CASE STUDY

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## Profiles Sales Assessment™

### REGIONAL RETAIL STORE MANAGER

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## SUMMARY

Regional Store Managers were assessed using the Profile Sales Assessment (PSA) psychometric instrument. The resultant High Performance Role Benchmark identified 10 x critical success attributes required to be a successful store manager. The assessment solution effectively predicted whether an individual would be a high performer or not in a selection environment. The assessment solution is now integrated into the selection process of the nationwide organisation.

## PURPOSE

- Identify the critical attributes of a Regional Retail Store Manager
- Provide a solution that will improve the success rate of selecting high performers in the future
- Deliver higher retention rates
- Identify potential barriers to success and provide coaching, mentoring & training suggetions to manage these barriers

## ABOUT PROFILES SALES ASSESSMENT

# Profiles Sales Assessment™

The Profiles Sales Assessment (PSA) measures how well a person fits specific sales jobs in an organisation. It is used primarily for selecting, on-boarding and managing sales people and account managers.

The "job modelling" feature of the PSA is unique and can be customised by company, sales position, department, manager, geography, or any combination of these factors. This enables employers to evaluate an individual relative to the qualities required to perform successfully in a specific sales job in an organisation. It also predicts on-the-job performance in seven critical sales behaviours: prospecting, call reluctance, closing the sale, self-starting, teamwork, building and maintaining relationships and compensation preference.

## ABOUT HIGH PERFORMANCE BENCHMARK

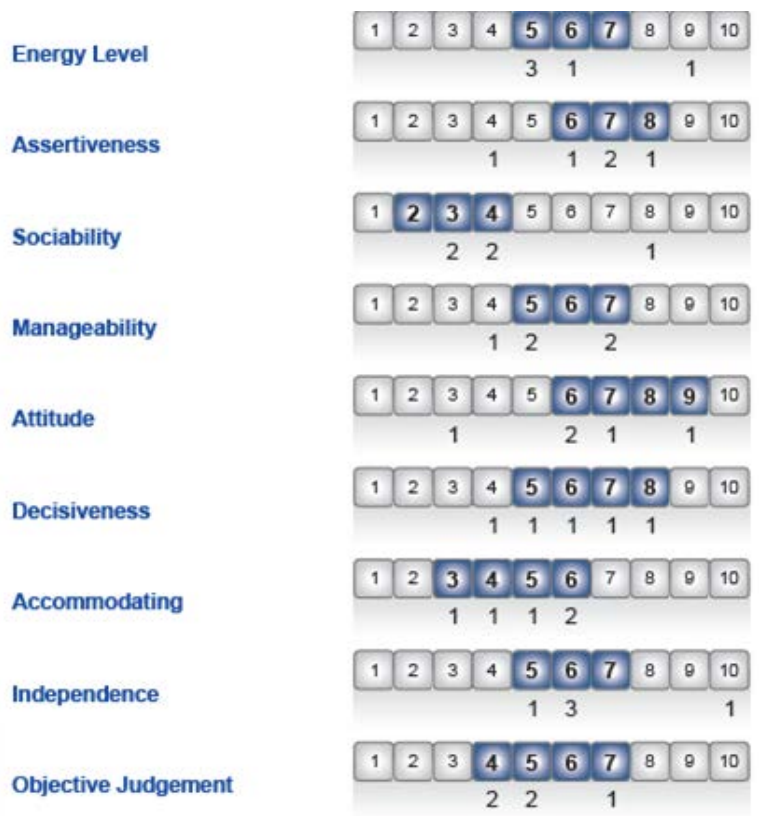
- Unless the critical success attributes of a role are fully understood, traditional selection will continue to deliver less than 25% top performers
- The most accurate technique assesses the proven high performers within the organisation, using their results to create a High Performance Role Benchmark. In effect, we extract the success DNA of the top performers, identifying and quantifying the success qttibutes they share in common.
- Based on objective criteria, high performance benchmarks are developed from the assessment results of existing proven top performers

# REGIONAL RETAIL STORE MANAGER BENCHMARK

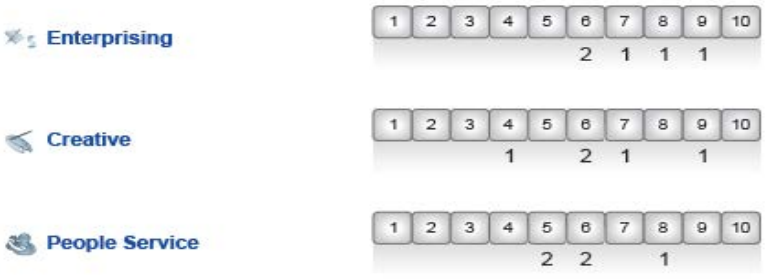


## Thinking Style

## Behavioural Traits




## Interests




*Interpret Profiles Sales Assessment Benchmark using the *Quick Reference Guide*

# CRITICAL SUCCESS ATTRIBUTES

**From our study, we found 10 critical success attributes** *(Areas where more than 75% high performers are within a block of three)*

