



ADAMS LIMITLESS
RECRUITMENT REIMAGINED.

EXECUTIVE SEARCH & TALENT ADVISORY
SALES LEADERSHIP PRACTICE

A LEAD-GENERATION & DIAGNOSTIC TOOL FOR REVENUE LEADERS

Your Board-Ready Sales Hiring Blueprint™

Hit Your Number Before the Board Meets.

The 10-Minute Hire Ready Score™ for VP Sales & HR Leaders.

Before you post the job, call a recruiter or start interviewing — find out if you're actually ready to make the hire.

INCLUDES YOUR HIRE READY SCORE™

ADAMSLIMITLESS.COM

Are You Actually Hire Ready?

Most hiring problems don't start with the candidate. They start before the search begins.

- An unclear mandate.
- A compensation package that doesn't match the market.
- A company reputation nobody checked.
- Interviewers measuring different things.
- A slow or disorganized candidate experience.
- No definition of what success looks like after the person starts.

Then everyone wonders why the hire didn't work.

That's why we created the **Hire Ready Score™**. We've broken a successful hire into four stages:



01. Attract

Can you attract the person you actually need?



02. Assess

Can you identify the right person when you meet them?



03. Acquire

Can your hiring process win that person?



04. Anchor

Can you turn the new hire into a high performer?

HOW TO SCORE

Score yourself honestly on each item below.



2 = Yes / Strong / Clearly Defined



1 = Partially / Needs Work



0 = No / Unclear

At the end, you'll calculate your overall **Hire Ready Score™**.

Attract

Can you attract the person you actually need?

Before asking whether the candidate is good enough for your company, ask whether your opportunity is good enough for the candidate.

(2) (1) (0)

Role Mission: We can explain in one sentence why this role exists and what business problem it solves.

(2) (1) (0)

12-Month Outcomes: We have defined 3–5 measurable outcomes this person must accomplish within their first year.

(2) (1) (0)

Ideal Candidate Profile: We know the experience, behaviours and capabilities required to achieve those outcomes.

(2) (1) (0)

Market Alignment: We know whether our compensation, territory, travel expectations and work model are competitive for the talent we want.

(2) (1) (0)

Candidate Story: We can clearly explain why a high-performing candidate should leave their current employer to join us.

(2) (1) (0)

Employer Reputation: When a candidate Googles our company, our reviews, ratings and search results strengthen rather than weaken our recruiting story.

(2) (1) (0)

Digital First Impression: Our website, LinkedIn presence, leadership profiles and careers content accurately communicate who we are, what we're building and why a high performer would want to join.

ATTRACT SCORE

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THE GOOGLE TEST

Open an incognito browser. Search: "[Your Company] + Reviews." Then visit your website and LinkedIn company page. Now pretend you've never heard of your company — would a top-performing salesperson with a good job want to learn more?

☐ 2 — Absolutely ☐ 1 — Maybe ☐ 0 — Probably not

WHY THIS MATTERS

83% of job seekers are likely to research company reviews and ratings when deciding where to apply.

Candidates aren't waiting for your interview to evaluate you — they're forming an opinion before you ever speak. Your candidates are evaluating you before you get the chance to evaluate them.

Source: Glassdoor

Assess

Can you identify the right person when you meet them?

A great interview isn't a great conversation. It's a process for collecting evidence.

2 1 0

Success Scorecard: Every interviewer evaluates candidates against the same predetermined success criteria.

2 1 0

Structured Interview: Candidates are asked consistent, role-specific questions rather than each interviewer creating their own approach.

2 1 0

Performance Evidence: Our questions require candidates to demonstrate past performance using numbers, examples and outcomes.

2 1 0

Behavioural Fit: We know which behaviours and working styles are required to perform in this specific environment.

2 1 0

Motivation Fit: We understand what needs to motivate this person and what could cause them to disengage.

2 1 0

Assessment Data: Where appropriate, we use objective assessment data to complement the interview rather than relying entirely on conversation.

2 1 0

Evidence-Based Decision: We score candidates against defined criteria before discussing overall impressions as a group.

ASSESS SCORE

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WHY THIS MATTERS

Research revisiting decades of personnel-selection studies found that **structured interviews may be the strongest predictor of future job performance** among commonly studied selection methods.

Structured interviewing creates consistency: predetermined questions, defined criteria and evidence — rather than simply asking, *"Did you like them?"*

If every interviewer is measuring something different, you're not assessing candidates. You're collecting opinions.

Source: Sackett et al., Journal of Applied Psychology / Society for Industrial and Organizational Psychology

Acquire

Can your hiring process actually win the candidate?

This becomes especially important when hiring high performers who aren't actively looking. They're assessing you just as much as you're assessing them.

(2) (1) (0)

Defined Process: Candidates know the interview stages, decision-makers and expected timeline.

(2) (1) (0)

Interview Alignment: Everyone involved understands both what they're assessing and their role in presenting the opportunity.

(2) (1) (0)

Speed: We can move a strong candidate from first interview to decision without unnecessary internal delays.

(2) (1) (0)

Candidate Experience: Our interview process reflects the professionalism and quality we expect from the person we're hiring.

(2) (1) (0)

Consistent Communication: Candidates know where they stand and what happens next throughout the process.

(2) (1) (0)

Motivation & Risk: Before making an offer, we understand the candidate's career motivations, compensation expectations and reasons for considering a move.

(2) (1) (0)

Close Strategy: We understand competing opportunities, counteroffer risk and the issues that could cause our preferred candidate to say no.

