CASE STUDY

HIRING PRODUCTIVE SALES PEOPLE

Sales Staff Industry

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ProfileXT

PXT in use by a sales organization

AT A GLANCE

CHALLENGE:
A better way to select highly productive sales personnel

SOLUTION:
The company used the ProfileXT® to assess their sales staff and then conducted a study to determine the relationship between the PXT results and sales productivity.

A large US-based sales company wanted a better way to select highly productive sales personnel. The organisation used the ProfileXT to assess their sales staff and then conducted a study to determine the relationship between the PXT results and sales productivity.

Participants

The employer initially provided a list of the 12 Top Performers out of 41 total sales staff so that they could develop a Job Match pattern based on their PXT results. The performance criterion was from an in-house evaluation process the company routinely used to assess the productivity of their sales people.

Job Match pattern

The standard software was utilised to build a Job Match Pattern using the 12 Top Performers. This was accomplished by using the software's integrated Concurrent Study process. The resulting Top Performer Job Match Pattern was used for subsequent job matching.

At that time, the company provided the performance ratings for all subjects. All 41 subjects were matched against the resulting Top Performer Job Match Pattern, with a 79% or greater match selected as an acceptable matching point.

Details

Of the 12 Top Performers identified by the employer, 11 (92%) matched the pattern at or above the matching point.

Of the 15 Bottom Performers (as identified by the employer), only 3 (20%) matched the pattern at or above the matching point.

Of the remaining subjects who were identified as performing in the middle range, approximately one-half matched the pattern at or above the matching point (selection rate, 52%). These ratios reflect the favourable selection capability of the pattern.

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