



BUSINESS OUTCOMES

INDUSTRY:

Healthcare (Medical Device Manufacturer)

SOLUTION:

Select SalesPro®

POSITION:

Salesperson

Diagnosing Sales Success in a Medical Device Company

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The Situation

An award-winning, market leading manufacturer and distributor of high-tech medical devices was troubled by an increase in the turnover of their salespeople. They wanted to address the problem but realized that they didn't fully understand what was motivating their sales force. Before making any changes to their incentive plans, compensation and/or personnel selection process, they wanted to diagnose the issue in order to develop a strategic plan for addressing the problem. They felt that gaining a better understanding of their top performers would help them to develop a success profile against which future employees would be compared.

Specifically, they were looking for a sales assessment that would provide a comprehensive description of their sales team and tell them what kinds of characteristics, styles and motivators they should be looking for in order to hire effective salespeople.

They wanted to know how to pick the right people for their type of sales environment and keep them motivated.

The Solution

Select International's Select SalesPro® assessment fit the bill perfectly. Like many other assessments, it measures sales relevant personality characteristics and problem solving skills. But, unlike other assessments, it gathers information about one's sales style and sales motivators,

called drivers. This aspect was especially attractive to this client organization because they wanted to know how to pick the right people for their type of sales environment and keep them motivated.

If the bottom third of their sales team were to increase their annual sales by 7%, the company would bring in over \$4.5 million more annually.

A study was conducted by asking their entire sales force to complete the Select SalesPro assessment. The test results were compared to supervisor ratings of performance as well as sales performance metrics. This analysis was able to accurately identify the characteristics, style and motivators that led to sales success.

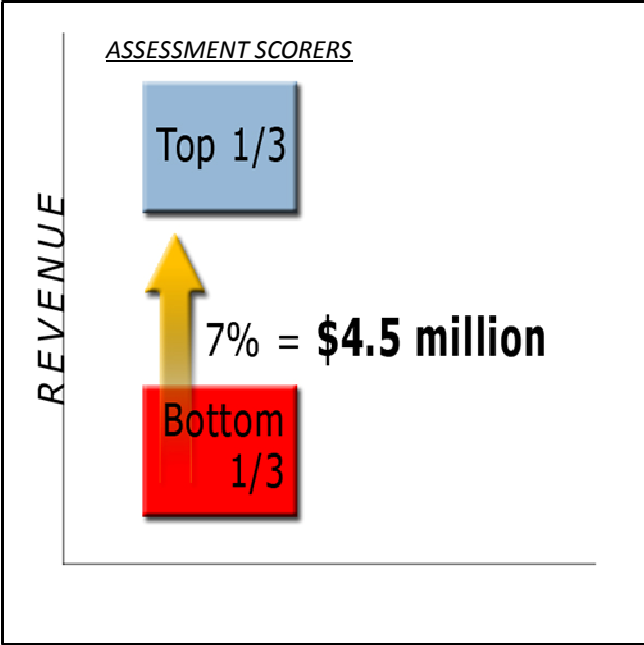
Outcomes

The Select SalesPro assessment provided the kind of information they needed to develop a strategic plan for their sales department. In this particular organization, the assessment indicated that the most highly rated salespeople were more likely to take accountability for their actions, accurately analyze situations, manage their time effectively and read people well. Successful salespeople were also more likely to be motivated by achievement and affiliation, and those highly motivated by money were actually more likely to be poorer performers.



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A predominant sales style definitely surfaced within this organization. A vast majority of the participants were focused on building long-term relationships with their customers and were interested in identifying their customers' underlying needs and building the right solutions for them. Individuals who were more interested in short-term rewards were less successful.



A more detailed look at how using the assessment could impact their bottom line shows that the top third assessment scorers sold 7 percent more annually than the bottom third. If the bottom third of their sales team were to increase their annual sales by 7 percent, the company would bring in over \$4.5 million more annually.

In sum, Select International's Select SalesPro assessment was able to be the diagnostic tool this organization needed to identify a success profile of their salespeople. As such, the organization is developing a strategic plan for building the human resources support tools to select, hire and retain a high performing sales force.

For over 20 years, Select International, Inc. has provided superior assessment products and solutions for its clients. Many of the world's largest and most successful organizations trust us with their hiring and retention goals. Whether your company needs pre-employment screening, personnel evaluation, in-depth leadership assessment or behavioral interviewing, Select International has a solution to meet - *and then exceed* - your needs.

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