

## **Case Study: Advertising Sales Agency Links Sales Productivity to Recruitment Process**

### **By Profiles International**

An advertising sales organization faced with low sales productivity wished to find a way to increase the frequency of hiring highly productive salespeople. Presented with this problem, a study was conducted to examine the relationship between employee productivity and Job Match to the **ProfileXT**.

#### **Participants**

Twenty-six Advertising Sales Representatives participated in the study. Each employee participating in the study was administered the **ProfileXT** and had their number of new customers, ads sold, and overall dollar volume recorded. Records indicated four salespeople were highest in each of these areas while seven could be categorized as lowest with the remaining 15 somewhere in the middle.

#### **Job Match Pattern**

In a Concurrent Study format, a Job Match Pattern was developed for the Advertising Sales Representative position using the **ProfileXT**. The four Top Performing employees served as the basis to formulate the Job Match Pattern. This pattern serves as a benchmark to which other sales reps will be matched.

#### **Performance Grouping**

With the Advertising Sales Representative Job Match Pattern created, all 26 employees were matched against the pattern. After a review of the sample's **ProfileXT** Per cent Matches, an overall Job Match Per cent of 86%, or better, best identified Top Performing employees and was selected as a breakpoint to represent a good match to the Job Match Pattern.

This study demonstrated the pattern efficiently identifies Top Performers:

- Top Performers correctly identified as Top Performers by the pattern: 4 of 4
- Bottom Performers incorrectly identified as Top Performers by the pattern: 1 of 7

Of the 26 employees included in the study, eight met or exceeded the benchmark. All four (100%) Top Performers were included in this group while only one of the seven (14%) Bottom Performers displayed the same match for the pattern. Thus, the pattern is differentiating Top and Bottom Performers as delineated by the company's own performance evaluations.

#### **Details**

The company has expressed the belief their hiring practices have become more consistent after using the **ProfileXT**. The organizational leaders of this company are more confident in their hiring decisions knowing the PXT is based on employee attributes.

#### **Summary**

Using the **ProfileXT** to benchmark employees, the organization has shown the ability to successfully screen Advertising Sales Representative candidates. Of the eight individuals who either met or exceeded the Job Match Pattern benchmark, only one of eight of these employees was designated as a Bottom Performer. Additionally, 100 per cent of the Top Performers (4 of 4) were included in this group. Clearly, selection practices can be improved by using Job Match Patterns created by the **ProfileXT**.