



Finders Keepers: Attracting and Retaining Top Sales Professionals

Russell J. Riendeau

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Are You Chasing a Purple Squirrel? (purple squirrel n: an ideal job candidate who, in reality, does not exist) Too often, managers waste time chasing a purple squirrel. A sales candidate may be skilled at selling, but can he or she relate to your industry sales cycle, costing systems, delivery schedules, and manufacturing processes? Recruiting talent is the number one issue facing companies today. How do you attract and retain elite talent in today's tight labor market? How do you evaluate motivation and ability to sell competitively in your industry? These are just some of the questions Russell Riendeau addresses in **Finders Keepers**. Other questions addressed include: Is your organization attractive to the best sales and management personnel? Is there a magic commission formula that will keep talent on your team? What can you do about expensive turnover in your sales force? Why is it important to brag about sales reps who have left your organization? Why should you find your replacement?



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