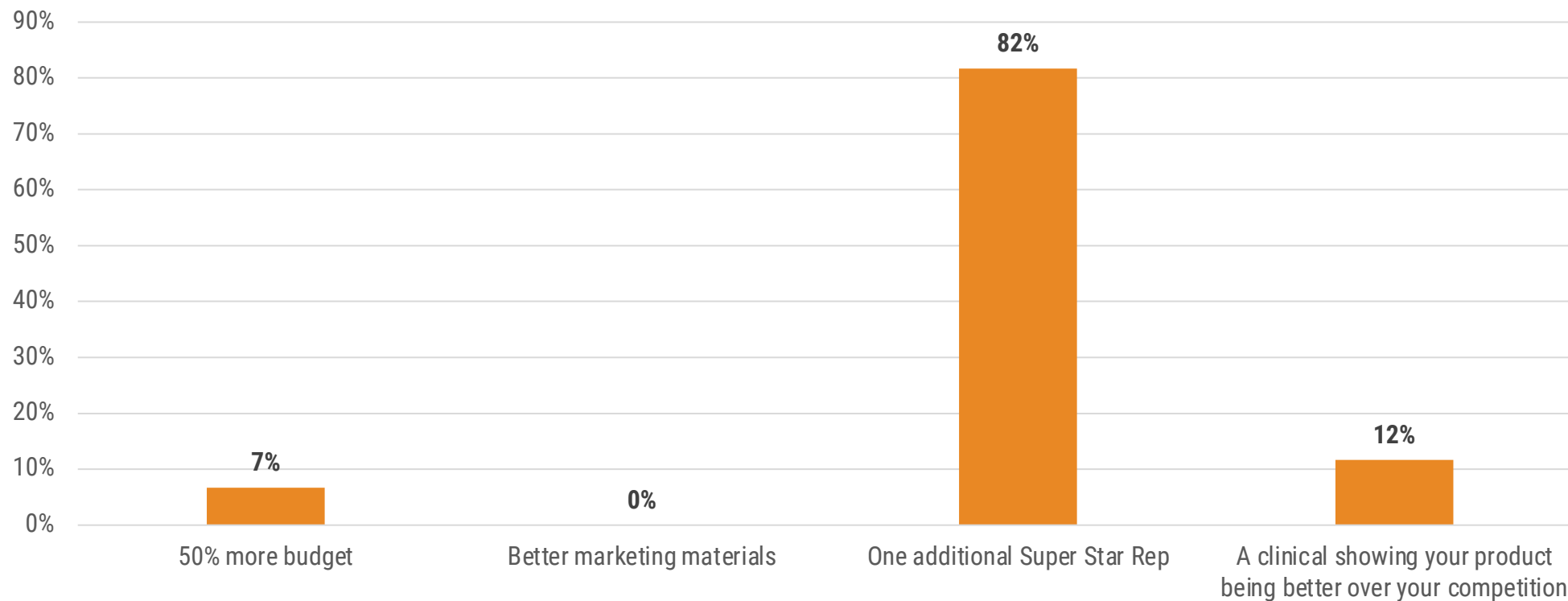
# SUPER STAR REPS

- Q: If you have 10 reps on your team, how many are true Super Stars/A Players?



