

THE SCIENCE OF PERFORMANCE

Understanding What Drives Sales High Performers

Building data-driven sales organizations with HireSmart, LLC

The DNA of a Sales Powerhouse

High-performing sales organizations share one key trait — they are deeply **goal-oriented**.

These individuals are driven by strong internal motivation and consistently push themselves to exceed expectations.

They don't just hit targets; they aim to outperform, grow, and continuously improve while maintaining active collaboration as team players.

MARVIN TELLO

Lead Sales Specialist

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San Antonio, TX
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EDUCATION
Bachelor of Arts
Business Management
**Texas A&M University
Central Texas**
2018 - 2022
Killeen, TX

SKILLS

- Negotiation
- CRM (Salesforce)
- Problem-solving
- Lead Generation (LinkedIn, email)
- Reporting
- Results-oriented
- Microsoft Office (Word, Excel, PowerPoint)

CAREER OBJECTIVE
A forward-thinking salesperson with 5+ years of experience and over \$2M in sales who knows the importance of empathy and attentiveness in closing deals. Seeking a lead sales specialist role where I can continue to foster and hone these traits as I continue to grow within an accomplished sales organization like Pitney Bowes.

WORK EXPERIENCE

Sales Specialist
Humana
2024 - current San Antonio, TX

- Created and delivered presentations to decision-makers, leading to a **27% improvement over expected lead conversion**
- Recruited physicians and staff to attend local, regional, and national training programs for Humana products, resulting in \$285,033 in new revenue
- Supported the evaluation of new products and provided clinical feedback to marketing and sales
- Provided primary clinical training to customers, which improved the adoption of new products by 36%

Sales Representative
TQL
2022 - 2024 San Antonio, TX

- Executed on outbound calling strategy to warm leads, leading to a close rate of 26%
- Worked closely with existing customers to understand their needs, resulting in \$400K in retention revenue
- Recorded notes in Salesforce to on-board customer service reps and account managers to customer profiles
- Maintained up-to-date knowledge of sales strategies and product offerings, leading to **\$223.4K in up-sell revenue**

Sales Assistant
Family Dollar
2020 - 2022 Killeen, TX

- Served as point of contact for customer resolution, successfully **de-escalating 98% of issues** without management involvement
- Handled merchandise returns, assisted manager with ordering new merchandise, and scheduled store associates to accept deliveries and transfer to stockroom and sales floor
- Trained 20+ new sales associates in running the POS system, customer service practices, and opening and closing processes
- Deposited cash and checks to the bank, and helped the store manager maintain accurate records and time cards for payroll

Beyond Surface Evaluations



Cognitive Ability

Assessing problem-solving speed and decision-making logic to predict role complexity handling.



Personality Traits

Identifying behaviors, communication styles, and interpersonal tendencies that lead to success.

Core Motivations

Understanding the internal drivers and interests that determine long-term role alignment.

Traits of Top Achievers (Part 1)



High Likeability

Friendly, agreeable, and charming. They engage prospects quickly and naturally.



Relationship Building

Possesses the ability to build meaningful professional connections quickly and easily.



Strong Communication

Listens well and speaks with clarity. Able to distill complex ideas into simple value.



High Persuasiveness

The unique capability to influence, convince, and guide people toward a decision.

Traits of Top Achievers (Part 2)



High Self-Confidence

Self-assured with a winner's attitude and unwavering composure under pressure.



High Ambition

Deeply motivated by symbols of status, personal success, and measurable achievement.



Instills Trust

Demonstrates integrity and ethics. Not 'slick', but genuinely honest and reliable.



High Initiative

Self-reliant action-takers. They are high-energy self-starters who don't wait for permission.

A Smarter Approach

Building High-Performer Models Using Real Data

Data-Driven Predictability



Moving from guesswork to benchmark profiles allows you to identify success patterns specific to your unique sales environment.

Benchmark Profiles

A sales high performer model is not based on assumptions — it is built using real data from your current top-performing salespeople.

HireSmart, LLC analyzes the key traits, behaviors, and competencies that consistently lead to success within your organization.

Instead of relying on guesswork, select candidates who match proven success indicators.



Advanced **Assessment Tools**



Cognitive Evaluation

Understanding problem-solving and decision-making skills.



Personality Profiling

Evaluating traits that influence behavior and client communication.



Motivational Alignment

Measuring interests to determine long-term role and culture fit.



Targeted Coaching

Identifying strengths and development areas for ongoing growth.

The Impact of High Performer Modeling

Hiring Success Rate

85% (Data-Driven)



Employee Retention

78% Improvement



Team Productivity

92% High Alignment



Turnover Reduction

65% Lower Risk



Building Sustainable Growth



 Data Analysis



By combining data-driven insights with proven methodologies, organizations move beyond traditional hiring. This approach strengthens performance assessment and enables continuous strategy refinement.

Ready to elevate your team?

Questions?

Let's build your high-performing sales force together.

 www.hiresmart.net

 **480.205.7291**

Objective. Science-Backed. Results-Driven.

Image Sources



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