

HOW TO MAKE YOUR OFFER MORE APPEALING TO HIGH-PERFORMING SALES CANDIDATES



SET REALISTIC, ACHIEVABLE TARGETS

- ✓ Include ramp-up periods for new hires
- ✓ Adjust quotas based on market fit and product maturity
- ✓ Regularly review targets and adjust based on rep feedback and performance data
- ✓ Avoid overly aggressive KPIs that lead to burnout or early attrition



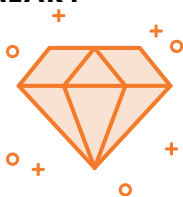
IMPROVE SALES LEADERSHIP AND COACHING



- ✓ Ensure sales leaders dedicate 1:1 time to each rep weekly or bi-weekly
- ✓ Provide coaching, not just KPI reviews
- ✓ Create systems for virtual collaboration and peer learning
- ✓ Train leaders to recognize burnout, support mental health, and develop team culture — even remotely
- ✓ Build trust-first environments that value outputs over hours

BE TRANSPARENT WITH SALARY AND EARNINGS

- ✓ Always include a base salary range in job ads
- ✓ Avoid “OTE only” listings — or explain exactly how OTE is achieved
- ✓ Provide a clear, written commission structure early in the hiring process
- ✓ Walk candidates through earnings expectations in final interviews
- ✓ Share real examples of how many reps are currently hitting their OTE



OFFER FLEXIBLE WORK AS STANDARD



- ✓ Allow for 2+ days of WFH where the role allows
- ✓ Introduce flexibility in a staggered or trust-building approach
- ✓ Evaluate remote-readiness during interviews (past experience, self-management, personality fit)
- ✓ Advertise flexibility clearly in job listings
- ✓ Stay competitive — your rivals are offering it