ACQUIRE SCORE

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THE PASSIVE CANDIDATE TEST

Imagine your #1 candidate: has a good job, is performing well, likes their manager, and wasn't looking when you contacted them.

Would your interview process make leaving their current company feel like a smart career decision?

WHY THIS MATTERS

Candidate-experience research found that when employers set expectations about what would happen after an interview and followed up within the promised timeframe, **positive candidate experience increased 52%** in North America.

Your hiring process isn't administrative. It's part of the offer. Top candidates aren't just interviewing with you — they're experiencing how your company operates.

Source: Talent Board Candidate Experience Research

Anchor

Can you turn your new hire into a high performer?

Getting the signature isn't the finish line. It's the starting line.

- | | | | |
|---|---|---|---|
| 2 | 1 | 0 | Pre-Boarding: The period between signed offer and Day 1 has a defined communication and engagement plan. |
| 2 | 1 | 0 | 30-Day Plan: The new hire knows exactly what they're expected to learn and accomplish during their first month. |
| 2 | 1 | 0 | 60/90-Day Ramp: We have defined what successful progression looks like at 60 and 90 days. |
| 2 | 1 | 0 | Manager Accountability: Someone clearly owns onboarding, coaching and performance feedback. |
| 2 | 1 | 0 | Performance Metrics: The employee understands the KPIs and outcomes they'll ultimately be accountable for. |
| 2 | 1 | 0 | Resources & Enablement: Training, systems, product knowledge, introductions and resources are prepared before the employee needs them. |
| 2 | 1 | 0 | Retention Checkpoints: Structured check-ins identify performance, engagement and expectation gaps before they become resignation-level problems. |

ANCHOR SCORE

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WHY THIS MATTERS

Only 12% of employees strongly agree their organization does a great job of onboarding.

Gallup also found employees who strongly agreed their onboarding was exceptional were **nearly 2x more likely** to feel fully prepared to excel in their new role.

Signing the offer means you acquired the candidate. It doesn't mean you've successfully hired them.

Source: Gallup Workplace Research

YOUR RESULTS

Your Hire Ready Score™

Add your four stage scores together.

Attract	___ / 14
Assess	___ / 14
Acquire	___ / 14
Anchor	___ / 14
Total	___ / 56

$$\text{Your Score} \div 56 \times 100 = \text{Your Hire Ready Score}^{\text{TM}}$$

MY HIRE READY SCORE

___ %

85–100%

BOARD READY — LAUNCH THE SEARCH

Your hiring foundation is strong. You know who you need, what success looks like, how you'll identify them, how you'll win them and how you'll turn the hire into performance. Your biggest risk now is execution.

70–84%

PROCEED WITH CAUTION — FIX THE GAPS FIRST

You've built a solid foundation, but weaknesses in one or more stages could cost you strong candidates or create inconsistent hiring decisions. Identify your lowest-scoring stage and address it before launching the search.

50–69%

HIGH-RISK HIRE

Your search isn't the biggest problem yet. You're preparing to invest significant time, money and leadership capacity into recruiting without enough clarity or infrastructure. Your lowest-scoring section tells you where the risk is hiding.

Below 50%

STOP THE SEARCH — DON'T POST THE JOB YET

The probability of wasted interviews, lost candidates, misaligned expectations or a poor hiring decision is unnecessarily high. Fix the hiring foundation first.

The Board-Ready Test

Five questions every leadership team should answer before approving a hire. Have the CEO, VP Sales / Hiring Manager and HR leader answer independently.

1

What must this person accomplish in their first 12 months?

2

What evidence would prove that a candidate has the capability to accomplish it?

3

Why would a high performer leave a good job to join us?

4

What could make our preferred candidate reject our offer?

5

What will we measure at 30, 60 and 90 days to know we made the right hire?

NOW COMPARE ANSWERS

If leadership gives materially different answers, you're not Hire Ready yet.

Alignment before the search is significantly cheaper than discovering the disagreement after the hire.

Your Hiring Risk Map

Don't fix everything. Fix your weakest stage. Look back at your four scores.

Low Attract Score?

Your challenge may not be candidate availability. It may be your opportunity, employer brand, compensation or recruiting message.

Low Assess Score?

Your challenge isn't finding more candidates. It's determining what great looks like and identifying it consistently.

Low Acquire Score?

You're getting candidates interested but creating unnecessary risk between first conversation and signed offer.

Low Anchor Score?

You're investing heavily in finding people without building the infrastructure required to turn hires into performers.

Your Priority

My lowest stage is:

The one thing we need to fix before launching this search is:

The Limitless Hiring Framework™

Hiring isn't an event. It's a system.

01

ATTRACT

Get the right people interested.

- Employer brand
- Market positioning
- Role clarity
- Candidate value proposition



02

ASSESS

Replace gut feel with evidence.

- Success scorecards
- Structured interviews
- Behaviour & motivation
- Assessment data



03

ACQUIRE

Turn interest into commitment.

- Candidate experience
- Interview alignment
- Speed & communication
- Offer strategy



04

ANCHOR

Turn the hire into performance.

- 30/60/90-day ramp
- Manager accountability
- Performance expectations
- Retention checkpoints

Before launching your next sales search, ask yourself: would you take this hiring plan into your next board meeting and confidently bet the revenue target on it?

If the answer isn't an immediate yes, your Hire Ready Score just showed you where to start.

Know Your Score. Then Build the Search.

At Adams Limitless, we help growth-minded companies build the hiring foundation, identify the right talent and create a repeatable system for hiring high-performing sales professionals.

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