

Case Study: Travel Agency Improves Productivity and Increases Revenues per Sales Agent

By Profiles International

A travel agency was faced with declining performance trends for its agents. A study was conducted to identify performance trends and the relationship of those trends to the Overall Job Match Per cent on the **ProfileXT**.

Participants

One hundred and fifty-three sales agents were used for this study. Only those who had completed their trial employment period were studied in this analysis.

Job Match Pattern

A Job Match Pattern was developed using results from the **ProfileXT**. The Top Performers, a group of ten sales agents, averaged a 76% Overall Job Match on the **ProfileXT** while the Bottom Performers, another group of ten, averaged 69%. Performance ranking was based upon weekly sales averages.

Details

1. The top ten sales agents' weekly sales average = \$2,648.
2. The bottom ten sales agents' weekly sales average = \$ 482.
3. This represented a difference of \$2,166.00 per week (a 5.5 to 1 ratio).
4. For every dollar a Bottom Performer earns, a Top Performer earns \$5.50.
5. Replacing a Bottom Performer with a Top Performer, selected from Overall Match on the assessment, could result in a sales increase of \$2,166.00 per week or a sales increase of 349%.

Summary

By selecting candidates based on an objective Overall Match to the **ProfileXT**, more Top Performers could be selected than Bottom Performers. In addition, savings on training budgets and enhanced overall sales performance can be expected. The process of identifying Top Performers through the Job Match Pattern is definitely a valid means for improving the productivity of a sales department.

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