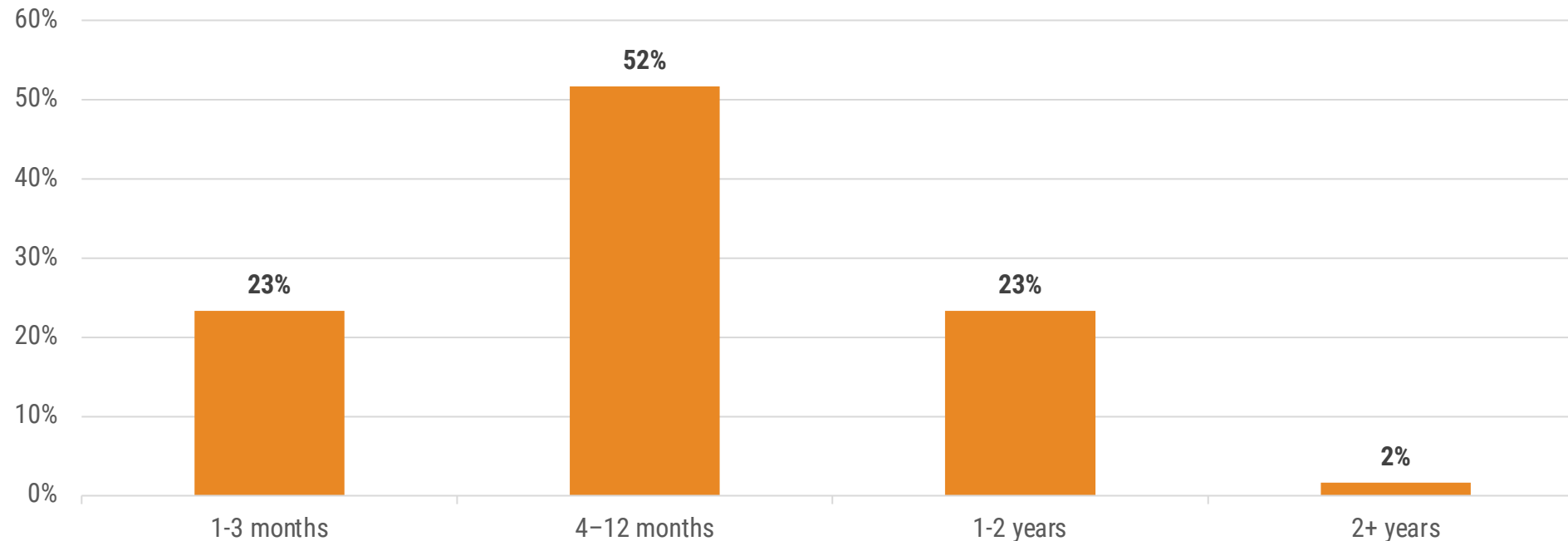
# ADDING RESOURCES

- Q: If you could add just one of the resources below to your team which would it be?



