

New System Shortens Time to Selling Productivity

BCI announces their Get S.M.A.R.T. tool to help companies "Hire Right and Train Smart."

HOUSTON, TEXAS, UNITED STATES, August 22, 2018 /EINPresswire.com/ -- Baker Communications, Inc. ([BCI](#)) announced a system that helps companies shorten the time to productivity for new sales hires. The system predicts sales success with a 96% accuracy rate and is based on research from over 1.7 million sellers in over 26,000 companies, across 200 industries spread across 115 countries. It measures 21 sales competencies and 28 sales management competencies. 92% of the recommended and hired candidates have reached the top half of their sales team within 12 months.



One of the most expensive hiring mistakes happens when a company has to replace a seller that leaves or failed to live up to potential. A recent DePaul University report on seller turnover indicates that the average cost to replace a seller is \$115,000. That same report went on to state that the average time to replace an open sales position averages 6.2 months, with some of the more highly specialized roles taking nearly 8 months. Just using the averages, here is how those costs breaks down across three categories: acquisition costs \$29,000; training cost \$36,000 and lost

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World-class performance never happens by accident.”
Baker Communications, Inc.

territory sales another \$50,000. BCI noted that in many enterprises, where quotas approach \$1 million per year, lost sales are magnified to even higher numbers during that 6.2 average replacement time frame.

BCI's tagline is that “world-class performance never happens by accident.” To BCI's Chief of Staff, Joe DiDonato, “That means starting from the beginning of the process to make sure our customers are hiring the very best candidates and then supporting them for even further success.”

New sellers may turn out to be great, average or poor. In the latter case, that means starting all over again. Coming up with the right hiring criteria can be one of the most difficult tasks facing a Sales Manager. There are interpersonal, technical, self-motivational and a host of other skills that must be considered, in addition to the complexity of the selling environment.

Joe DiDonato added, “There is a secondary benefit of using this system. It helps you to measure training gaps and hidden problems within your sales organization around strategies, priorities, systems and processes.” He went on to add that ‘skill’ versus ‘will’ type measurements are revealed which measure the elusive qualities of desire, commitment, responsibility and outlook.

This in-depth analysis allows management to create action plans for the people that fall into the 4 quadrants of "low skill/low desire to learn," "low skill/high desire to learn," "high skill/low desire to learn," and "high skill/high desire to learn." Depending on the various selling activities and initiatives that a company is facing, this will help management place sellers into various roles of account maintenance, account growth, or even re-training into support roles.

To find out more about how BCI's Get S.M.A.R.T. tool can help you "Hire Right - Train Smart," please visit: <https://www.bakercommunications.com/hire-right-train-smart.html>. To find out more about BCI's award-winning training and content development, please visit: <http://www.BCICorp.com>.

ABOUT BAKER COMMUNICATIONS, INC.

As one of America's fastest-growing corporate training companies, Baker Communications has helped over 1.5 million professionals reach maximum performance for over 37 years. Globally recognized companies and government agencies, including ExxonMobil, Amazon and Honeywell depend on Baker Communications to equip their employees with skills to increase market share and produce immediate results. Baker provides customized targeted practice-driven performance improvement solutions that produce rapid, measurable results. Baker Communications' solutions have been utilized and delivered worldwide, throughout Europe, South America, North America, the Middle East, and Asia Pacific.

BCI offers a full-range of options for learners. These options include our proprietary and custom workshops, as well as a full line of technology such as the new L.E.A.P. platform, a next generation e-learning system, Sales Mastery online library, and KnowledgeNow/MessageNow which allow embedding training into your CRM and other applications.

BCI is proud to announce that six of its customers have won the coveted 2018 Global Learning! 100 Award. In addition to this customer success, Baker Communications is pleased to announce that it was named one of the Top 20 Training Companies in the world in 2018, as well as one of the Top 20 Content Development Companies in the world.

For more information, please go to www.BCICorp.com.

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