

# How to build a successful sales organization in a transportation company

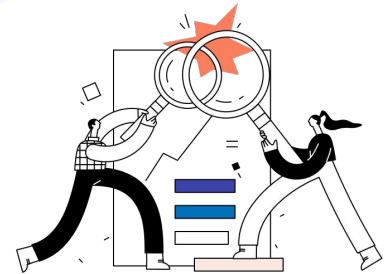
## Part 2 - Finding a salesperson & compensation

In part 2 of this 3 part series on how to build a successful sales organization in a transportation company, learn tips and advice on hiring, closing a candidate, compensation, and more.

### Hiring 🍌

#### You want to look for someone that has/is...

- Knowledge of inside sales (especially in this post-pandemic world)
- A process driven individual
- Entrepreneurial
- Industrious



#### Where do you find good salespeople?

- You can hire from within the industry or out but remember:
  - Don't hire someone from industry just because of their book of business
  - When hiring someone from outside of industry, you'll have to put more time into training them but you open up your candidate pool a lot
  - Hiring someone from an adjacent industry to transportation will make the training a bit less intensive
- To find people, working with a recruiter is beneficial, as they specialize in finding good people. You also can do it yourself if you don't have the budget for a recruiter (it's a time commitment though!)

#### Once you found a good candidate and want to close them...

- Take all the different parts of your business and make them selling points
- Present a competitive package that includes the money they'll make and the quality of life they'll have working at your company

### Compensation 💰

There are two common compensation structures — **full commission** or **base salary + commission**. Here are some things to keep in mind:

#### Full commission:

- Less risk from a cash outlay standpoint but more risk of the salesperson leaving sooner/not being full engaged
- Salesperson is more of a contractor with this structure & might be hard to keep them aligned around the value and messaging of your business.

#### Base salary + commission

- More cash outlay for your business in the beginning but as the person ramps up, it becomes less
- This structure tends to be of medium risk, high reward, while full commission is more risky