

Case Study: ProfileXT Benchmarks Sales Success in National Sales Organization

By Profiles International

A large nationwide sales company wanted a better way to select highly productive sales personnel. The organization used the **ProfileXT (PXT)** 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 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 salespeople.

Job Match Pattern

The standard software was utilized 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 favorable selection capability of the pattern.

Summary

Approximately nine of the ten Top Performers were selected as a good match to the Job Match Pattern, while four out of five of the Bottom Performers were not selected.

While only 54 per cent of the total sample were selected as a good match to the Job Match Pattern, 92% of the most successful sales persons were included in that selected group. Only 20% of those who seem to be challenged by the position achieved favorable pattern match.

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