

CASE STUDY

HotSpring Spas NZ Ltd



THE CLIENT

HotSpring Spas NZ Ltd is the number one luxury spa-pool manufacturer/distributor in New Zealand and has 23 retail stores throughout the country.

THE CHALLENGE

- ★ HotSpring Spas did not have a recruitment process to continually produce top-performing sales staff.
- ★ They wanted an end-to-end recruitment process that identified high-performing sales people, built them up quickly and raised the bar to a new level of sales performance.

THE SOLUTION

- ★ Adopt the Objective Management Group (OMG) recruitment process and tools which enabled HotSpring Spas to hire top performers.
- ★ Adopt the STAR (sales questioning) programme for the entire national team (a combination of live training and online learning).

THE RESULTS

- ★ In the financial year ending December 2013, HotSpring Spas NZ was the top-performing dealer for the brand out of 500 global dealers. They were also a leader in one sales category for the entire group of 900 dealers (Global & US).
- ★ The company's annual sales records were all exceeded in 2014. The previous record was 109 units sold per annum and in 2014 three of the "new recruits" (hired through the SalesStar process) sold 153, 126 and 103 units respectively with very little tenure in the business. In comparison, only 2% of the total number of sales staff globally were selling 100 units, proving that the new recruits have risen to the top within 12 months.
- ★ Aaron Sampson, National Sales Manager, says: "SalesStar have opened our eyes to what truly is possible and what creating a sales force is all about. From a personal development perspective it has allowed me to realise where I am strong in sales management and areas that need improvement. With my team of sales professionals it has allowed us to realise there are no limits, only the ones we have created in our own minds."