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Two Traits Hiring Managers Look For During Interviews

Hiring managers look for similar things when interviewing candidates. However, there are some traits they look for and they don't even realize it themselves. Job seekers need to understand this in order to interview well and be seen in the best light.

Hiring Managers are Only Human

A company's hiring manager is often quite skilled in the recruitment process. However, at the end of the day, they are only human like the rest of us. This means that they are prone to making snap judgements and assumptions.

Interviewers usually start the conversation by getting to know you and then assume they have you all figured out. Most people call this their gut feeling. One psychological study has shown that this feeling comes down to these two things:

1. **Warmth:** Do I even like you?
2. **Competence:** Are you any good at what you do?

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Interview
→



Are You Displaying The Traits To Get Hired?

Influencing Skills = Success In Sales

Whether in a position responsible for selling your company's product and/or services, or in a position that requires you to sell ideas to your staff or teammates, we are all in sales all of the time. Since we work in an interdependent world (one where we have our own duties to do independently, but we are dependent upon others to do their part) it is imperative that we hone our Influencing Skills, for we cannot be successful without others.

Your ability to influence others is directly proportional to your ability to succeed in sales, both inside and outside of your organization. Most of us think that to influence another, we must manipulate, cajole, or force them to acquiesce. But this could not be further from the truth; for we know that the opposite is actually true. In order to influence someone, I must first let them influence me.

Philosophers and Psychologists for centuries have studied the human being, and we know that we are creatures of habits. These habits make us efficient in that we can do much throughout our day without thinking about it, such as driving a car, tying our shoes, or typing on this computer. But these habits also cause us to be "Reactive" beings. We respond to outside stimuli based upon these habits, and it is in understanding this stimuli/response that we can improve our Influencing Skills.

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Four Categories

Hiring managers are no exception to this line of thinking. In fact, the study says that they box people into these 4 categories:

1. Warm and Competent
2. Warm and Incompetent
3. Cold and Competent
4. Cold and Incompetent

Warm and Competent

In order to get the job, you should try and fall into the warm and competent category. Hiring managers will see you as pleasant and think you'd be great to work with.

Warmth and competence judgments are not conclusive evaluations but simply one's perceptions. We can't change everything about our personality and who we are; however, we can influence how others perceive us.

How to Get the Job

Job seekers can get hired by appearing warm and competent. They can do this by focusing on using specifics, practicing self-awareness and taking a step-by-step approach.

In order to use specifics, you'll want to bring your examples and stories to life using details. You'll be seen as more conversational and less boring.

Try to have self-awareness about yourself and exemplify that you know you're human and not perfect. Don't get so salesy about yourself that the hiring managers sees you as one with an inflated ego. Remember you want to be warm and likeable.

A step-by-step approach will give someone a clearer picture of what you're trying to explain during an interview. Don't gloss over details but rather share them to exemplify your competence and knowledge.

Focus on being warm and competent. You'll seem more real, engaging and likeable which will help as they consider your application. ❖

~ Written for us by our associate Gary Sorrell, Sorrell Associates, LLC.
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As human beings, we respond well to people who are open to our wants, needs and desires, and we will actively resist those who are more concerned about themselves than they are about us.

This becomes very apparent in the sales arena. We have all, no doubt, had buying experiences where the salesperson had



all the "Sales" skills down pat; he said and did all the right things, but yet he made your skin crawl. Why? Because he was more concerned with his issues than yours. In this situation you are no longer a person with needs and wants, but rather, you are a target, money, or a quota. And, we all have the ability to sense this.

I am also sure that you have had good buying experiences where the salesperson, once again with appropriate "Sales" skills, made you feel comfortable. What was different? In this case he was concerned with you as a person and saw your needs as equally important to his; not more important, but equally important. By being open to your needs, and being responsive to them, he has now invited you to be open and responsive to him and his product or service.

Too often in our coaching we see people who are struggling in sales, or in getting others to commit to ideas. They feel stuck, and it is no surprise that when we investigate the reasons, we find that it is they who are getting in their own way. They are too focused on "Needing to Make the Sale," or "Do I Look Alright?" or "I Have All These Great Products and Features!" When salespeople are in this place, they cannot focus on the prospect; they are only focused on themselves. They are focused on their own "Doings," and not on the big picture result – Helping the Client or Customer.

