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SPECIAL FEATURE

How to Hire the Salespeople of Today and Tomorrow

Long before a salesperson meets a customer, that customer researched the features and benefits of the products and services in question, read online reviews from other customers and assessed competitor offerings.

And that means a successful sales professional can no longer expect to show up, fill the room with personality and win based on a persuasive presentation of features and benefits.



To be successful, a salesperson must... [Continue reading the full Caliper article here.](#)

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