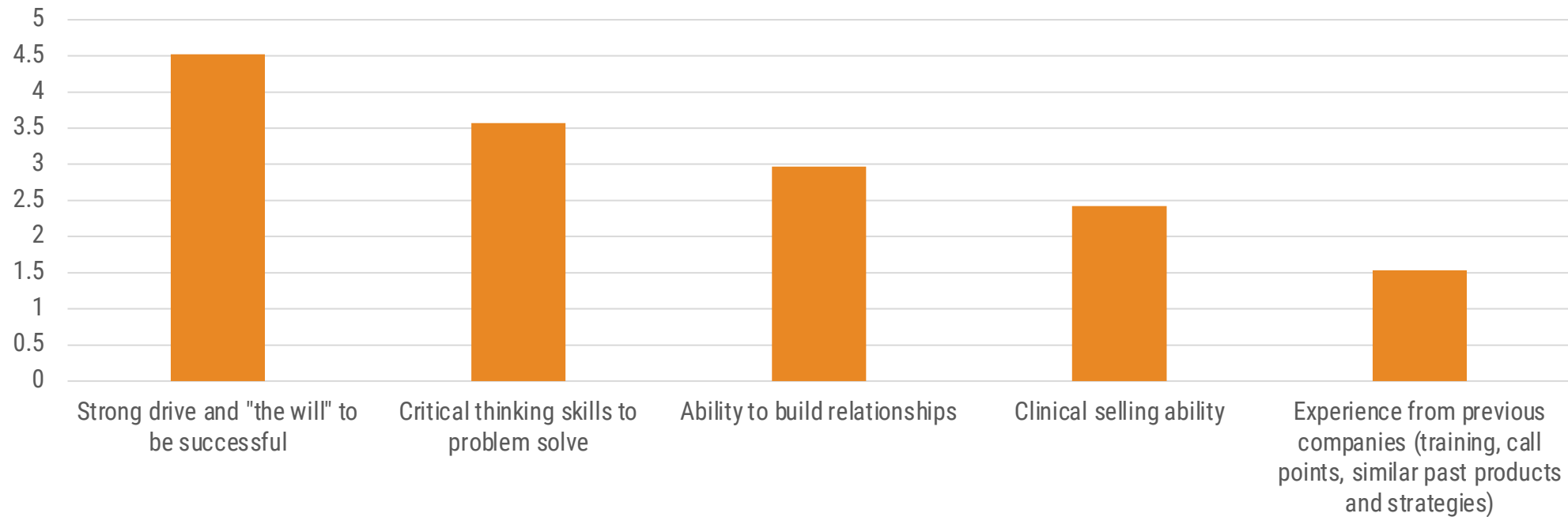
# TIME SPENT: SUPER STARS

- Q: How much time does it take for you to establish who is truly a Super Star Rep?



# BETTER THAN AVERAGE

- Q: Rank from most important to least important what makes your Super Star better than the average rep:



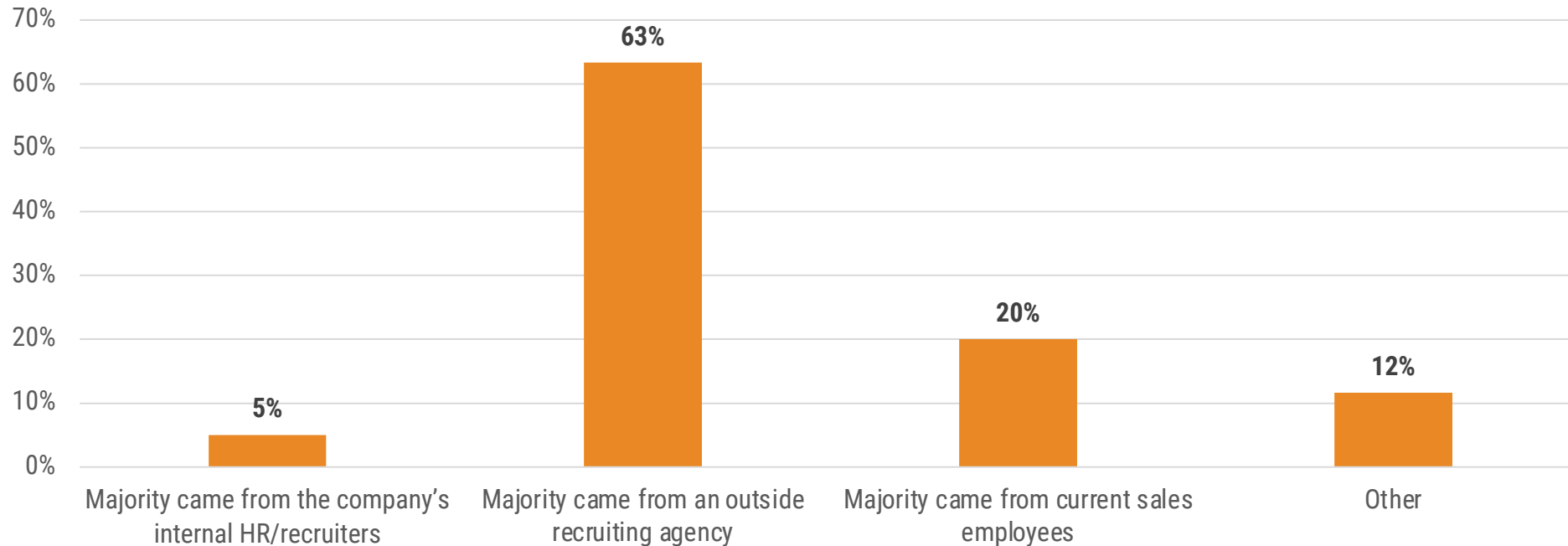
# BETTER THAN AVERAGE

- Q: Rank from most important to least important what makes your Super Star better than the average rep:

