

Retention is the New Recruitment – Sales:

A Guide for Employers

By Uplift Recruitment – A recap from our Webinar



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INTRODUCTION

Post-Webinar Insights & Action Guide for Employers

Welcome back and thank you for joining us for Part Two of our webinar series: “Attracting and Retaining High-Performing Sales Reps.”

In Part One, we explored how to attract the right talent – from structuring transparent compensation to balancing hybrid work and culture. But as any leader knows, attraction is only half the battle.

In 2025, once you’ve hired a great sales rep, there’s a good chance your competitor is already trying to poach them.

That’s why this second guide shifts the focus from first impressions to long-term impact – how to retain, engage and grow the high performers you’ve worked hard to bring on board.

Inside, we’ll cover:

- What it actually means to have a compelling Employee Value Proposition (beyond ping pong tables and birthday cupcakes)
- How to design clear growth pathways and capability frameworks that drive loyalty
- Why training that lands is often the difference between a star performer and a resignation letter
- How leaders can unlock purpose, progression and performance – without relying on higher salaries alone

Retention isn’t reactive – it’s a strategy. And in this ebook, we’re giving you the tools to build it with intention.



KEY POINT 1

Build a Real Employee Value Proposition (EVP)

In 2025, candidates are no longer sold on vague promises, office perks, or generic job ads. Top salespeople want clarity, authenticity and alignment. A compelling EVP is no longer optional – it is a core part of your recruitment and retention strategy.

Your EVP should answer one simple question:

“Why should a high-performing sales rep choose to stay here?”

What a Strong EVP Looks Like

Purpose-driven

Your EVP should connect employees to something bigger than just targets. People want to know their work matters – to the company, to the client and to their own life goals.

Growth-focused

Ongoing development, clear career pathways and internal mobility are key. Salespeople want to see where they can go, not just where they start.

Culturally aligned

Your EVP should reflect your actual team culture, not just the buzzwords. Whether you are fast-paced, supportive, autonomous or collaborative, make it visible and honest.

Backed by evidence

Use testimonials, case studies or real stories from within the team. The best EVPs are lived, not written.

Why It Matters

- Reps with a clear understanding of your EVP are more likely to stay long term
- Agencies and hiring managers can speak more confidently and passionately about the opportunity
- Top-tier candidates weighing multiple offers will be influenced by how real and aligned your EVP feels

KEY POINT 1

What This Means for Employers

If you do not have a formal EVP, start by mapping out:

- What do our top performers value most?
- What do our longest-serving staff say keeps them here?
- What are we actually offering beyond salary and commission?

Include EVP content in job ads, interviews and onboarding. Use LinkedIn, Glassdoor, and your website to reinforce it.

A clear, authentic EVP is not just about attracting interest. It is the foundation for long-term engagement, retention and growth.

KEY POINT 2

Make Growth Pathways Visible and Real

Salespeople aren't just chasing commission. They're chasing career progression, professional development and long-term opportunity. If your business can't show where a rep can grow, someone else will. Yet, most companies are still vague about it – or worse, silent.

Why Growth Clarity Matters

- ✓ Top performers want to know what's next
Without visibility on progression, even high earners start looking elsewhere.
- ✓ Unclear pathways lead to early exits
If a rep can't see how they'll develop, they'll assume they won't.
- ✓ It supports better hiring decisions

Candidates who understand the path ahead can decide if your business is the right fit. It also helps avoid mis-hires.

What Salespeople Are Looking For

- Clear promotion timelines and criteria
- Defined skill development plans
- Options to move across or up (into leadership, operations, or new verticals)
- A manager who is invested in their progression

Tools That Work

- ✓ Capability Matrix
Map out the core and specialist skills required for each role, then show how those evolve across levels.
- ✓ Job Scorecards
Go beyond a basic job description. Outline how success is measured, what great looks like and how roles contribute to business outcomes.
- ✓ Internal Career Frameworks
Even a simple visual that shows "Sales Rep → Senior Rep → Team Lead" with skills required at each level can have a powerful impact.

KEY POINT 2

What This Means for Employers

You do not need a complex HR system to get started. Just start mapping the roles you hire for most and what success in those roles looks like.

Communicate that during the hiring process and revisit it during onboarding, reviews and coaching sessions. Help your people connect the dots between their performance today and their opportunity tomorrow.

When a salesperson can see the next step, they're much more likely to stick around to take it.

KEY POINT 3

Train Like You Mean It

Training is often treated as a checkbox – a one-off onboarding session, a generic lunch-and-learn, or a recycled deck from last year. But in sales teams, where confidence and clarity fuel performance, training can be the deciding factor between long-term success and early resignation.

