Forging Strong Partnership between HR and Sales

Aparna Sharma began with a provocative question—“Did the audience think that HR & Sales were at loggerheads with each other?”

The audience instantly agreed, since 80% were from sales, about 15% from finance and 5% from HR. Their view was that HR was only interested in recruitment metrics and processes but did not understand or appreciate the challenges and pressures of achieving sales targets.

Sharing from her personal experience, Aparna Sharma, narrated how having worked as a sales professional helped her create a partnership between Sales and HR. She advocated cross-functional tenures for Sales and HR people to ensure better partnership by understanding and appreciating the challenges faced by the other. “Only the wearer knows the shoe pinches.” If Sales and HR continue to operate as specialists instead of partners, they will continue to be perceived as adversaries in disconnected silos.

Great Sales People are an asset for any company as Sales Force is “the face of the company; creators of top line; brand builders and play a key role in employer branding.”

10 Factors That Make Great Sales People

1. Investment: Great Sales People believe that the difference between winning and losing, more often than not, is a very thin margin. Companies need to invest heavily in acquiring the latest technology and in developing people.
2. Consistent: Poor selling done consistently will be more effective than great selling done sporadically.
3. Confident: Great Sales People believe in their products, their services, and their people.
4. Patient: A hunter will sit in the trees for days waiting for a clear shot.
5. Customer Orientation: Great Sales People adapt their products, terms, and even their delivery schedules to meet the specific needs of their customers.
6. Relationship: Great Sales People are in this for the long haul, and getting the order is only the first step.
7. Measurement: Any behavior that is rewarded will tend to be repeated, so Great Sales People reward every customer for the opportunity to serve them.
8. Convenient: Great Sales People are both receptive and responsive. They know that they have to be “user friendly.”
9. Excitement: Great Sales People are enthusiastic and militantly optimistic.
10. Commitment: The Great Sales Person is enlisted in a larger mission that just closing the deal and getting the order.

Likewise, Great HR People are also an asset for companies as HR People are “responsible for right selection and onboarding, performance management, retention and development, and organizational culture.”

10 Factors That Make Great HR People

1. Investment: Great HR People also believe that the difference between winning and losing, more often than not, is a very thin margin. So they invest heavily in technology, in people, and in themselves.
2. Consistent: Poor HR Delivery done consistently will be more effective than great HR Delivery done sporadically.
3. Confident: Great HR People believe in their processes, services, and their people.
4. Patient: A hunter will sit in the trees for days waiting for a clear shot.
5. Employee Orientation: Great HR People offer a wide variety of benefits and propositions, and adapt their offering terms, even their delivery schedules to meet the Employee needs.
6. Subsequent: Great HR People are in this for the long haul, and getting the Employee Hired is only the first step.
7. Measurement: Any behavior that is rewarded will tend to be repeated, so Great HR People Reward Every Employee Action Which Is Deserving Of Recognition.
8. Convenient: Great HR People are both receptive and responsive. They know that they have to be “user friendly.”
9. Excitement: Great HR People are enthusiastic and militarily optimistic.
10. Commitment: The Great HR People are enlisted in a larger mission that just closing the Offer and Getting the Person onboarded.

10 Questions that Facilitate Sales – HR Partnership

1. What’s the target for the month?
2. Which are the priority brands?
3. What are the top ten performing territories?
4. What is the PCPM for the organization?
5. What’s the current vacancy status & where is Tanuku & Wardha?
6. What’s the sales process?