	1	2	3	4	5
Strong drive and "the will" to be successful	42 (70%)	12 (20%)	3 (5%)	1 (2%)	2 (3%)
Critical thinking skills to problem solve	10 (17%)	28 (47%)	12 (20%)	6 (10%)	4 (7%)
Ability to build relationships	4 (7%)	15 (25%)	20 (33%)	17 (28%)	4 (7%)
Clinical selling ability	2 (3%)	5 (8%)	17 (28%)	28 (47%)	8 (13%)
Experience from previous companies (training, call points, similar past products and strategies)	2 (3%)	0 (0%)	8 (13%)	8 (13%)	42 (70%)

# FINDING SUPER STARS

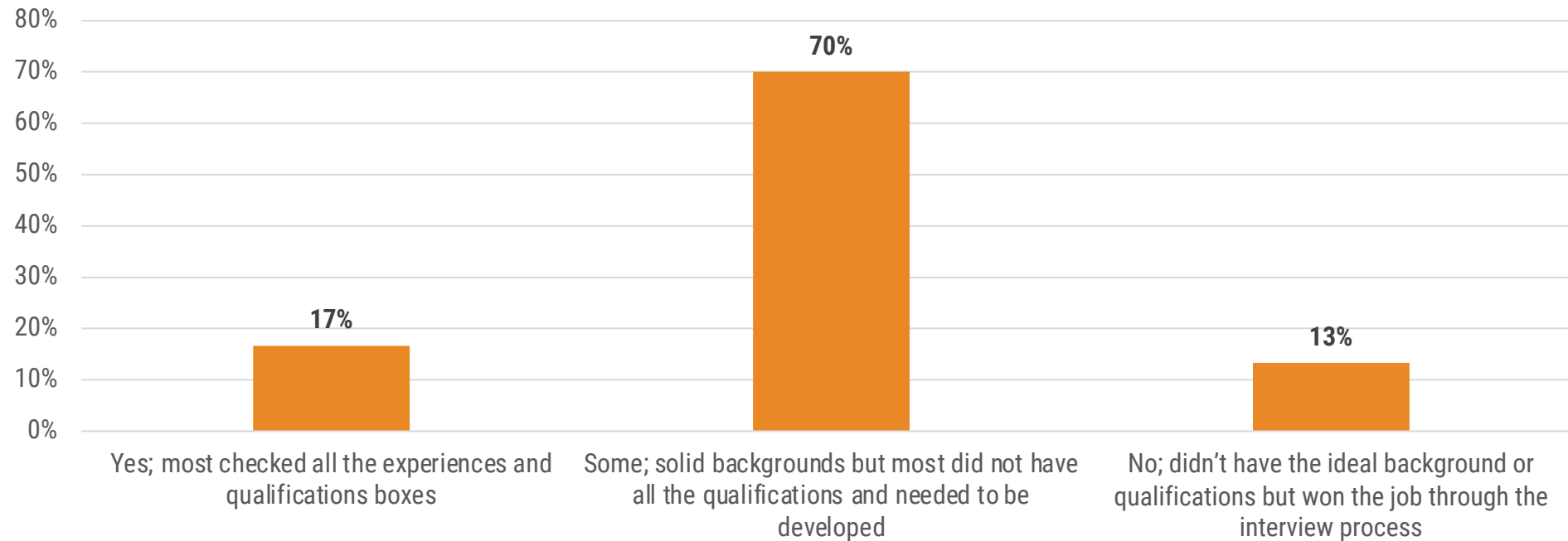
- Q: Where did the majority of your Super Stars Reps come from?