If your training doesn't evolve with your team, your team will outgrow you.

Why One-Size-Fits-All Training Doesn't Work

☑ It disengages your top performers

They've already mastered the basics. Repeating old content wastes their time and signals a lack of investment.

☑ It leaves junior reps behind

Pushing advanced concepts too early creates confusion and kills momentum.

☑ It becomes noise

Without context or purpose, training feels like filler not support.

What Effective Sales Training Looks Like

☑ Targeted and timely

Training should align with skill level and be delivered at the right stage of the rep's journey.

☑ Everboarding, not just onboarding

Learning shouldn't stop after month one. Ongoing, just-in-time development keeps reps sharp and engaged.

☑ Linked to growth

Tie training to career progression. Show how each module builds toward capability, confidence and promotion.

☑ Balanced with coaching

Formal training is only one part of development. Regular coaching, feedback and peer learning fill in the gaps.

KEY POINT 3

The Cost of Getting It Wrong

- Reps check out mentally before they check out physically
- Sales results plateau or decline
- Culture suffers from frustration and misalignment
- New hires burn out or underperform due to lack of support



PRO TIP: A QUICK PULSE SURVEY OR ONE-ON-ONE CHECK-IN CAN REVEAL MORE THAN ANY LEARNING MANAGEMENT SYSTEM. YOUR TEAM WILL TELL YOU WHERE THE GAPS ARE - AND WHEN YOU ACT ON IT, THEY'LL KNOW YOU'RE LISTENING.

KEY POINT 4

Purpose, Leadership and Personal Goals

The idea that salespeople are only motivated by money is outdated. Yes, compensation matters – but so does purpose, fulfilment, and the feeling that their work has meaning beyond the monthly target.

Great leadership connects the dots between performance and personal ambition. It helps sales reps see how what they do matters – and who they're doing it for.

What Today's Salespeople Want from Leadership

✓ To be understood

Sales reps want leaders who take the time to understand their personal drivers – not just their activity metrics.

✓ To be trusted

Micromanagement is a fast track to disengagement. Set clear expectations and allow space for autonomy.

✓ To be coached

Pipeline reviews are not coaching. Reps want meaningful conversations about their growth, mindset and challenges.

Practical Ways to Build Purpose and Alignment

✓ Use goal boards – Encourage reps to visualise what they're working toward – home ownership, travel, family milestones. Then link sales performance to those goals.

✓ Connect business strategy to personal impact

Make it clear how the rep's work contributes to wider success. Help them see their role in the bigger picture.

✓ Regular 1:1s focused on more than numbers

Use catch-ups to discuss motivation, growth aspirations and how the business can support them.

✓ Share success stories internally

Showcase how other reps have progressed in the business. Peer role models are powerful.

KEY POINT 4

Raising the Standard of Sales Leadership and Enablement

When it comes to retaining top-performing salespeople, great leadership is non-negotiable. Coaching, structure and culture don't just happen - they're built intentionally. That's where Sales Calibre comes in.

Led by Scott Dunphy-Brown, Sales Calibre specialises in helping businesses develop high-performing sales teams and leaders who know how to attract, engage and retain the right talent.

Whether you're scaling a sales team, navigating hybrid environments, or dealing with inconsistent results, Sales Calibre brings the tools and strategies to lift capability, motivation and accountability - at every level.



LOOKING FOR A SALES TRAINER? SALES CALIBRE HELP SALES AND REVENUE TEAMS RAISE THE CALIBRE OF THEIR SALES SKILLS AND GTM APPROACH TO DRIVE GREATER SALES GROWTH.

**- SCOTT DUNPHY-BROWN
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UPLIFT RECRUITMENT

Want to learn more?

At Uplift Recruitment, we specialise in sourcing top talent for sales and service roles. Our boutique agency offers personalised services tailored to your needs.

Key highlights:

- **Deep Understanding:** We delve into your business to craft bespoke terms and fees
- **Quality Focus:** Prioritising quality and best practices, we link service level agreements (SLAs) to time and quality.
- **Local Commitment:** Australian-owned, reinvesting locally, and supporting literacy and numeracy programs.
- **Diverse Talent Pool:** Specialist divisions and a strong online presence attract a wide range of candidates.
- **Comprehensive Services:** Offering bulk recruitment, assessment centres, unbundled services, outsourced payroll, and contractor services.
- **Proven Excellence:** Over 200 five-star Google reviews and multiple awards, including SourcR 2023 Awards for Best Agency and Best Recruiter.
- **Relationship Building:** Focused on long-term relationships based on trust and understanding.

Experience an uplifting client and candidate experience with Uplift Recruitment.

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based on 209 reviews



4.9 Average Rating
based on 257 reviews



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