

Case Study: Identifying Sales Leaders with Profiles Sales Indicator By Profiles International

A top salesperson at any company is pretty easy to spot by their healthy sales earnings. Less easy to identify is the great candidate for your particular sales opening. Even if they demonstrates a successful record in her current company, does this mean they will be just as productive in your organization? Not necessarily: organizations can differ significantly in size, mission and products sold.

One staffing organization located in the midwestern United States wanted to enhance sales productivity. It found a customized solution using the Profiles Sales Indicator.

Method

First, the organization looked at the sales totals of 13 recruiters. Using these totals, the company classified six of the 13 as top performers, with average sales earnings of \$107,011. It classified seven of the 13 as bottom performers, with average sales earnings of \$40,977. Then, using this sample of recruiters and the Profiles Sales Indicator, the employer developed a Job Match Pattern describing the qualities of the existing top performers for the recruiter position.

The 13 recruiters were then matched to this pattern. A Job Match per cent of 79 best identified the top performing employees. The employer selected this as a benchmark, meaning that 79 percent or higher should identify a top performer.

Of the 13 recruiters, six obtained a Job Match percentage of 79 percent or greater.

Five of the six, or 83 percent, were top performers. Additionally, five of the six registered above the 79 per cent benchmark. One of the seven bottom performers (14 per cent) achieved the same mark.

Results

A detailed examination revealed that the average sales generated by recruiters in line with the Job Match Pattern at 79 per cent or higher was \$97,730. Meanwhile, those who did not match the pattern at 79 per cent showed averages sales of \$48,932.14, a difference of almost \$50,000.

The Profiles Sales Indicator helped this staffing organization successfully identify 83 per cent of its recruiters as top performers. The employer is positioned to better select employees that are likely to succeed, earning more now and in the future. The company now uses this pattern as the benchmark to predict recruiter performance.

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