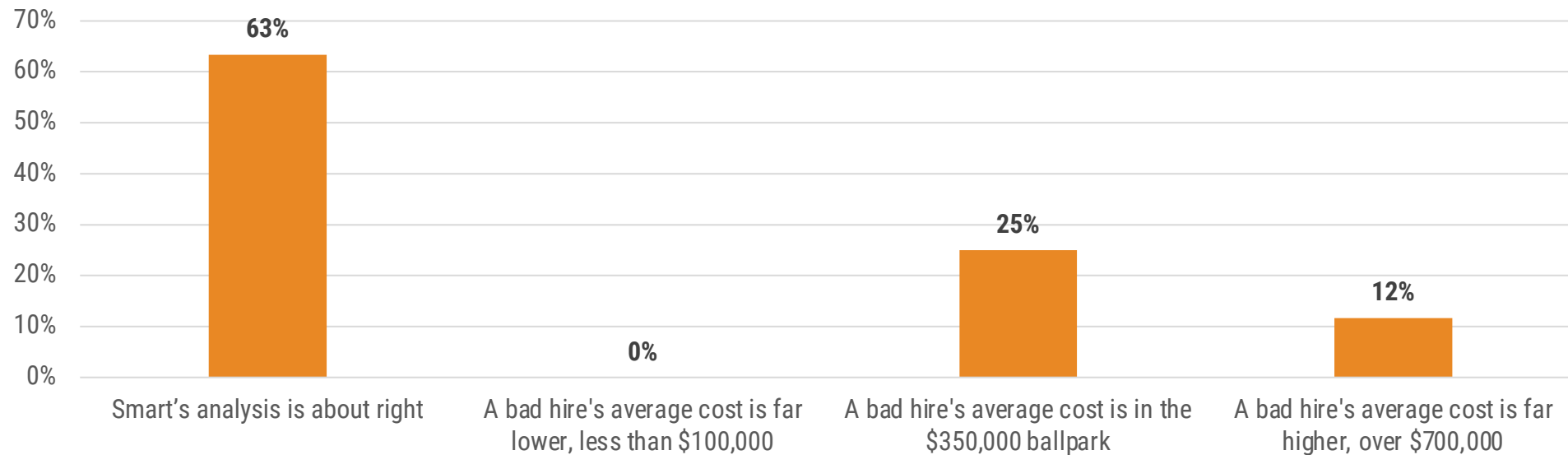
# WHAT MAKES A **SUPER STAR REP**?

- Q: Focusing on the Super Star Reps you hired, did they have the strongest background when you interviewed them?



