



Should I Recruit My Competitor's Super Star Salesperson?

I am often asked by my clients to recruit a competitor's super star sales performer. What I have found from past experiences, this can be a very risky proposition.

As tempting as it is to chase this super star salesperson, we have found that this strategy usually doesn't work. The hope is that hiring someone "proven" will ensure their own success. It doesn't.

Every company is different and rarely is success solely due to the individual salesperson. The super star who you believe could be your savior – who is competent, could just be lucky to be in the right place at the right time.

Another concern when recruiting your competitor's super star sales guy or gal is - motivation. If you do find that super star who is willing to consider making a move, he or she will probably command an exorbitant salary. In their minds, they are "proven" and you are not. Thus you will need to pay the piper to get them.

Paying someone an exorbitant salary does not guarantee more motivation. It can actually work the opposite effect. When you spend your salary budget on that super star, you have effectively cut your budget for everything else that your sales organization might need to succeed this year.

What happens when that Super Star encounters unexpected obstacles? It can be hard to allocate the resources to solve the issue. And at times, these super stars turn out to be prima donnas and have a tendency to blame everyone else on the team for lack of results.

So how do you lure the best performers from your competition without breaking the bank? I would suggest that you look for the up-and-comers instead of the veteran super star. Lure really good people to your sales team with the opportunity of becoming a super star at your company.