Linda Martin of Resources Associates Corporation once stated, "People don't like to be sold...but they love to buy."

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So true! The determining factor in why someone buys is not product or service superiority, but it is the salesperson's ability to discover needs, create urgency and develop confidence in his or her ability to satisfy those needs better than anyone else.

We coach many new salespeople in the art of being an "Assistant Buyer" rather than a salesperson. The Assistant Buyer is more concerned with the person buying than they are with making the sale. If the product or service I provide is not the best option, an assistant buyer will tell the prospect that, just as they would for their best friend, spouse or child. This is being responsive to their needs, and is the best way to influence them.



You might say that Like Attracts Like; my responsiveness will invite responsiveness in others, whereas my resistance will provoke resistance in others. If I seek to improve my Influencing Skills, I must understand these truths about human stimuli/response. Here are a few tips to remain responsive to your prospect's needs.

1. Focus on them first: It's not who talks ... It's who listens.
2. The best way to get someone to like you is to like them first.
3. The best way to get someone to respect you is to respect them first.
4. The best way to impress someone is to be impressed with them
5. The best way to influence someone is to let them influence you first! ❖

~ By Jerry Fons, Executive Power, LLC. www.executive-power.com

It's All About Attitude!

The longer I live, the more I realize the impact of ATTITUDE on life. ATTITUDE, to me, is more important than education, than money, than circumstance, than failures, than success, than what other people think or say or do. It is more important than appearance, giftedness, or skill. It will make or break a company...a church...a home.

The remarkable thing is we have a choice everyday regarding the ATTITUDE we embrace for that day. We cannot change our past...we cannot change the fact that people act in a certain way. We cannot change the inevitable.

The only thing we can do is play the one string we have, and that is our ATTITUDE...I am convinced that life is 10% what happens to me and 90% how I react to it. And so it is with you...we are in charge of our ATTITUDE. ❖

Source: Chuck Swindoll, author, *Attitude*



One Minute Ideas

Things to do when you have 5-minutes or less...

Often time is lost by waiting for someone, being stuck in traffic, waiting in line, etc. Here are some quick tips of things to do while you are waiting.

Update your daily planner. Use this time to mark off completed tasks, transfer tasks to a different date, keep it current, etc.

Update your goals. This is a good time to look over your goals and transfer the completed goals to your completed list and add or update your current goals.

Make a quick call. The use of cell phones (although annoying to some) can be used when you are waiting for an appointment to show up, standing in line at a store, stuck in traffic, etc.

Read your mail. Keep your mail with you and then when you are in line, stuck in traffic, etc. take it out to read. ❖

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Tel: 614-873-7227

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Qualities Of A Sales Professional

Studies have shown that outstanding salespeople share certain traits, whether they run their own business or work for someone else.

According to Jim Cathcart, well-known speaker and author of *Relationship Selling: The Key to Getting and Keeping Customers*, whether people are professionals isn't determined by the business they are in, but by the way they are in business.

Sales Professionals:

- Are committed to the success of their clients' businesses, as well as their own.
- Have clearly stated business and life goals.
- Take time to educate themselves, and are always open to learning how to improve their sales skills.
- Spend spare time in sales-related activities, whether within their industry or contributing to other entrepreneurs.
- Take personal responsibility for both their successes and failures, rather than blaming others for any setbacks.
- Keep track of their progress, including accurate records of conversations with clients and appropriate follow-up times, as well as their level of activity during each step of the sales process.
- Are determined and persistent, and don't let anything discourage or slow them down. ❖



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DRISCOLL LEARNING – Seminar Schedule

For more information, visit our web site at www.driscolllearning.com

Session Title	Time	Date(s)
The Sales Connection Breakfast	7:30AM – 9:00AM	Thursday, May 11th Go to www.thesalesconnection.org for details & registration
Business Briefing: What is Talent? Talent Selection & Job Benchmarking	9:00AM – 11:00AM	Friday, May 19th
Professional Sales Development	1:00AM – 3:00PM	Friday, May 12th and Friday, May 26th
DISC & Driving Forces Certification Process	4:00PM – 4:45PM	Monday, May 29th Go To Meeting (email Bryan for details)

All sessions held at: Dublin Entrepreneurial Center 565 Metro Place South, Suite 300, Dublin, OH 43017



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