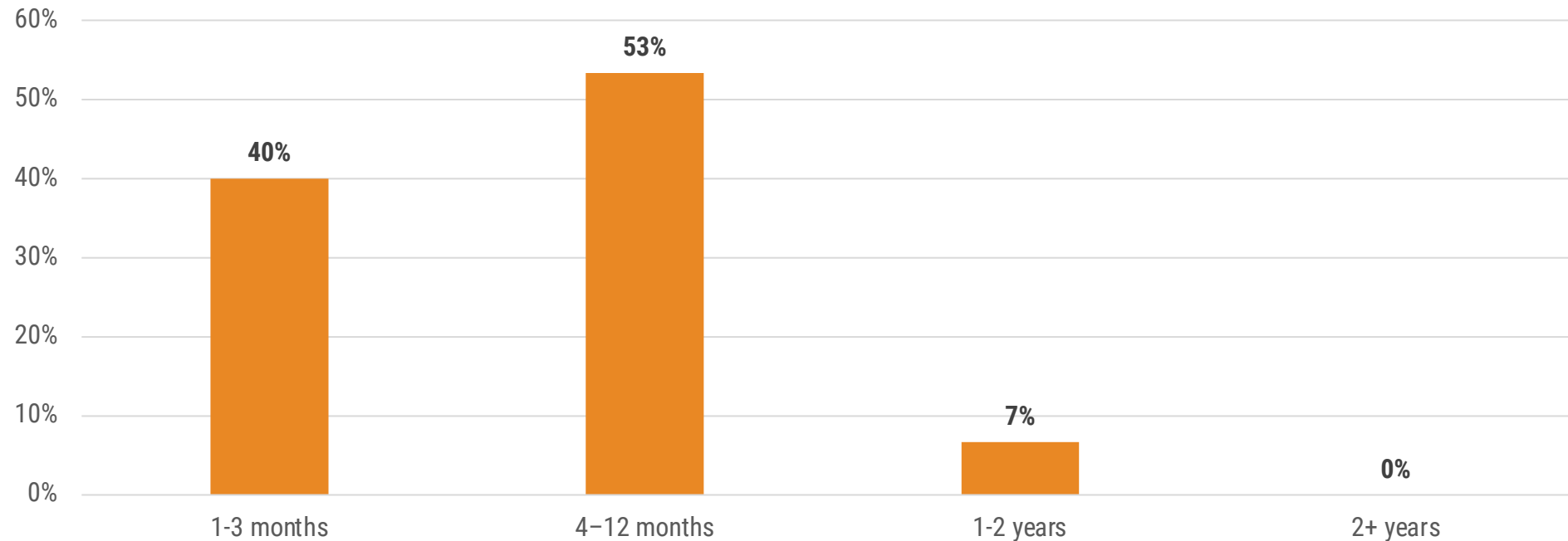
# COST OF A BAD SALES HIRE

- Q: Bradford Smart, author of Topgrading, estimated the cost of a bad sales hire after 12 months was \$563,500. That was including the rep's compensation, hiring costs, decrease in sales, opportunity costs to grow sales and disruption costs. Please pick the answer that best describes your opinion:



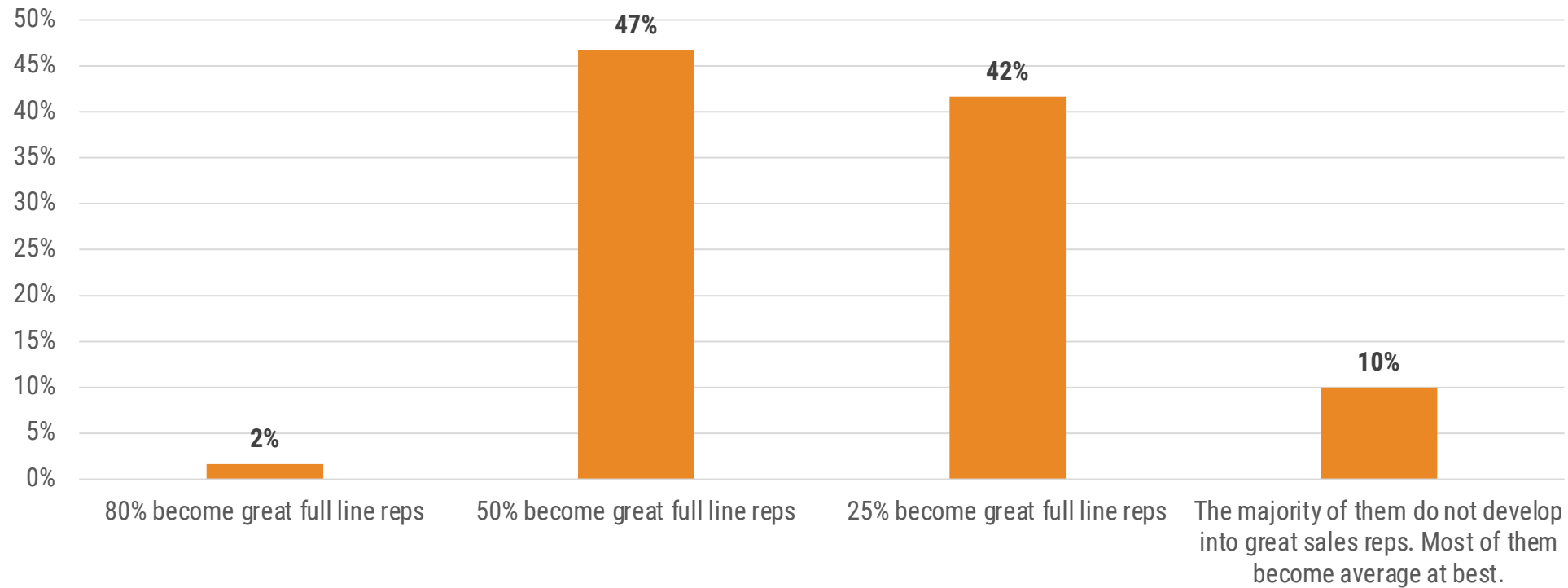
# TIME SPENT: POOR HIRES

- Q: How long does it usually take to determine a poor hire?



