

Tom Hopkins' Method for Getting a Commitment to Company Goals Upon Hiring

To listen to Tom's delivery of this vital concept in greater detail, get the audio program, [How to Gain, Train and Maintain a Dynamic Sales Force.](#)

Your ads are pulling good, quality leads. You possibly got a referral from your salesperson exchange group. In other words, you've created some activity which will breed productivity. When you have a larger quantity of people apply for positions with your business, you are increasing your odds of getting the Champion-type salesperson. But getting them coming in is one thing. The next and one of the most critical phases of hiring a quality person is your interview and commitment process.

As a successful business manager, you have an obligation to research Equal Opportunity regulations to make sure that you are staying within the legal boundaries in the hiring process. So please be professional in your hiring process and stay on top of current practices.

Most managers have a tendency to not really enjoy forms and paperwork. There is a tendency to avoid it. Please understand that as a manager, it is absolutely critical that you document every interaction you have with both candidates you hire and those you do not.

Once you have learned enough about an applicant to make a hiring decision, it's important that you get their commitment to the company right away. When a new person comes in to fill out employment paperwork, I want you to include a form in their file that I've developed called the Manager's Commitment Form. The form itself is at the end of this document. Feel free to copy it and use it all you'd like. It works wonders. What follows is a script you can use with the form to get a solid commitment from new hires. Read it, internalize it and benefit from it.

Manager: Hi Thank you Ms. Chapman for coming back. Have a seat won't you? We're very excited about having you join our company. Not only are the facts about your experience impressive, but your overall presence is just what we like to see in our sales team.

Salesperson: Thank you, Mr. Hopkins.

Manager: We like to call people by their first names and I hope I can call you Polly.

Salesperson: Please do.

Manager: Thank you and you can just call me Tom. Now, the final phase of hiring at (name your company) is where you and I really articulate the goals that we want to achieve. But, before we begin, I need to know, do you really want me to help you reach your goals?

Salesperson: Yes I do, Tom. I'll take all the help you can offer.

Manager: Great! Before we go any further, can you tell me what about your past job that you did not like?

Listen and make notes about the answer. Re-iterate it back for confirmation.

Manager: Are you willing to let me help you do what's necessary not to have to go back to that situation again?

Salesperson: Yes. Absolutely.

Manager: Then, let's work together to clearly define a few of your goals with our company. Based on what you have been earning, how much income would you like to generate your first year with us?

Salesperson: \$ _____

Manager: Now, let's see how that breaks down. In order to achieve that amount in one year, your 90-day goal would be \$ _____. Do you feel that's realistic for you?

Salesperson: Yes.

(At this point, they may re-adjust the figure. If so, start again with the annual figure and do the breakdown with the new figures.)

Manager: Good. That makes your 60-day goal \$ _____. That would mean making \$ _____ in sales. Are you willing to do whatever it takes to make that many sales in the next 60 days?

Salesperson: Yes.

Manager: One half of your 60-day financial goal would be \$ _____...your 30-day goal. This is the amount you desire each month, right?

Salesperson: Yes.

Manager: What type of personal goals would you like to achieve in your first year with us? For example, maybe get a new car? Clothing? Jewelry?

Salesperson: _____

Manager: You mentioned that you are married and have two children. What are their names?

Salesperson: _____

Manager: What family goals would you like to achieve in your first year? For example, vacations, a new home, education, etc.

Salesperson: _____

Manager: Are you sincere about these goals?

Salesperson: Yes.

Manager: Are you ready, willing and able to commit to achieving them?

Salesperson: Yes.

Manager: Do you want my help, as your manager, to achieve these goals?

Salesperson: Yes.

Manager: Then, I have your permission in our review meetings to give you additional assignments or suggestions for improvement in any weak areas to keep you from straying from your goals?

Salesperson: Yes.

Manager: I want to make certain you understand that our experience has proven there are some responsibilities you are expected to fulfill as part of this commitment.

- Participation in required training
- Attendance at all company meetings
- Proper use of company tools and materials
- Keeping a positive attitude
- Avoiding gossip
- Meeting the production goals you are now setting

By not living up to these responsibilities and not accepting the guidance provided by me per our agreement, you will be terminating your position with this company. Do you understand these points?

Salesperson: Yes.

Manager: Great, then, let's put our agreement in writing.

Hand over the form, point out what you have just stated and get their written commitment on the Managers Commitment form.

Do you know how few managers ever get a salesperson to truly commit to what they will accomplish in writing? Now the nice thing about this--it's in the file. She's asked you to conduct reviews. If there a challenge with this person, you've got justification to talk to her. It's right there in the file, approved by the salesperson's hand. You can say at any time, You asked me to help you. Let's talk about it. We agreed we weren't going to be negative and I've heard some things you've said and I wanted to ask you why.

It's exciting to be in management, and now you've recruited properly. You've used all your forms. You've got a good person here. Now, you're ready to schedule their required training.

For additional sales management information, contact Tom Hopkins International at
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Manager's Commitment

I hereby agree to do everything necessary to help _____ achieve the goals we have mutually agreed upon this day and entered into his/her file.

Approved by _____

Date _____



Salesperson's Commitment

I hereby agree to let _____ do what is necessary to help me achieve these agreed upon goals.

I realize that my production is dependent upon activities that have proven to work. These include:

Punctuality and attendance at all company meetings;

Using the tools the company has created to insure my success;

Keeping a Champion attitude and radiating enthusiasm while in the presence of other salespeople and the people we serve;

Avoiding jealousy, gossip and negative thinking.

If I am not living up to these commitments, I expect _____ to help me recommit to my goals.

Approved by _____

Date _____