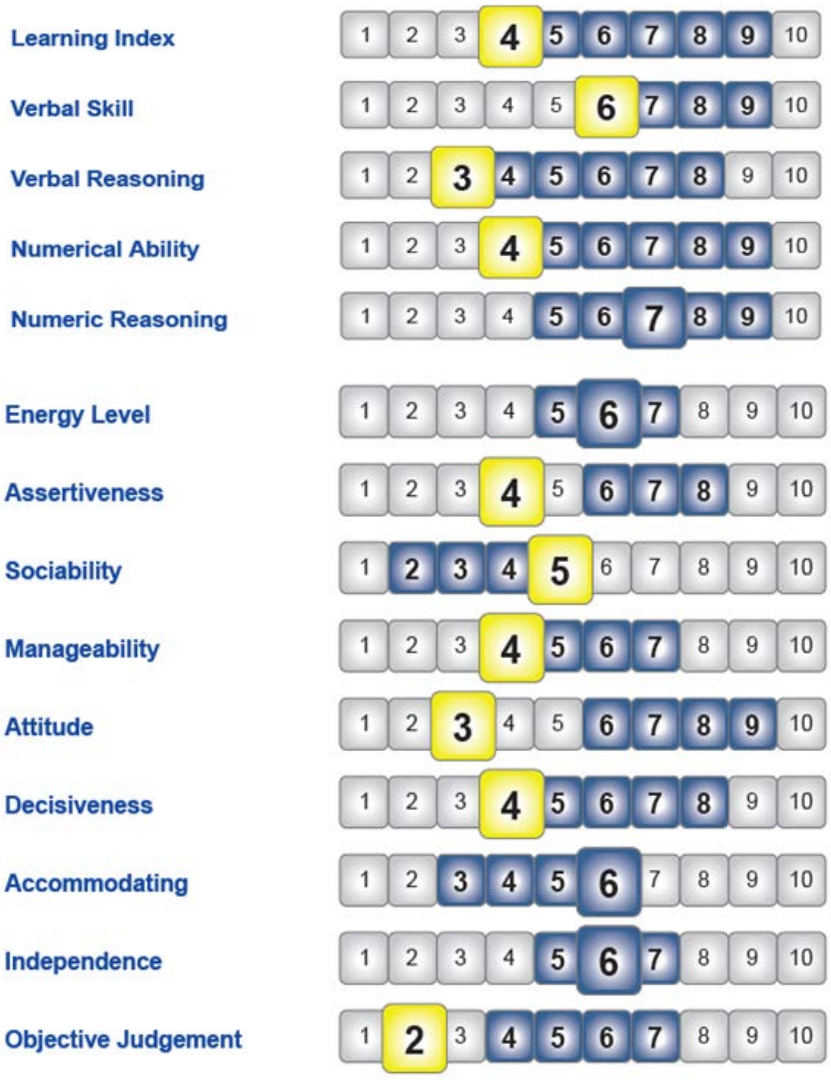
- Verbal Skill
- Energy Level
- Assertiveness
- Sociability
- Manageability
- Accommodating
- Independence
- Objective Judgement
- Enterprising
- People Service

# REGIONAL RETAIL STORE MANAGER - PARTICIPANT RATINGS

| PARTICIPANTS | REGIONAL RETAIL STORE MANAGER % MATCH |
|---|---|
| HIGH PERFORMER #1 | 94% |
| HIGH PERFORMER #2 | 93% |
| HIGH PERFORMER #3 | 92% |
| HIGH PERFORMER #4 | 91% |
| HIGH PERFORMER #5 | 80% |
| NOT-YET-COMPETENT PERFORMER #1 | 77% |
| NOT-YET-COMPETENT PERFORMER #2 | 72% |
| MYSTERY PERFORMER | 86% |

# REGIONAL RETAIL STORE MANAGER - NOT-YET-COMPETENT (NYC) PERFORMER SUMMARY GRAPH

## Not-yet-competent Performer
## Overall 72% Match




## Thinking Style
## 70% Match

## Behavioural Traits
## 66% Match

## Interests
## 86% Match

# REGIONAL RETAIL STORE MANAGER - MYSTERY PERFORMER SUMMARY GRAPH

## Mystery Performer
## Overall 86% Match

## Thinking Style
## 95% Match

## Behavioural Traits
## 86% Match

## Interests
## 69% Match

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