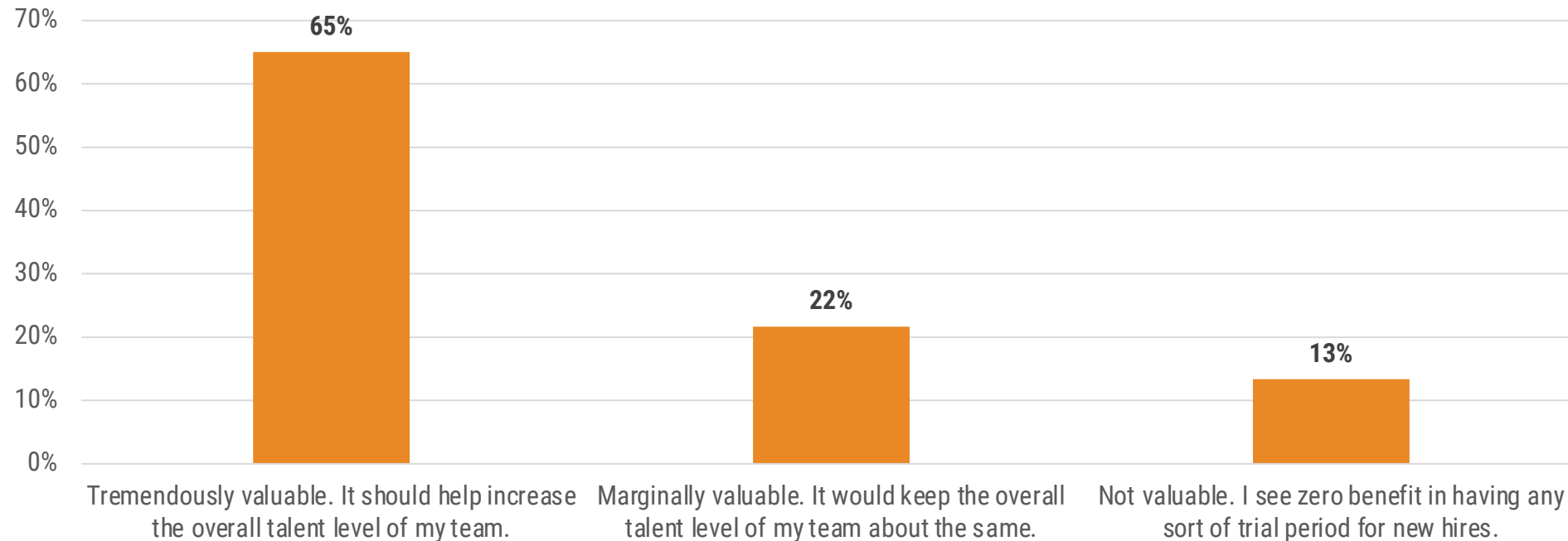
# JUNIOR REPS

- Q: What is your overarching opinion regarding junior/sales associate reps?



# TRIALING NEW HIRES

- Q: If you could terminate a new hire up to 12 months after hiring for any reason (without repercussions), how valuable would you find in this tool/trial period?





PEOPLE ARE NOT YOUR MOST IMPORTANT  
ASSET. THE RIGHT PEOPLE ARE.

**Jim Collins** | Author of *Good to Great*





# WHO ARE WE AND WHY SHOULD YOU KNOW US?



As one of the largest medical sales recruiting firms in the U.S., we are driven to find the absolute best talent.

[www.hirerelentless.com](http://www.hirerelentless.com)

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Kelly Clark | Owner/Executive Recruiter